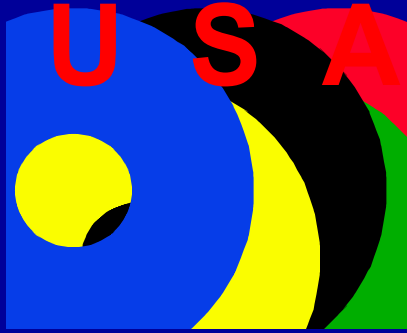


# *The Organization and Funding of Elite Sport*

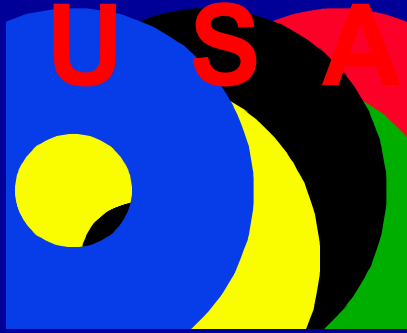
## *The United States Experience*

*Presented by Benita Fitzgerald Mosley  
Director, U.S. Olympic Training Centers*



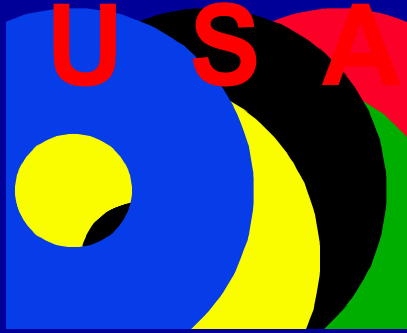
# *United States Olympic Committee*

- ★ *Organization of Elite Sport*
- ★ *Funding of Elite Sport*
- ★ *Olympic Training Centers*



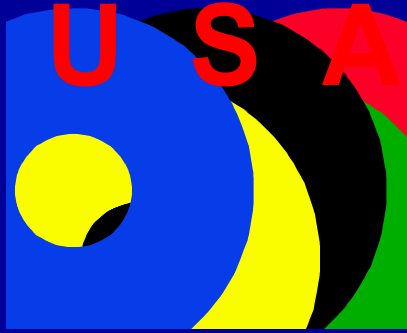
***ORGANIZATION OF ELITE SPORT***

***United States Olympic Committee***



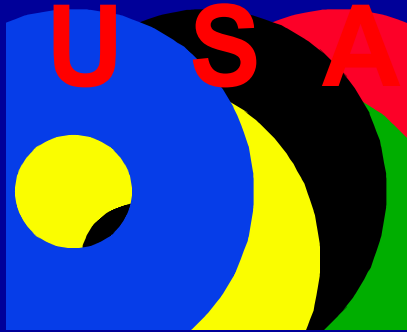
## *United States Olympic Committee*

- ★ *Congressionally chartered by US Government in 1978 via “The Ted Stevens Olympic and Amateur Sports Act”*
- ★ *Sole agency for coordinating Olympic activity in United States*
- ★ *Volunteer and paid staff management*
- ★ *Non-profit organization*
- ★ *Receives NO federal government funding*



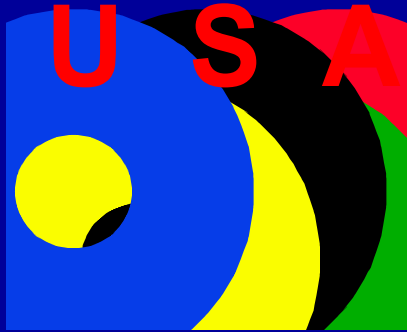
# OLYMPIC MOVEMENT GOVERNANCE

- ★ *International - IOC*
- ★ *National - NOC*
- ★ *United States - USOC*
- ★ *USOC Member Organizations*
  - *Olympic and Pan American Sports (43)*
  - *Affiliated Sports (6)*
  - *Community Based Multi-Sports (12)*
  - *Education Based Multi-Sports (4)*
  - *US Armed Forces*
  - *Disabled Sports (7)*



## *U. S. Olympic Committee*

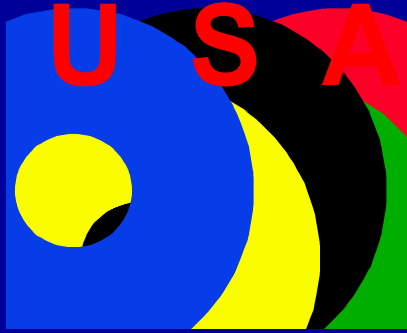
- ★ *Recognized as the National Olympic Committee (NOC) and the National Paralympic Committee (NPC) by the IOC*
- ★ *Exclusive jurisdiction over U.S. participation in Olympic Games, Paralympic Games, and Pan American Games*
- ★ *Exclusive jurisdiction over the organization of Olympic, Paralympic, or Pan Am Games held in U.S.*



## *U. S. Olympic Committee*

### *★ Exclusive right to:*

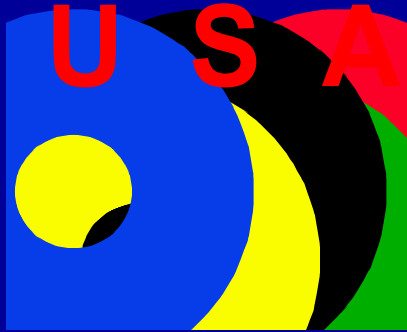
- the name “United States Olympic Committee”*
- IOC, USOC, Pan American, or Paralympic symbols*
- the words “Olympic”, Olympiad”, “Paralympic”, “Citius Altius Fortius”*
- authorize sponsors and suppliers to use the name and symbols*



# *U. S. Olympic Committee Purposes*

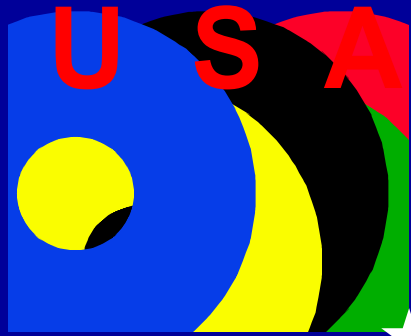
- ★ Recognize sports organizations as National Governing Bodies (NGBs) for Olympic sport*
- ★ Provide financial assistance to members and other associations involved in sport*
- ★ Encourage and support research and development in sport science, medicine and safety*





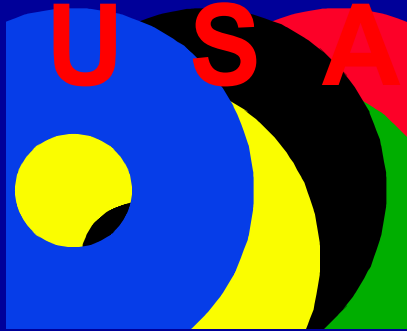
# *U. S. Olympic Committee Purposes*

- ★ Provide and coordinate technical information on training, coaching, equipment design and performance analysis*
- ★ Promote and encourage physical fitness and public participation in sport*
- ★ Encourage and provide assistance to sport programs and competition for women, ethnic minorities, and persons with disabilities*



# **National Governing Bodies for Sport**

- ★ *Designated by the USOC via Olympic & Amateur Sport Act*
- ★ *Recognized by IF as the representative of the US for that sport*
- ★ *Exercise jurisdiction over national and international competitions in US*
- ★ *Select teams for Olympic and Pan Am Games*
- ★ *Hire national coaches*
- ★ *Conduct development programs*



# **USOC COMMITTEES**

***Anti-Doping***

***Athlete Development***

***Athlete Performance***

***Athlete Support***

***Audit***

***Budget***

***Coaching***

***Sports for the Disabled***

***Education***

***Ethics***

***Finance***

***Games Preparation***

***International Relations***

***Junior Olympic***

***Legislation***

***Member Services***

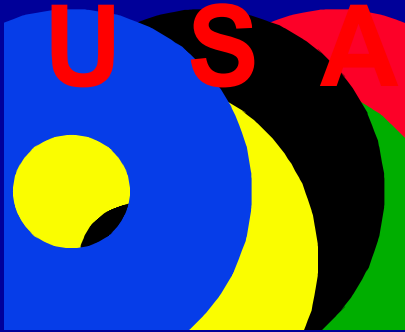
***Minorities in Sports***

***Sports Medicine***

***Sport Science & Technology***

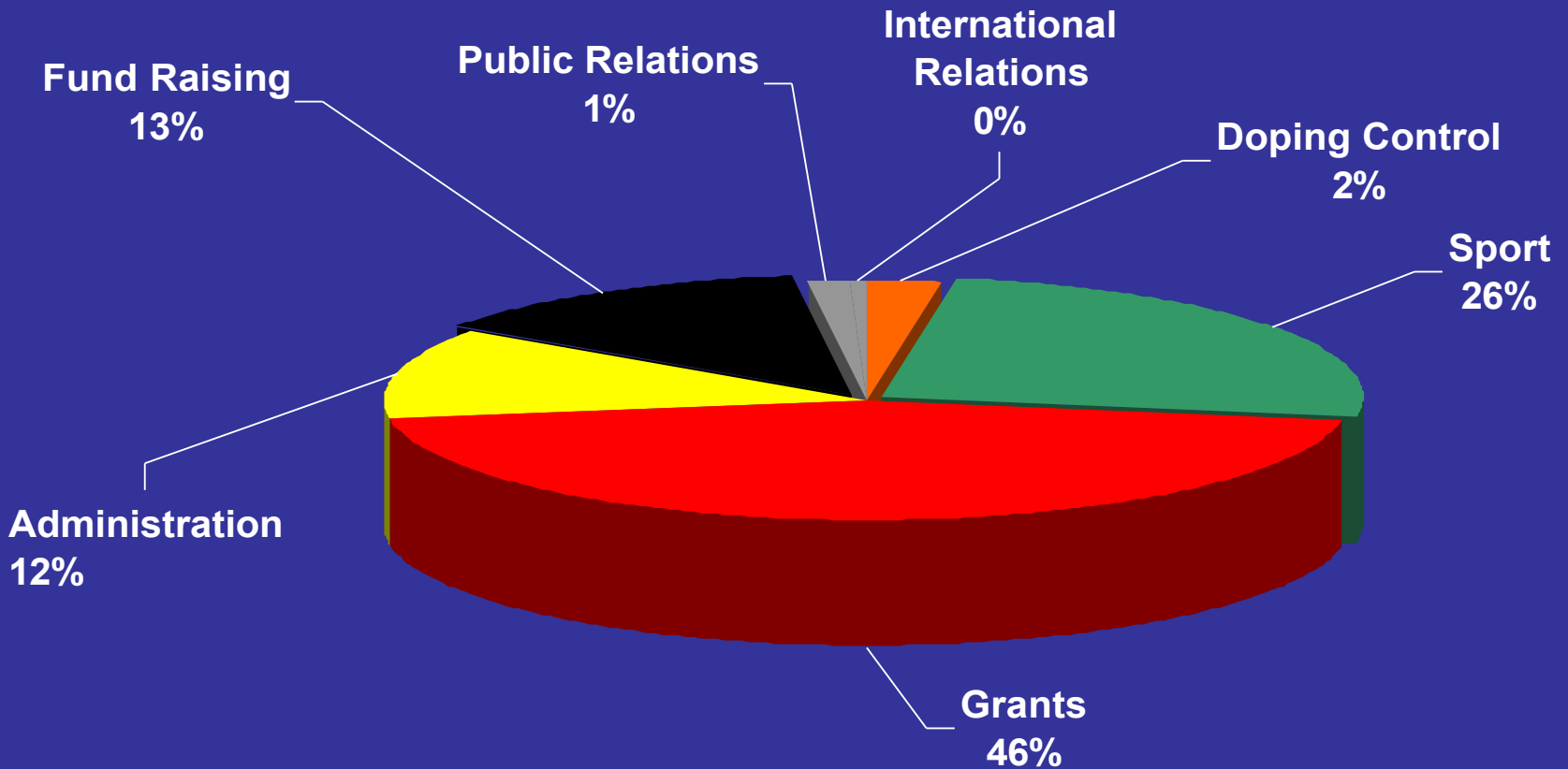
***Training Centers***

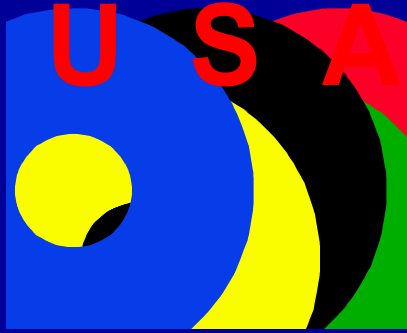
***Women in Sports***



# USOC Program Services Budget

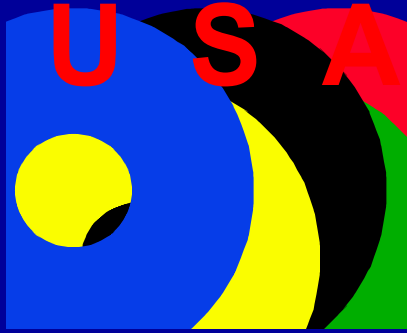
Total Budget = \$128 million





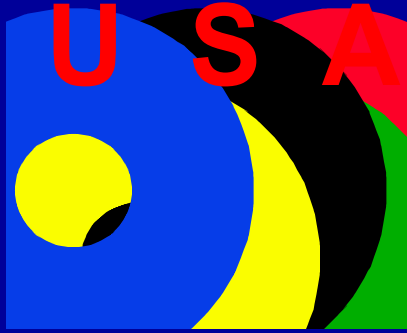
# ***USOC GRANT PROGRAMS***

- ★ ***Centralized Funding***
- ★ ***Venture 2000***
- ★ ***PODIUM 2002***
- ★ ***Contingency Grants***
- ★ ***Disabled/Development Sports***
- ★ ***International Competition***
- ★ ***Sport Science & Technology***



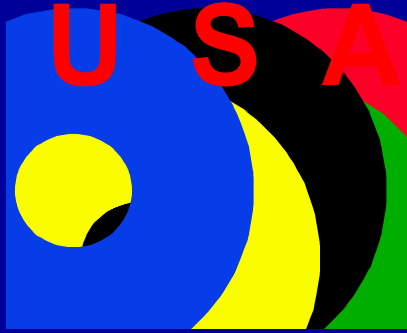
# ***USOC ATHLETE SUPPORT PROGRAMS***

- ★ Operation Gold***
- ★ Basic/Basic Plus***
- ★ Special Assistance***
- ★ Tuition***
- ★ Career Services***



# ***FUNDING OF ELITE SPORT***

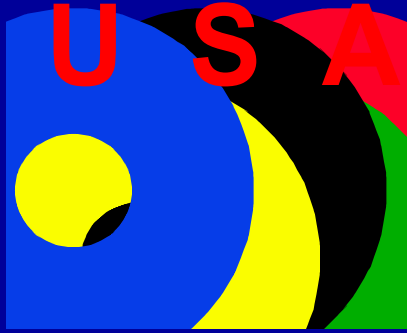
***United States Olympic Committee***



# *U.S. Olympic Committee Funding*

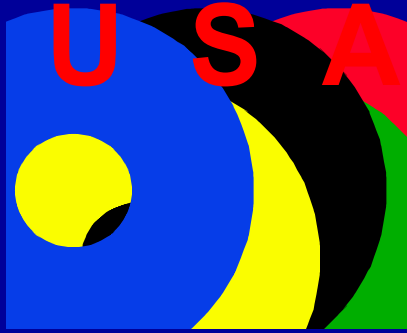
- ★ *Not for Profit Corporation*
- ★ *NO government funding*
- ★ *“Olympic and Amateur Sports Act”  
gives USOC sole use of Olympic  
name and marks in USA for  
marketing and fundraising*





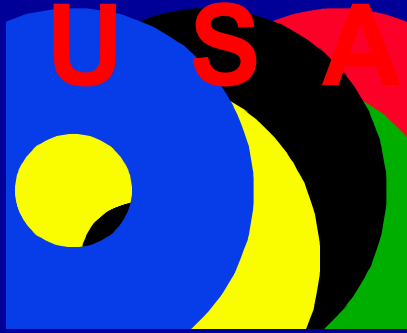
# *USOC Fundraising*

- ★ *Corporate Marketing*
  - *OPUS Sponsors*
  - *Worldwide (TOP IV) Sponsors*
- ★ *Television Rights Fees*
- ★ *Licensed Merchandise*
- ★ *Fundraising Development*
- ★ *Olympic Spirit Stores*



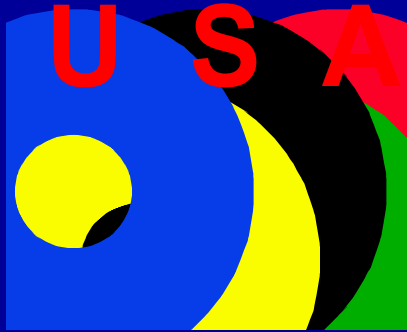
## *Olympic Properties of the United States (OPUS)*

- ★ *Joint marketing venture between the USOC and the Salt Lake Olympic Committee (SLOC)*
- ★ *Responsible for raising \$859 million in sponsorship revenue to fund the staging of the 2002 Olympic Winter Games and USOC programs*



## *Olympic Properties of the United States (OPUS)*

- ★ *OPUS sponsors have marketing rights for the 1998, 2000, 2002, and 2004 U.S. Olympic Teams and the 2002 Olympic Winter Games*
- ★ *Joint marketing program with sport National Governing Bodies (NGBs) in which certain marketing rights are passed on to the OPUS sponsors.*



# OPUS SPONSORS

*General Motors*

*Texaco*

*Anheuser-Busch*

*Lucent Technologies*

*Delta Air Lines*

*Blue Cross/Blue Shield*

*Merrill Lynch*

*AT&T*

*Bank of America*

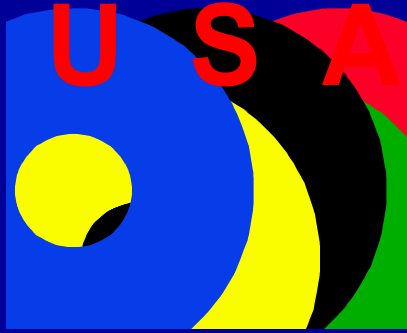
*US West*

*Home Depot*

*Seiko*

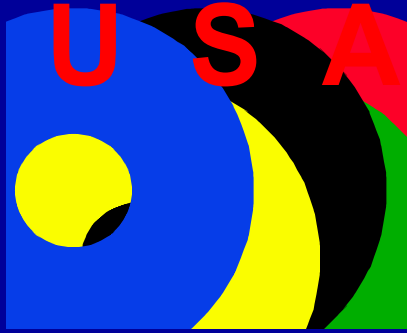
*United Airlines*

*York International*



## **WORLDWIDE (TOP IV) SPONSORS**

- ★ *Worldwide rights to associate with the Olympic Movement internationally*
- ★ *All IOC member nations receive a share of the sponsorship revenue and value-in-kind product*
- ★ *9 of 11 companies are based in the U.S.*
- ★ *20 % of total revenue to USOC*



## *WORLDWIDE (TOP IV) SPONSORS*

*Coca-Cola*

*Eastman Kodak*

*VISA*

*Xerox*

*Sports Illustrated*

*Panasonic*

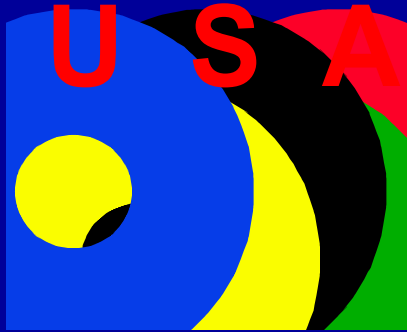
*McDonald's*

*IBM*

*UPS*

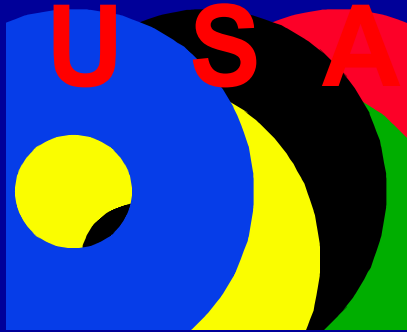
*John Hancock*

*Samsung*



## *Television Rights Fees*

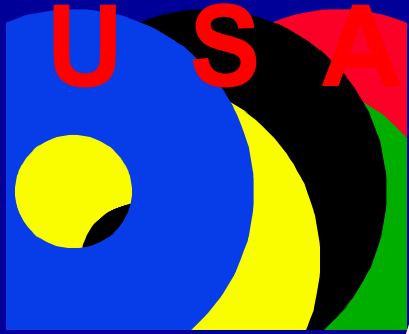
- ★ *NBC paid \$3.55 Billion to the IOC to broadcast the Olympic Games in the U.S. in 2000, '02, '04, '06, '08*
- ★ *U.S. currently receives 10% of NBC's rights fees*
- ★ *After 2004, U.S. will receive 12.75% of U.S. broadcast rights fees*



## *USOC Licensees*

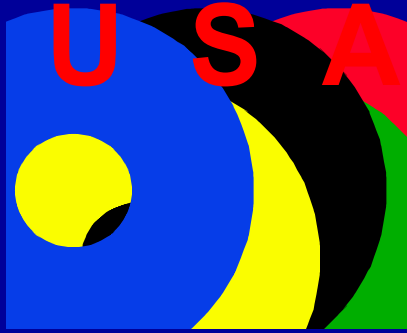
- ★ *Sales of USA Olympic brand apparel and other products*
- ★ *Merchandise with Sydney and Salt Lake marks, mascots and terminology*
- ★ *20 Licensees with products ranging from sweaters and t-shirts to books and pins*





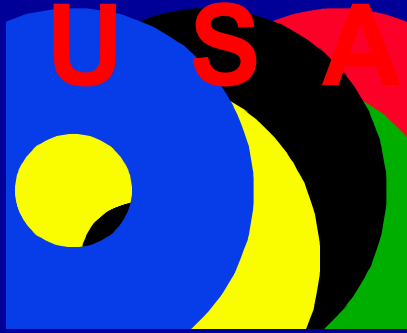
# *Fundraising Development*

- ★ *High potential for increased revenues via major gifts, planned giving, capital campaigns, bequests, etc.*
- ★ *Direct Marketing solicitations for private donations*
- ★ *Income Tax Check-Off*
- ★ *Olympic License Plates*
- ★ *Events*



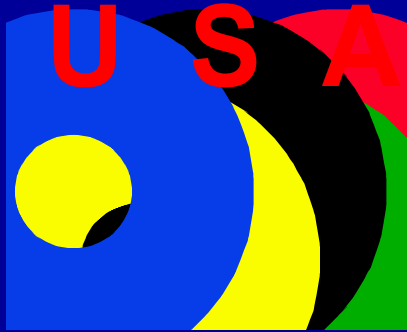
## *Olympic Spirit Stores*

- ★ *Sale of USA Olympic brand merchandise*
- ★ *Stores located at Olympic Training Centers in New York, California, Colorado*
- ★ *Store also located in Salt Lake City, Utah and Park City, Utah*



# *National Training Facilities*

- ★ *Olympic Training Centers*
- ★ *Olympic Venue Designations*
- ★ *Potential Partner Program*



# *Olympic Training Centers*

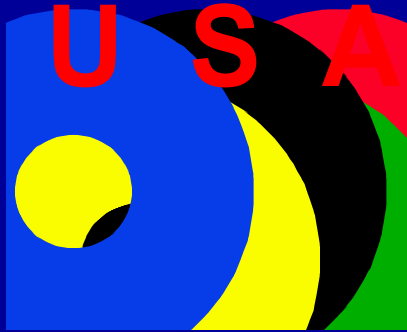
US OLYMPIC TRAINING CENTERS  
(Colorado Springs, CO)  
Provides oversight of all OTCs

Colorado Springs OTC  
(Colorado Springs, CO)  
Opened 1977  
USOC Headquarters

US Olympic Education Center  
(Marquette, MI)  
Opened 1985  
Unique partnership with State

Lake Placid OTC  
(Lake Placid, NY)  
Opened in 1982  
following '80 Winter Games

ARCO OTC  
(Chula Vista, CA)  
Opened 1995  
First OTC built from ground-up



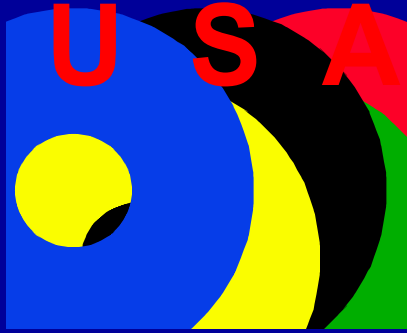
## *Other National Facilities*

### **★ *Olympic Venue Designations***

- Sailing - Miami , FL*
- LT Speedskating - Milwaukee, WI*
- Equestrian - Gladstone, NJ*

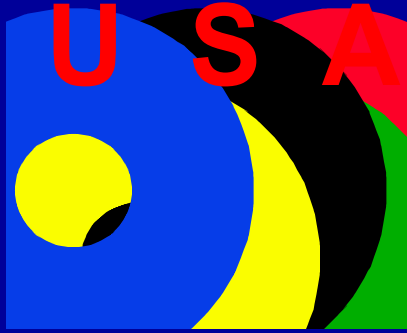
### **★ *Potential Partners***

- Colleges and Universities*
- Community*
- Commercial*
- Military Bases*
- Foreign Facilities*



# OTC Program Services

- ★ Operations/Program Management
- ★ Athletic Venues
- ★ Housing
- ★ Food Service
- ★ Transportation
- ★ Inter-Divisional USOC Services
  - Sports Medicine
  - Sport Science
  - Drug Testing and Education
  - Coaches/Officials Education



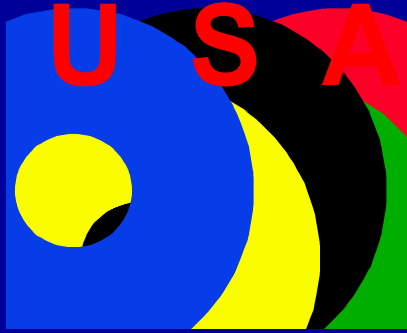
# *Types of OTC Programs*

## ★ *Resident Programs*

- *Year-Round*
- *USOC approved*
- *Performance Standards*

## ★ *Short-Term Programs*

- *1 day to 6 months*
- *Access by Priority*



*The United States Olympic Committee is dedicated to  
American athletes,*

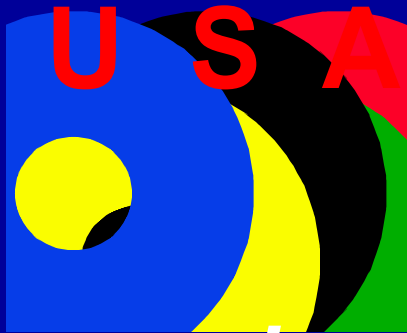
*to motivate them to the highest levels of achievement,*

*to train them to peak utilization of their natural talents,*

*to instill each and all with an abiding sense of  
sportsmanship and fairness,*

*to achieve excellence in the Olympic Games and in the  
more important future competitions of life.*





**★ Contact Information**

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***Benita Fitzgerald Mosley***

***Director, U.S. Olympic Training Centers***

***United States Olympic Committee***

***One Olympic Plaza***

***Colorado Springs, CO 80909***

***USA***

***Potential Partner Website:***

***[www.olympic-usa.org/play/cgi-bin/search.cgi](http://www.olympic-usa.org/play/cgi-bin/search.cgi)***