



Deja Young
Paralympian
Track and Field



Haylie McCleney
Olympian
Softball



Alex Massialas
Olympian
Fencing

ATHLETE MARKETING PLATFORM

USAGE GUIDELINES AND RESOURCES FOR
TEAM USA ATHLETES

TEAM
USA



ATHLETE MARKETING PLATFORM

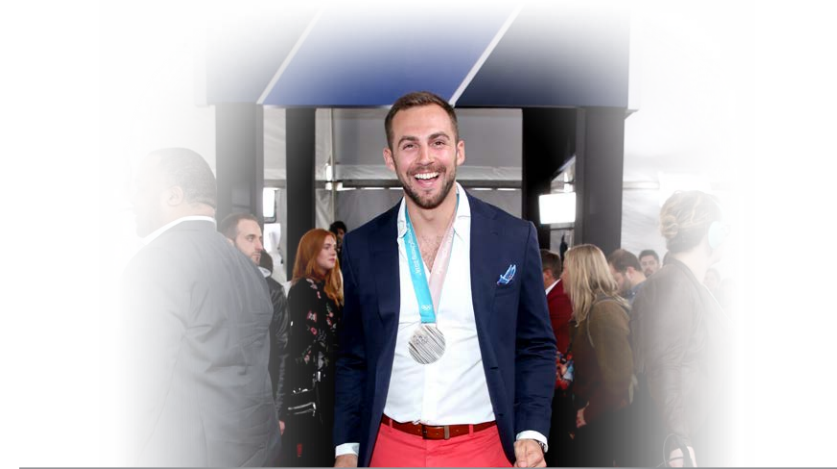
The Team USA Athlete Marketing Platform, launching as a pilot in 2021, is an innovative, athletes-first program designed to expand, streamline and elevate marketing opportunities and earning potential for U.S. Olympic and Paralympic athletes. The opt-in platform is the first of its kind and places Team USA sponsors and licensees directly at athletes' fingertips via an app and online, providing athletes with opportunities to elevate their voice and personal brand.

AMP is optional for Team USA athletes and entirely additive to any existing endorsement deals, expanding the possibilities for branding collaborations that may otherwise be out of reach. Powered by trusted, turnkey technology, the platform offers a custom solution that will reimagine and expand athlete sponsorship and earning opportunities within the Olympic and Paralympic ecosystem, both today and for future generations of Team USA.

In addition to commercial use, the United States Olympic & Paralympic Committee and LA28 will utilize the platform to engage athletes in social, branding and fundraising opportunities, while also featuring athlete brand education and development opportunities.

ATHLETE USAGE IN MARKETING

Team USA athletes will be able to utilize AMP to connect with partners and licensees in three distinct ways:



1

INDIVIDUAL MARKETING

Athletes can earn incremental revenue through endorsement deals with Team USA partners and brands.

Athletes can connect with Team USA brands, organizations and other partners for marketing opportunities. AMP makes the connection, and the athlete negotiates the payment and terms.

Individual marketing opportunities require additional time from the athlete.

Please refer the Individual Marketing Guidelines section starting on page 7 for additional information.



2

GROUP MARKETING

Athletes earn a guaranteed base payment for group marketing rights for one year.

As part of this group marketing model, Team USA partners can use the name, image, and/or likeness of a minimum of three athletes in a group. All athletes shown must be from different National Governing Bodies and shown collectively as Team USA.

This model uses pre-approved photos, and does not require additional time or commitment from the athlete beyond a potential initial photo shoot (where existing imagery may not exist).

Please refer the Group Marketing Guidelines section starting on page 10 for additional information.



3

LICENSED MERCHANDISE

Athletes earn royalty fee sharing.

Athletes may also opt in to licensed merchandise opportunities to earn additional funding when fans purchase official Team USA merchandise.

Please refer the Licensed Merchandise Guidelines section starting on page 16 for additional information.

WHY AMP WAS CREATED

AMP expands the pool of opportunities available and streamlines the process for athletes to access Team USA partners and licensees. The platform is additive to existing personal endorsement deals; it will not interfere with any existing partnerships.

Co-created with athletes, NGBs and partners, the USOPC has invested in and developed a user-friendly, multi-sport solution that will shift the marketing paradigm within Olympic and Paralympic sport by empowering athletes to connect with its sponsors.

BENEFITS OF AMP

ATHLETE FINANCIAL SUPPORT

With a guaranteed base payment structure for group marketing that is the first of its kind and protects individual endorsement opportunities, AMP provides incremental funding to Team USA athletes, while also unlocking additional earning and marketing potential.

ADDITIVE OPPORTUNITIES

Provides opportunities for more athletes and brands to collaborate year-round, while streamlining avenues for athletes to align with marketing initiatives and philanthropic causes that amplify their voice and reflect their personal brand.

ATHLETE EMPOWERMENT AND OPTIONALITY

By democratizing the athlete-partner experience through a unique opt-in model, AMP gives athletes a greater voice, and more ownership, flexibility and direct access to sponsors than ever before.

BRANDING EDUCATION

The program is strategically designed to infuse education opportunities that will equip athletes with the necessary tools, data and knowledge to develop and elevate their personal brand – and by virtue, their sport – while strategically assessing their value in the marketplace.

VISIBILITY FOR MORE TEAM USA ATHLETES

AMP expands partnership opportunities for the majority of U.S. Olympic and Paralympic athletes and hopefuls who do not have personal endorsement deals and would otherwise have limited access to sponsorship opportunities.

SCALABILITY AND SUSTAINABILITY

AMP provides a long-term framework to enhance individual athlete, Team USA and NGB brand exposure, while meeting the unique needs for a broad base of athletes, partners and sports.



HOW AMP WORKS

The Athlete Marketing Platform offers an online marketplace to connect athletes with partners. The marketplace includes an exclusive Team USA tech platform to centralize both group and individual marketing. The system is available on both mobile and desktop.



PROFILE

The USOPC will import Team USA athlete data and let Team USA athletes customize their profile at any time

RATES

Athletes set their own rates for individual marketing opportunities, and can access platform data on rate cards

SOCIAL MEDIA ACCOUNTS

Athletes link social media accounts to their profile, importing data on engagement rates

BRAND PREFERENCES + CATEGORY CONFLICTS

Athletes can indicate brand preferences, and opt-out of categories where they have an existing personal endorsement or NGB deal or a moral conflict

Chris Mazdzer
Professional athlete
Luge • Singles & doubles
USOPC Network

Identity Verified ★ 62 Reviews

66 Team USA Olympic Silver Medalist. 3x Olympian. Adventure Enthusiast. Someone who loves to challenge what's possible, or realistic.

Luge • Singles & doubles • Olympian • Team USA
Male • White • 32 y/o • English • 210 lbs • 6'1"

Salt Lake City, Utah
DeVry University • Graduated 2012
Hometown: Saranac Lake, N.Y.
High school: National Sports Academy

@mazdzer 18.4k followers
@mazdzer 88.1k followers
Chris Mazdzer 14.4k followers
Chris Mazdzer 103 subscribers

Interests & Facts
Nonprofit
Leadership
Television
Travel
Outdoors
Sports
Entertainment
Dance
Married
Pet owner

Accolades
Olympic Silver Medalist
World Cup Gold Medalist
World Cup Silver Medalist
World Cup Bronze Medalist

Brand preferences

Opt-in	Opt-out
Airlines	Alcohol
Apparel	Financial Services
Beverage	Healthcare
Broadcast	Insurance
Food & Restaurant	Investment
Health & Beauty	Tobacco

Instagram \$\$\$\$ /post
Twitter \$\$\$\$ /post
Facebook \$\$\$ /post
YouTube \$\$\$
Appearance \$\$\$\$
Keynote speech \$\$\$\$\$
Autograph signing \$\$\$\$

MEDIA LIBRARY

Photos from Getty Images and Team USA Photo shoots (where available) are imported for athlete approval and partner use in creative

COMPENSATION

Athletes can chat with brands and negotiate rates for individual marketing campaigns

ATHLETE APPROVAL

Athletes can use the mobile app to review and approve individual marketing opportunities, such as sponsored social media posts

Notifications

Team USA Partner
Brand category

Chris Mazdzer
Twitter
Compensation \$\$\$\$\$

Thank you @TeamUSAPartner for believing in me. Thank you for your support through the roller coaster of life at all times the past few years. #spon

Schedule: 4/13/21 @ 11:00AM CST

Dismiss Approve

ELIGIBLE ATHLETES

ATHLETE ELIGIBILITY

Athlete eligibility for the pilot program is determined by the prior year's world championships or Operation Gold equivalent event by sport. Due to the uncertainty around COVID-19 and future event schedules, the most recent year's events will be used.

Based on the criteria, athletes can be eligible for either:

FULL AMP PILOT PROGRAM

Includes Group Marketing, Licensed Merchandise, and Individual Marketing

Eligible athletes include those who:

- Finished in the top-eight individual event or top-six team event finishes in the most recent year's world championships or equivalent Operation Gold event as agreed upon with each NGB (Olympic and Paralympic program events only)

OR

INDIVIDUAL MARKETING ONLY

Eligible athletes include those who:

- Competed in the most recent year's world championships or equivalent Operation Gold event as agreed upon with each NGB (Olympic and Paralympic program events only)
- Have qualified for the Olympic or Paralympic Games Tokyo 2020
- Have qualified for the Olympic or Paralympic Games Beijing 2022

INVITATION TO OPT-IN FOR AMP

Athletes will be notified through email in February 2021 or as they qualify for the Olympic and Paralympic Games Tokyo 2020 and Beijing 2022.

AMP PILOT TERM

The pilot program will run through March 2022.





GUIDELINES FOR INDIVIDUAL MARKETING

Individual marketing provides athletes the opportunity to earn incremental revenue through endorsement deals with Team USA brands and partners. Opportunities require athlete time and could include social posts, press interviews and podcasts, appearances and meet and greets, on-pack IP inclusion, and more.

These agreements are short-term, often non-exclusive opportunities that do not replace annual exclusive endorsement deals. Athletes set their desired price for opportunities and can approve or decline opportunities accordingly. Resources are available for athletes who want guidance in setting pricing based on industry best practices.

EXAMPLES MAY INCLUDE:

- Athlete appearances
- Athlete social posts
- Press & editorial
- Creative production (e.g., TV commercial, branded content series, athlete product unboxing etc.)

INDIVIDUAL MARKETING

Team USA athletes now have the opportunity to work directly with partners in various uses. Examples include but are not limited to:

ATHLETE APPEARANCES



ATHLETE SOCIAL POSTS



PRESS + EDITORIAL



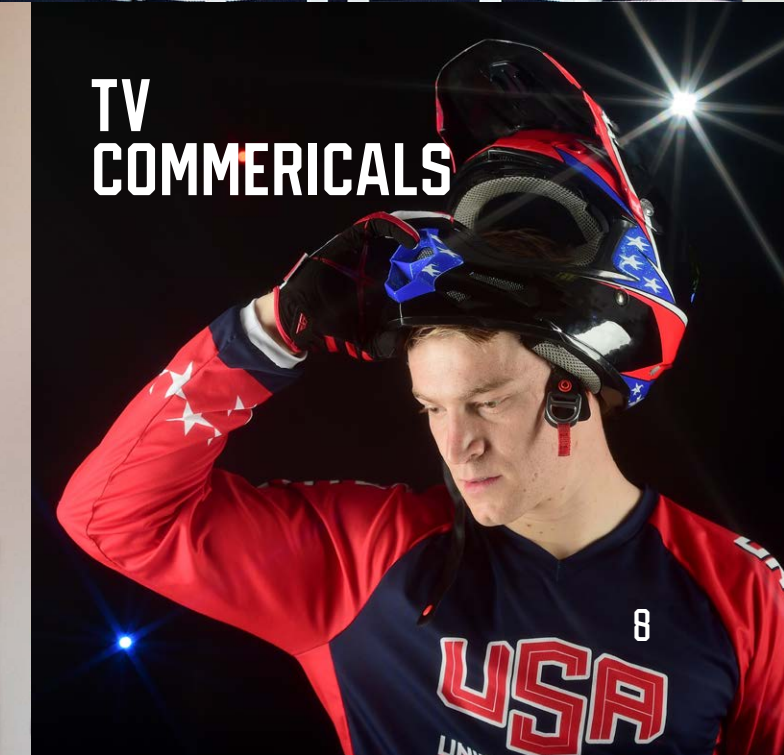
MEET + GREETS



EVENTS + CORPORATE MEETINGS



TV COMMERCIALS

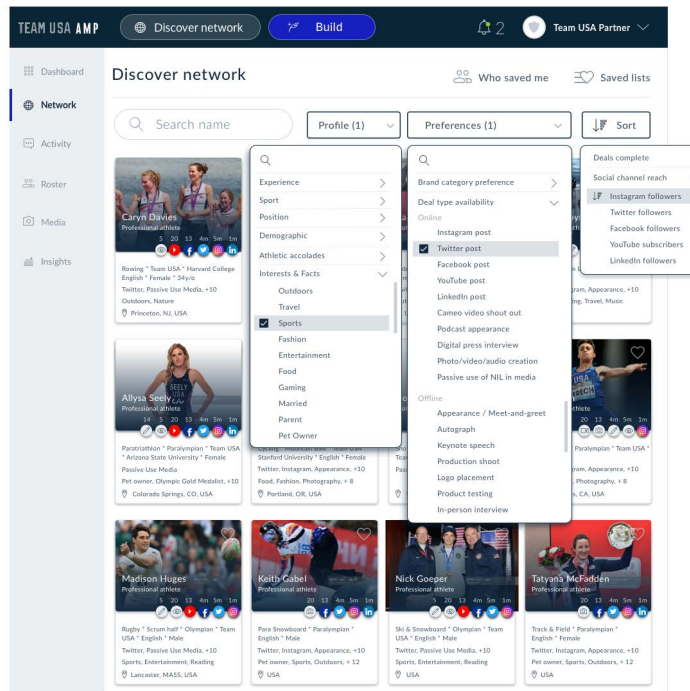


SPORTS DEMONSTRATIONS



HOW INDIVIDUAL MARKETING WORKS

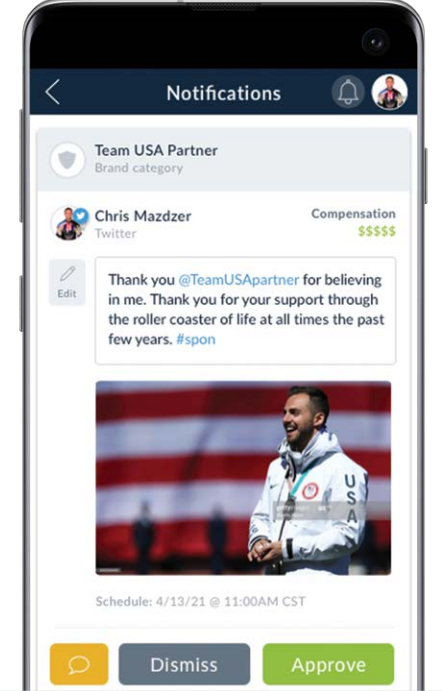
Using an athlete social post opportunity as an example, below is an overview of how the process comes to life on the AMP Tech Platform for Team USA partners and athletes.



1

DISCOVER

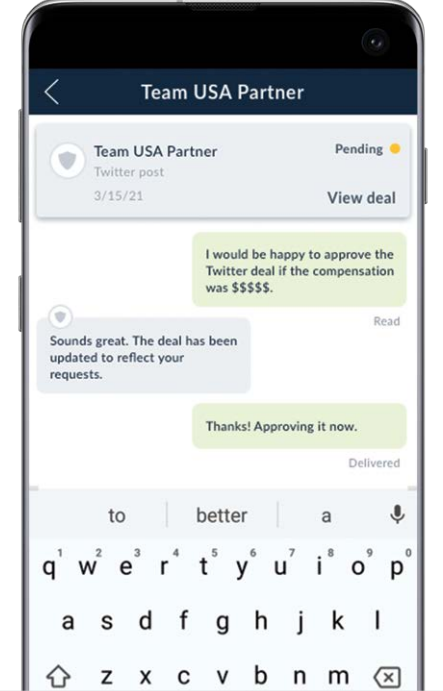
Partners can search and filter athletes based on profile tags like location, sport or interests.



2

NOTIFY

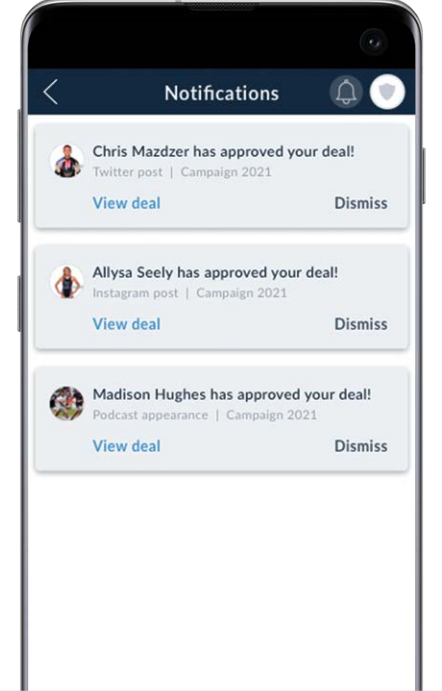
Partners notify athletes about new individual opportunities, and athletes can review creative for approval.



3

CHAT

Athletes can chat directly with partners to negotiate deal terms on the platform.



4

APPROVE

Partners are notified when athletes accept opportunities and approve creative.



5

PUBLISH

Once creative, such as a social media post, is approved by the athlete, it automatically gets published through the app.



GUIDELINES FOR GROUP MARKETING

For the first time in history, via AMP's group marketing, Team USA partners are able to utilize the names, images, and likenesses of eligible Team USA athletes who opt-in for advertising and marketing purposes. Group marketing provides athletes the opportunity to be included in more marketing campaigns, and extends exposure to feature a more diverse mix of athletes and sports.

In certain cases, athletes may be asked to participate in an initial photoshoot if there are not a sufficient amount of existing photos in the USOPC library. Once those photos are captured, there will be no additional time requirement for passive use.

The USOPC manages collective athlete IP rights for athletes who opt-in and athletes are not required to enter into separate sponsorship agreements.

EXAMPLES CAN CONSIST OF ATHLETE IMAGES USED ON:

- Advertisements and point-of-sale
- OOH (traditional or digital)
- Social and digital creative

GROUP MARKETING CORE CRITERIA

Team USA partners are responsible for adhering to these three core rules in their marketing campaigns.



✓ MINIMUM OF THREE ATHLETES

Team USA partners have the ability to utilize the Name, Image, and Likeness of three (3) or more eligible Team USA athletes in their marketing, advertising and promotional programs and materials. It is encouraged to feature both U.S. Olympic and Paralympic athletes.

✓ DIFFERENT NGBS

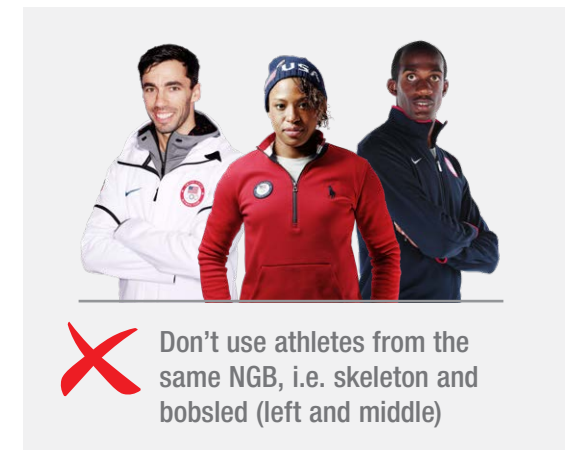
Each Team USA athlete featured in a Team USA partner's creative campaign must be from a different NGB.

✓ TEAM USA

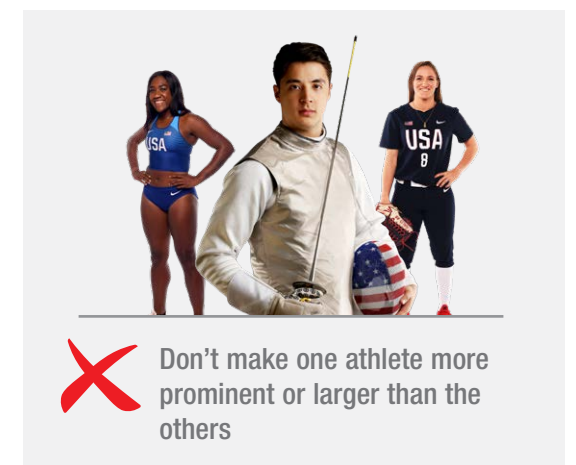
Athletes must be shown collectively as part of Team USA and must be shown equally in partner creative where one athlete is not larger or more prominent than another. The creative must not unduly focus on, feature, or highlight the athlete in a manner that leads the consumer to believe the athlete personally endorses a company, product/service or cause.



✗ Don't use less than three athletes and don't use only Olympians or Paralympians



✗ Don't use athletes from the same NGB, i.e. skeleton and bobsled (left and middle)



✗ Don't make one athlete more prominent or larger than the others

CREATIVE GUIDELINES

TEAM USA THEMED

Headline and overall messaging of the creative must be Team USA led, rather than talking about individual athletes.

ATHLETE NAMES

The athlete names must be shown as follows: first and last name, sport underneath. It is preferred to place the names to the side of the athlete's body.

EQUAL PROMINENCE

All three Team USA athletes must be shown with equal prominence to reinforce the Team USA athlete collective and to not show one athlete as more important than another.



TEAM USA PARTNER COMPOSITE MARKS

Partners are required to use the Team USA Composite Marks (e.g., Flag-Five Rings, Flag-Agitos, Team USA wordmark) in all partner creative.



IOC/IPC/LA28 (e.g. International Olympic Committee five rings, International Paralympic Committee Agitos or LA28 Organizing Committee mark) are not allowed to be used with AMP.

ADDITIONAL GROUP MARKETING GUIDANCE

TERM

Team USA partners are able to access and utilize group marketing rights during the term or the term of the partner contract.

MARCH 11, 2021

MARCH 31, 2022

TERRITORY

“United States” means the fifty states, the District of Columbia, and all territories and possessions of the United States of America (except for American Samoa, Guam, Puerto Rico and the U.S. Virgin Islands and any other territories and possessions that may fall within the jurisdiction of other National Olympic Committees during the authorized user’s contract term).

ATHLETES WITH EXISTING ENDORSEMENT DEALS

Athletes with personal brand endorsement deals with a Team USA partner cannot be shown by that same partner in creative collectively with non-sponsored AMP athletes, in order to show clear separation and not infringe on personal endorsement deals.



Don't mix non-sponsored athletes (left and right) with Team Toyota athletes (middle) in AMP creative



ATHLETE IMAGERY

OLYMPIC ATHLETE IMAGERY

In an effort to support Team USA athletes and show respect for the enormous efforts they put forth, partners are strongly encouraged to use authentic athlete imagery whenever possible. Use of authentic athlete imagery will ensure sports and athletes are being represented accurately in terms of technique, precision and effort.

PARALYMPIC ATHLETE IMAGERY

The Paralympic Movement aims to change attitudes and create more opportunities for persons with disabilities, as well as improve mobility and accessibility. In all photographs, the athlete should be the central focus, not his or her impairment. In all instances, the athlete's impairment should not be concealed but demonstrated in a self-confident and self-evident manner.

IMAGE SOURCING

Team USA partners can access AMP athlete photos available for licensing through the AMP Tech Platform or may directly work with Team USA's preferred photography company's contact: Janey.marks@gettyimages.com for assistance in sourcing and licensing Getty Image's photography options. Team USA partners are responsible for paying for applicable photo licensing fees. All athlete imagery and sourcing is subject to standard Team USA Brand Guidelines (including third party guidelines and appropriate clearances e.g. NGB approval / licensee fee). All video footage requests must follow the standard request process.

Note: Athlete imagery process & technology integration will be phased in during AMP Pilot



ATHLETE APPAREL RULES

When choosing Team USA athlete imagery, for consistency it is recommended that partners feature all athletes from the same four apparel categories listed below. In rare cases, where apparel categories must be mixed, be sure to use either all official Games time imagery or all non-Games time imagery.



✓ All athletes from Games time imagery



✓ All athletes in non-Games Competition



✓ All athletes in Nike, Ralph Lauren, or licensed merchandise



✓ All athletes in generic apparel



✗ Don't mix official Games time imagery with non-Games time imagery



GUIDELINES FOR LICENSED MERCHANDISE

Through AMP, an athlete has the opportunity to receive a royalty for name and/or likeness on co-branded licensed merchandise.

LICENSED MERCHANDISE

CATEGORIES

Athletes can opt-in to categories as outlined below.

APPAREL PRODUCT CATEGORIES

- White Label Apparel, Hats, and Accessories
- Trading Cards (Beijing Only)
- Bags (String Bags)*
- Eyewear*
- Footwear (Nike Only)*
- Headwear*
- Jewelry (No Fine Jewelry)*
- Watches (Omega Only)*

HARDLINE PRODUCT CATEGORIES

- Gifts/Novelties (Banners, Flags, Holiday Items, Lapel Pins, Magnets, Pennants)*
- Housewares (Drinkware, Glasses, Coffee Mugs)*
- Publications (Books, Children's Books, Educational, DVDs)*
- Stamps and Stationery (Calendar, Commemorative Stamps, Greeting Cards, Post Cards)*
- Toys (Action Figures, Coloring Books, and Crayons, Construction Toys, Dolls, Plush)*

BRANDING AND USE EXAMPLES

Athlete's name and/or likeness will always be used in conjunction with Team USA. The USOPC will only use an athlete's name that will serve the best interest of all parties.

Note:

- Athlete will have a one-time opportunity to provide Legal Name or Preferred Name on co-branded apparel.
- For trading cards, athletes will have the ability to approve all aspects of the trading card including image, stats etc.

**Items in italics will be added in the future as the program expands. For launch and through Beijing the focus will be on co-branded white label apparel, hats and accessories and trading cards only.*





PROCESS AND APPROVALS

PROGRAM ENROLLMENT

When reviewing and signing the AMP terms and conditions, athletes can indicate category conflicts by disclosing individual endorsement deals and categories with a moral conflict. Athletes can also update conflicts at any time on the AMP tech platform. Athlete must maintain a minimum of 50% of open categories to remain eligible for AMP group marketing.

While signing up for the AMP tech platform, athletes can review a list of Team USA partners and indicate their brand preferences.

PROCESS AND APPROVALS



INDIVIDUAL MARKETING

- 1 Partner is required to submit an individual marketing opportunity for the athlete(s) on the AMP Tech Platform
- 2 Athlete(s) can negotiate, accept, or deny the opportunity
- 3 Partner to submit creative (when applicable) via Team USA Approval System for approval
- 4 Athlete reviews and approves all final creative via the AMP Tech Platform

GROUP MARKETING*

- 1 Athlete receives a notification from a Team USA partner on the AMP tech platform that they have been selected for a group marketing campaign
- 2 Partner to select pre-approved athlete image and submit creative via Team USA Approval System for approval
- 3 Team USA and agency team will review and approve creative on behalf of the athlete
- 4 Athlete receives notification on AMP tech platform with a copy of the final marketing materials

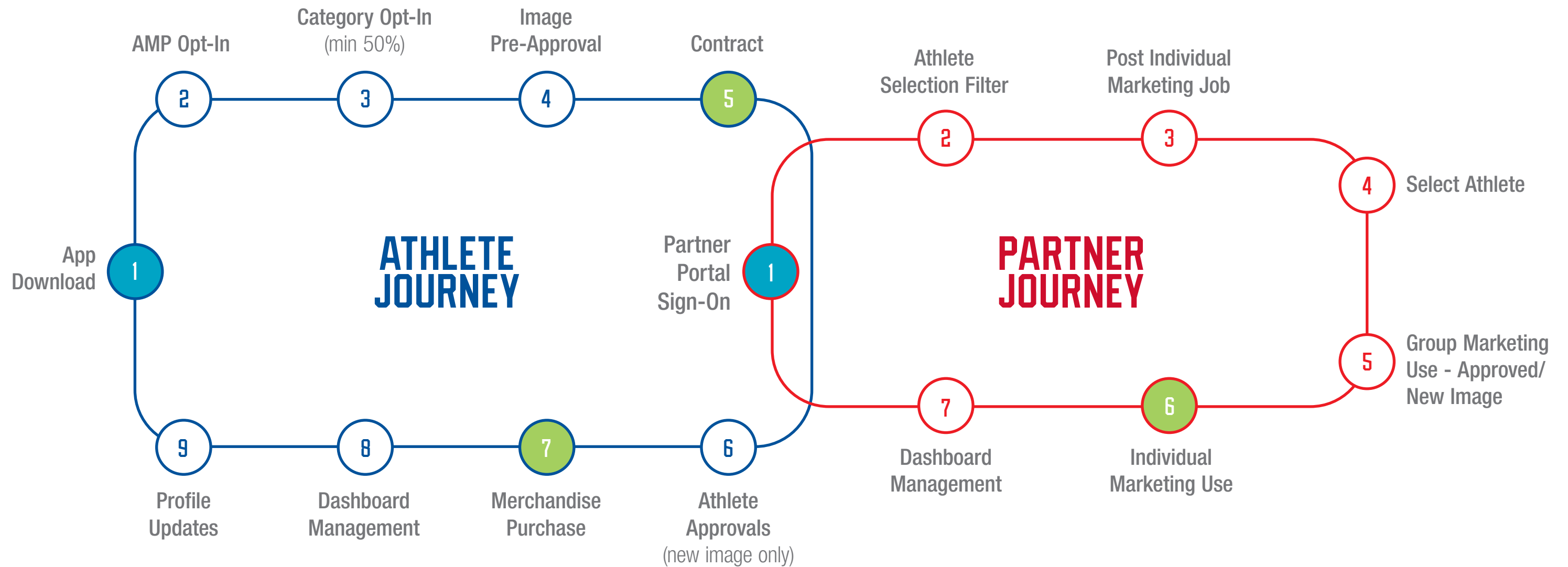
LICENSED MERCHANDISE

How fans will choose licensed merchandise:

- 1 Product Type
(apparel, hat accessories)
- 2 Color
(red, navy, royal, white, gray)
- 3 USOPC logo
(Flag Rings, Flag Agitos, Team USA)
- 4 Athlete
(AMP athlete last name)

**Note: This approval workstream also applies to Licensed Trading Cards*

THE AMP JOURNEY



KEY	
●	Starting Points
●	Payment to Athlete

THANK YOU

CONTACT INFORMATION

Contact the Athlete Services team at athlete.marketing@usopc.org for further questions.

Images provided by ©Getty.



TEAM
USA