

ATHLETE SUPPORT PROGRAMMES



Pavla Foley, Athlete Partnerships Manager
International Olympic Committee

ATHLETE365 PROGRAMMES



WHAT IS ATHLETE365?

- **Global community** for Olympians, Paralympians, elite athletes and their entourage members.
- **Mission:** To make athletes' lives better
- We develop practical resources, learning opportunities and exclusive offers for athletes
- At all stages of their career – from competing to navigating life beyond sport.

OVER 200,000 MEMBERS!

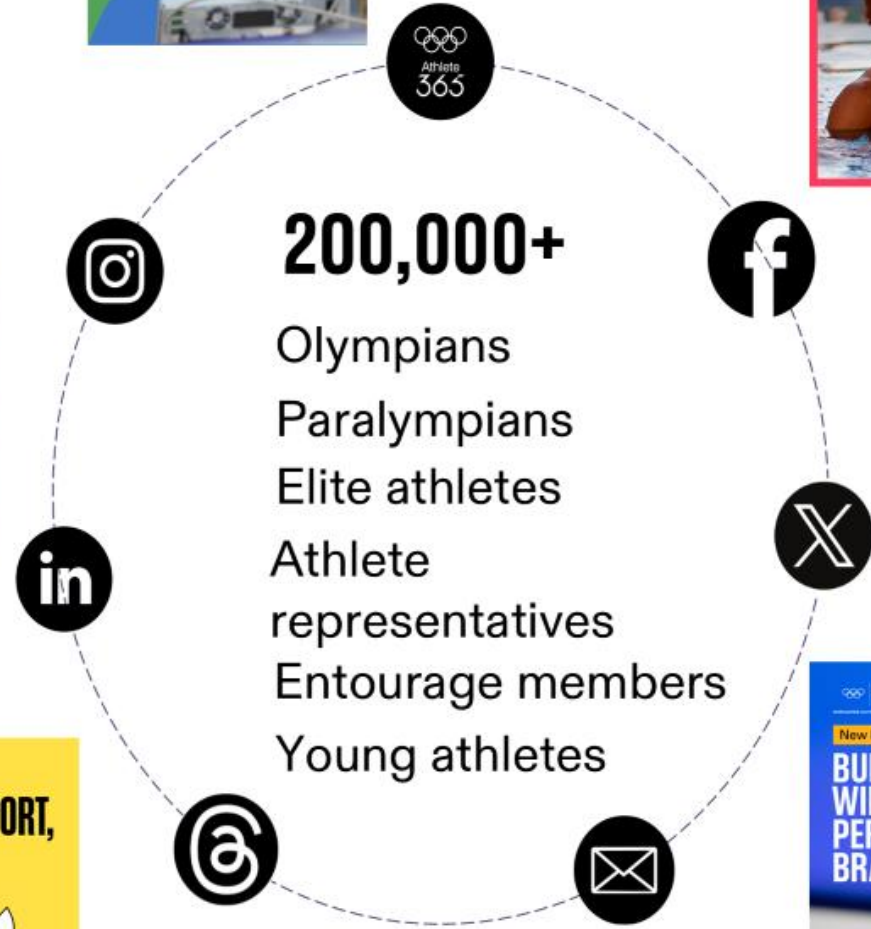


COMMUNICATING WITH ATHLETES



International
Olympic
Committee

Athlete365



ATHLETE365 APP



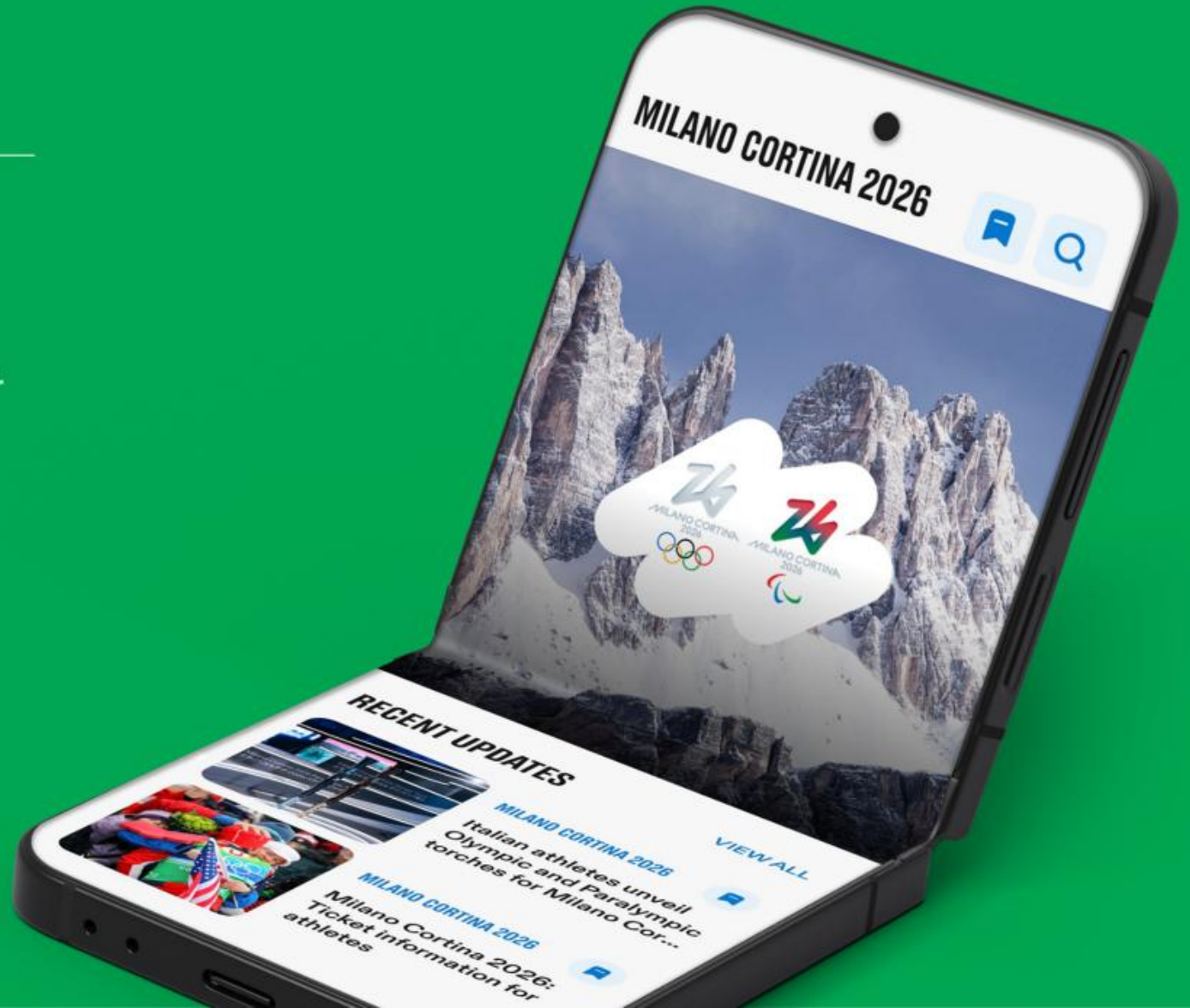
The Athlete365 app makes it easy to access the latest news, information and offers.

With exclusive content, learning courses, offers and support right at your fingertips, the Athlete365 app is the go-to destination for athletes, entourage members and the wider global sport community.

- Sign up to [Athlete365](#) and subscribe to the monthly newsletter.
- Follow us on social media [@Athlete365](#) to stay up to date with the news.
- Share and repost Athlete365 offers and resources with fellow athletes.

[Download the Athlete365 app for iOS](#)

[Download the Athlete365 app for Android](#)



PROGRAMME OVERVIEW

OLYMPIC PARTNERS



Allianz Buddy
Programme



Athlete365
Business
Accelerator



Airbnb500 and
Airbnb Athlete
Travel Grant

DUAL CAREER AND CAREER TRANSITION



Athlete365
Career+



Athlete365
Mentoring

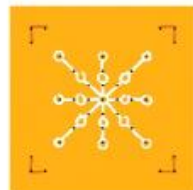


OBS Training
Opportunities



Olympian Artists
Programme

SELF-INITIATED



E-learning
courses



Personal Brand

GAMES TIME



Athlete Moment



Powerade Mind
Zone



Athlete Imagery



Olympic Village
Engagement



P&G Salon and
Nursery



Samsung
Phones



Social media
verification



On Location job
opportunities

AC SUPPORT & RESOURCES

Athletes' commissions (ACs) represent the voice of athletes within Olympic Movement organisations and support athletes on and off the field of play.

Who has an AC?

- The IOC
- The IPC
- Continental Associations
- International Federations
- National Olympic Committees
- National Federations
- Organising Committees for the Olympic Games
- WADA

Athlete365 has key information, resources and case studies to support all ACs, such as:

- AC Guide: Developing an Effective AC
- AC Guide: Projects and Activities
- AC Guide: Creating an AC Strategy
- AC Guide: Holding an AC Election

Access key information, resources and case studies on [**Athlete365**](#)



ATHLETE365 CAREER+

Supporting athletes to maximise their education and employment opportunities

- Promoting a dual career and post-sporting career
- Offering the resources and training needed to develop skills to help open up new opportunities



Eligibility: All athletes and entourage members can make use of the Athlete365 Career+ online resources.

Some programmes are aimed at athletes and Olympians.

Athlete365 Career+ programmes include:

Athlete365 Career+ Workshops

Athlete365 Career+ Mentoring

Athlete365 Business Accelerator

Athlete365 Employment

and much more...



ATHLETE365 CAREER+ WORKSHOPS



- Free for NOCs, IFs, ACs and other OM organisations, on request
- Support participants in personal self-discovery and development of skills for a career outside sport

Workshop modules:

- Self-discovery
- CV/resume-writing

-
- Held online and/or in person
 - The Self-discovery workshops are now available as the "Power Up Your Future: A Journey to self discovery" online course on Athlete365!

ATHLETE365 MENTORING



- Pairing Olympians and Paralympians with representatives from Worldwide Olympic and Paralympic Partners and Olympic Movement stakeholders' staff
- Mentors gain leadership skills and increase their connection to athletes and the wider Olympic Movement
- Athletes increase their employability, grow their network and gain personal support and expert insights



Eligibility: Olympians, Paralympians and elite athletes transitioning to careers beyond sport.

Find mentoring information on [Athlete365](#).



BUSINESS ACCELERATOR

Are you looking to set up your own business or bring an innovative product to market?

- The Athlete365 Business Accelerator helps you take your first steps in the entrepreneurial world.
- Funded by Olympic Solidarity.
- Visit Athlete365 to learn more about the application dates.

Three key phases:



Virtual bootcamp to introduce the programme



E-learning course to gain knowledge



One-to-one mentoring



Phases 1 and 2 open to all athletes. Phase 3 is open to 30 Olympians, along with an additional 20 athletes working on e-commerce-related projects.

Find out more and start your journey today: [Athlete365 Business Accelerator](#)



**BUSINESS
ACCELERATOR**

Supported by
 **Alibaba.com**



OBS

 Athlete
365

In partnership with Olympic Broadcasting Services (OBS) Olympians and Paralympians can apply for a variety of training opportunities in broadcast-related roles and acquire the skills needed to work with the OBS team during the Olympic or Paralympic Games.

OBS provides two programmes:

- Olympic Commentary Training
- Broadcast Training Programme (BTP)

Selected athletes get the possibility to be hired for the Games.



Eligibility: All retired Olympians and Paralympians.

Learn more about OBS Commentary and BTP training and application dates [here](#).



MENTAL HEALTH RESOURCES

#MENTALLYFIT

Athlete365 dedicated section for athlete mental health and well-being

Includes articles and advice from fellow athletes and medical professionals to support athletes and entourage members



Eligibility: All athletes and entourage members who are members of Athlete365.

Check out the #MentallyFit section on [Athlete365](#) to find out more

Mentally Fit Helpline

- A dedicated, independent and confidential mental health counselling service available to accredited Olympic and Paralympic athletes

Free learning courses

- **Sleep to Compete** - Learn how better sleep can positively impact health, well-being and performance
- **Get Mentally Fit** - Equip yourself with the knowledge and tools to strengthen your mind and unlock your full potential
- **Mindful Social Media** - Built to help athletes manage their social media accounts proactively, in a healthy, sustainable and mature way

Mindfulness exercises

- Simple techniques to reduce stress, boost focus, and improve your overall performance



MINDFULNESS APP LICENCES



One-year subscription to a leading mindfulness platform.

The app helps athletes and entourage members achieve many wellness goals, such as:

- Improve sleep
- Reduce stress
- Enhance focus
- Avoid feeling overwhelmed
- Build on or improve skills



Eligibility: All athletes and entourage members who are members of Athlete365.

Claim today on [Athlete365](#).

ATHLETE365 LEARNING



Free access to online learning courses for athletes and athletes' entourage members, such as:

WELL-BEING

- Understanding sports Injuries
- Physical preparation
- Sleep to compete
- Sports psychology
- Get mentally fit
- Mindful social media

SAFE SPORT / INTEGRITY

- Safeguarding athletes from harassment and abuse
- Preventing competition manipulation

ATHLETES' VOICE

- The athletes' voice (athletes' commissions)
- Athlete agreements

CAREER

- Power up your future: A journey of self-discovery
- Career transition
- Boardroom ready
- Business Accelerator
- Start your e-commerce journey with Alibaba.com

BEYOND SPORT

- Professional sports management
- Sports coaching
- Sport event management
- Athletes giving back: Olympism365
- Beyond performance: Empowering athletes and entourage members
- Get financially fit – with VISA
- Build a winning personal brand
- Harnessing the power of AI



Join Athlete365 and gain instant access to all our **interactive courses**

VISA FINANCIAL FITNESS

LEARNING COURSE

- First collaboration with Visa delivering financial management learning specifically designed for athletes
- Expertise delivered via Athlete365 Learning online course
- Athlete365 webinar delivered with VISA allowing athletes more personalised financial management support



Eligibility: Course is free and available to all Athlete365 members, although the content is designed for athletes.

[Join Athlete365](#) and gain instant access to the [Financial Fitness learning course](#)

VISA



BUILD A WINNING PERSONAL BRAND

LEARNING COURSE POWERED BY P&G



WORLDWIDE OLYMPIC AND PARALYMPIC PARTNER

Athletes share their unique stories with the world. This course helps them create a compelling narrative that reveals who they are, what they stand for, and what makes them different.

Learning outcomes of this course include:

- Establish a narrative behind their personal brand
- Approach a potential partner to support their personal brand
- Build relationships with international, national and regional news media
- Understand the dos and don'ts of personal branding
- Help athletes build a brand to attract sponsorship deals, collaboration with partners and an increased audience.



Eligibility: The course is free and available to all Athlete365 members, although the content is designed for athletes.

Find out more about this course on [Athlete365](#)



ATHLETES' RIGHTS AND RESPONSIBILITIES DECLARATION

The Athletes' Rights and Responsibilities Declaration:

- A historic athlete-driven initiative
- 4,292 athletes from 190 countries contributed to the work
- Outlines the rights and responsibilities for athletes within the Olympic Movement
- Tackles key issues such as integrity and clean sport that will help shape the future of sport for everyone

Head to [Athlete365](#) to:

- Learn more about athlete rights
- Read the Athletes' Declaration in your language
- Discover the impact of the Athletes' Declaration



PREVENTION OF COMPETITION MANIPULATION

Prevention of competition manipulation
content on Athlete365

- Educational toolbox with resources that you can download
- Key information on the various elements of match-fixing
- E-learning course on the risks involved with sports betting

Head to Athlete365 to:

- [Download the educational toolbox](#)
- [Meet your Believe in Sport Ambassadors](#)
- [Take the e-learning course](#)

RULE #1

DON'T FIX

the competition and always do your best.

RULE #2

DON'T BET

on your own sport or any event at the Olympic Games.

RULE #3

DON'T SHARE

information about health issues and sports tactics

RULE #4

SPEAK UP!

If you witness or suspect competition manipulation,
you must report it.

SAFE SPORT/SAFEGUARDING

Explore the Athlete365 Safe Sport Hub

- Learn how to spot inappropriate behaviour and understand what a safe sport environment should look like.
- Discover how you can help create a culture of respect and safety — for yourself and others.
- Learn what consent really means in sport and daily life — and why respecting boundaries is essential for a safe and supportive environment.
- See how speaking up can protect others and change the game for the better.
- Take the free online safeguarding course - Learn at your own pace with expert guidance.

The IOC Integrity Helpline

The IOC Integrity and Compliance Hotline is a secure, confidential way to report concerns — including harassment, abuse and other integrity issues — at any time.

Check out the safe sport content on Athlete365:

- [Safe Sport section](#)
- [Online course](#)
- [IOC Helpline](#)



IOC SAFEGUARDING OFFICER CERTIFICATE

- Training safeguarding officers from around the world to help ensure all sport participants have access to a certified safeguarding professional.
- Seven-month, seven-module course designed to build the knowledge and skills needed to prevent and respond to harassment and abuse in sport.
- Developed by an international Academic Advisory Board and delivered by leading safeguarding practitioners and researchers.
- Prepares participants to build policy and apply safeguarding principles within their organisations and at major sports events using an athlete-centred approach.
- Funding available from Olympic Solidarity



Eligible: Open for anyone to apply: NOC/NF/IF staff, AC members, former athletes, coaches, etc.

Head to [Athlete365](#) to find out more about the certificate and how to apply.



ATHLETE365 FOR THE ATHLETES' ENTOURAGE

THE TEAM BEHIND THE ATHLETE

Performance

Coaches, trainers, sports scientists and nutritionists – we have advice and guidance to support you

Family and friends

Parents, siblings and friends – we have Olympic Games information for you

Health

Doctors, physiotherapists, nutritionists, mental trainers and counsellors – we have courses and factsheets for you

Organisational

NOC/IF/NF staff – we have resources for you on athlete support and safe sport

Legal and commercial

Sponsors, managers and agents – we have specific support on how to help your athletes

Head to the Athletes' Entourage section on [Athlete365](#) to find out more

Supported by the IOC Athletes' Entourage Commission:

- [Meet the Commission members](#)
- [Read their strategic four-year plan](#)
- [Athletes' Entourage Information Toolkit](#)



GET INVOLVED!

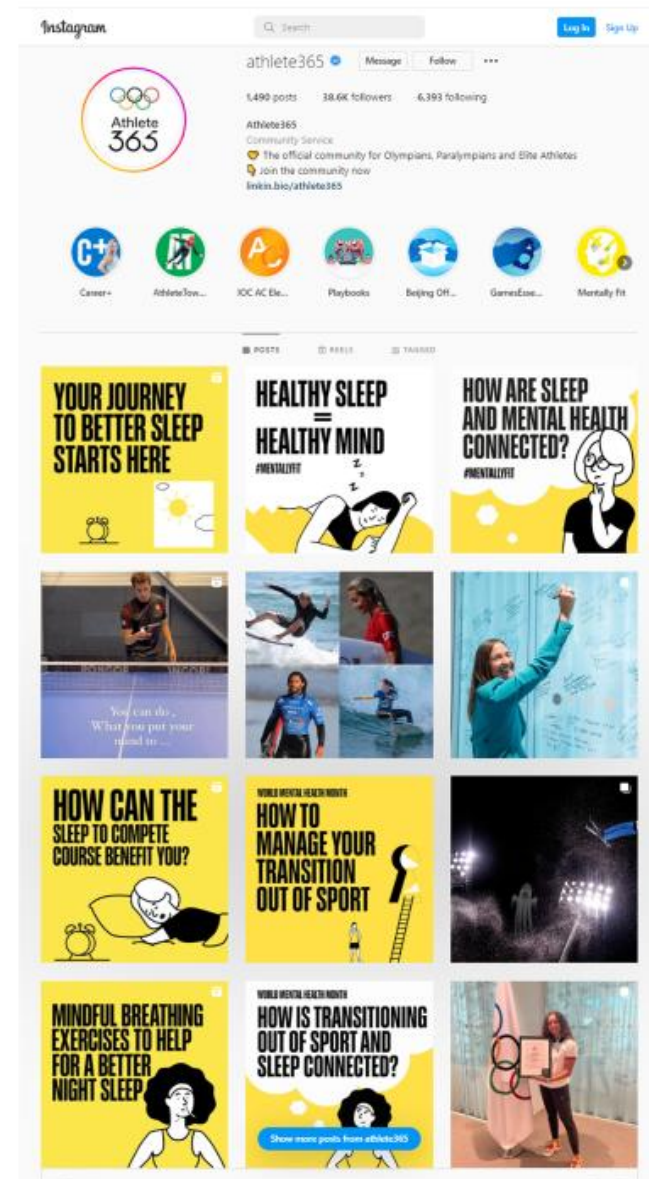
SUPPORT ATHLETES TO SUCCEED BEYOND SPORT

Use existing Athlete365 resources:

- Inform your athletes about Athlete365 services
- Add a link to Athlete365 on your website.
- Share @athlete365 related posts, services and articles with your athletes

Develop and customise services, e.g:

- Career transition:
 - Request an **Athlete365 Career+ workshop**
 - Athletes' career transition stories
 - Raise awareness on the need to balance sport and education
 - Provide guidance on career development
- **Grants & funding:** Inform athletes about scholarship/sponsorship opportunities
- **Dual career:** Highlight educational institutions that provide sports-friendly education



SIGN UP!

- Quick links to all our offers and programmes in one place
- Share with your fellow athletes
- Head to the [Athlete365 website](https://www.athlete365.com)
- Follow us on social media [@Athlete365](https://twitter.com/Athlete365) to stay up to date with the latest news and resources available to you



Athlete365
news



IOC Athletes'
Commission



Athletes'
Declaration



Anti-
doping



Rule
40



Rule
50



Safe
Sport



Mental
Health



Olympic
Solidarity



Olympic
Movement
Funding Model



Athlete365
Career+



Prevention of
Competition
Manipulation



Paris
2024



THANK YOU



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International Olympic Committee – IOC



International Olympic Committee – IOC



AISTS (International Academy of Sports Science and Technology)



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THANK YOU

