ATHLETE MARKETING PLATFORM

AMP ATHLETE CHECKLIST

The Team USA Athlete Marketing Platform is a new initiative that aims to streamline and increase marketing opportunities and earning potential for Team USA athletes.

As you consider your option to enroll, we want to be sure you have all the information you need to make an informed decision. Follow this checklist to learn more and determine if this program is a good fit for you. Reach out to athlete.marketing@usopc.org or schedule a 1:1 to learn more.

SCHEDULE A 1:1 CALL TODAY

UNDERSTAND THE PROGRAM

- Familiarize yourself with AMP. Visit TeamUSA.org/AMP and review the AMP Guidelines and frequently asked questions to understand the program components. You are in control of your story with AMP.

CONNECT WITH YOUR NGB

- If you’ve signed a commercial agreement with your NGB, you will need to confirm your commitments and released rights. Work with your NGB to understand your responsibilities and the full scope of support you receive.

CHAT WITH YOUR SUPPORT TEAM

- If you’re unsure if AMP is right for you, we recommend you consult with your agent, a parent or trusted independent advisor such as the Office of the Athlete Ombuds. If you have an agent, please work with them to discuss if and how your agent may help support in managing your AMP account.

REVIEW ALL CURRENT CONTRACTS

- AMP is completely optional and allows you the flexibility to opt out of brands and categories to protect your individual or sport-specific endorsement deals. However, please gather and review all of your current contracts before enrolling. Review the AMP Athlete Agreement and contract summary.

CONSIDER YOUR BRAND

- Think about how you want to represent yourself, and the brands and causes you care about. Understand the categories and brands that will be part of AMP and decide what opportunities you are interested in. Once enrolled in AMP, you will have the ability to choose the brands you are open to work with.

PREPARE & ENROLL

- Learn how the enrollment process will work and what information you will need. Check out the enrollment how-to video tutorial and the step-by-step instructions. You will receive a customized invite from our technology partner, Opendorse. Once you have made your decision, you can use that link to enroll and set up your profile.

LEARN MORE AT TEAMUSA.ORG/AMP

NCAA athletes who qualify for AMP may join AMP for individual marketing only and should be used for the purposes of USOPC and/or NGB marketing. As it stands today, and in accordance with current guidelines, NCAA athletes will not be eligible for commercial opportunities, including your research, and involved leagues will protest brands.

The AMP Athlete Agreement and contract summary are relevant to those participating in group marketing through the Full AMP Pilot. Those who participate in just individual marketing will negotiate contracts on a case-by-case basis.