



# 2021 Sport Benefits Statement Glossary



## Project Overview

The United States Olympic & Paralympic Committee's Sport Benefits Statement provides an annual overview highlighting how the USOPC allocates resources directly to athletes and in support of athletes through their member organizations (i.e. National Governing Bodies). The figures presented herein represent a combination of direct cash payments, USOPC-provided services and value-in-kind provisions to athletes and/or member organizations.

The Sport Benefits Statement and supporting calculations do not include all-encompassing resources that are provided to athletes and member organizations, as these indirect services are not quantifiable per each NGB (i.e. audit support, strategy and business consulting, competitive analytics research and innovation, sports medicine research, communications and marketing events and support and grants to outside entities such as the U.S. Center for SafeSport, U.S. Anti-Doping Agency and Partnership for Clean Competition).

## Glossary

### Athlete Excellence

*Fostering Team USA athlete well-being and competitive excellence.*

#### Athlete Well-Being

**Athlete Career & Education:** Actual cost and in-kind value of tuition, career, education, leadership and life skills programs designed to help current and retired Team USA athletes.

**Athlete Marketing Platform (AMP):** AMP is a first-of-its-kind digital marketplace connecting Team USA athletes with Team USA partners for endorsement deals and marketing opportunities. AMP is comprised of the payments made by the USOPC directly to the athletes who opted into the program.

**Elite Athlete Health Insurance (EAHI):** The USOPC provides health insurance and additional resources to eligible Team USA athletes and their dependents. Athlete eligibility is based on performance criteria set by the USOPC and member organizations, which vary by sport.

**Intel Computers:** Through the support of Intel, a TOP Sponsor, Team USA athletes who participated in the Olympic and Paralympic Games Tokyo 2020 and who opted into the program were directly provided with laptop computers by the USOPC.

**National Medical Network:** The USOPC provides eligible Team USA athletes access to top-tier medical providers through partner national and regional medical centers. Services include orthopedic medicine, primary care, dentistry, neurosurgery and more. The investment represents the value of services provided to athletes, excluding the cost for travel.

**Service & Hope Awards:** Annual grant awarded to four Team USA athletes who embody the Olympic values of Excellence, Respect, Friendship and the Paralympic values of Determination, Inspiration, Equality. The grant is split between the athlete and a charitable organization of their choice whose mission is focused on inspiration and hope. The support amount represents the payments to the athletes.

**Sports Medicine Clinics:** The USOPC funds and operates three clinics in the U.S. that offer eligible athletes access to state-of-the-art technology and internationally-renowned physicians, chiropractors, physical therapists, athletic trainers, and massage therapists – all aimed at preserving athlete well-being, and in effect, positioning athletes for success on the field of play. Additionally, the USOPC funds and operates a clinic in the Olympic and Paralympic Village during the Games. The annual investment is calculated based on the operational cost of the clinics and multidisciplinary staff, allocated by the overall usage.

#### Athlete Competitive Excellence

**Athlete 360:** Technology program that enables more efficient and effective management and tracking of athletes' health histories, including COVID signs and symptoms in preparation for and during Games time. Some NGBs use the platform to manage and track training, travel and sleep to mitigate against the risk of illness and injury, while allowing coaches and USOPC service providers the ability to maximize the impact of athletes' medical care. The investment is based on the total cost of the program allocated by usage of the platform.

**Athlete Stipends:** Funding issued directly to elite Team USA athletes who meet performance criteria as set by the USOPC and member organizations. The figure represents the actual cash payment to athletes by sport.

**High-Performance Grants:** Also known as Performance Partnership Agreements/Statements of Performance Support, these grants represent a contract between the USOPC and member organizations that outline specific annual funding initiatives to maximize resources and support elite athlete programming, including training camps, coaching and travel to international competitions. The investment represents direct cash and VIK contributions to member organizations.

**High-Performance Special Grants:** One-time USOPC payments provided to member organizations for specific high-performance initiatives that are best implemented directly by the NGB. The investment represents direct cash contributions to member organizations.

**Operation Gold:** USOPC monetary awards given to athletes who earn top-place finishes in a sport's most competitive senior international competition of the year (i.e. the Olympic and Paralympic Games, and world championship or world cup events in non-Games years). The investment reflects direct cash payments to athletes.

**Restricted Grants:** U.S. Olympic & Paralympic Foundation-facilitated grants provided directly to member organizations and athletes.

**Sport Science Services:** The USOPC offers athletes access to a world-class group of sport service providers in the areas of nutrition, physiology, psychology, and strength and conditioning – and affiliated technology and equipment – aimed at delivering performance measurements, insights and feedback to help make informed decisions about training and competition. The annual investment is based on the total cost of sport science operations, and the percentage of each service providers' time in support of each member organization.

**Tech and Innovation:** The USOPC Technology and Innovation Fund supports performance-impacting projects for the Olympic and Paralympic Games and helps support long-term integration into NGB performance. The annual investment is both cash payments to member organizations and payments to vendors on behalf of NGBs.

**Toyota Paralympic Fund:** Toyota Motor North America, in partnership with the USOPC, created a fund to support all eligible Paralympic Team USA athletes who were training and competing for a spot on the Tokyo and Beijing Paralympic Team. The investment represents the actual cash payment to athletes by sport.



## Glossary (Continued)

### Athlete Excellence (Continued)

#### Athlete Training Facilities

**U.S. Olympic & Paralympic Training Centers:** Based in Colorado Springs, Colorado, and Lake Placid, New York, the U.S. Olympic & Paralympic Training Centers provide housing, dining and facilities for training, recovery and recreation among other services for up to 600 athletes and coaches at one time between the two complexes. Athletes are selected to train at the OPTCs by their member organization. Figures are calculated based on athlete user days and the actual cost of operating the training centers.

**U.S. Olympic & Paralympic Training Sites:** The USOPC provides opportunities for athletes to train at two facilities – the Chula Vista Elite Athlete Training Center in California and the Utah Olympic Legacy Foundation in Salt Lake City – to ensure the highest level of resources for Team USA athletes.

#### Games Support

**Airfare:** Value of flights either purchased by the USOPC or provided by USOPC sponsors to and from the Olympic and Paralympic Games.

**Apparel:** The value of Team USA apparel – including Opening and Closing ceremonies and podium apparel from USOPC partners – provided to athletes, coaches and designated officials per sport.

**COVID Meenta Tests:** The USOPC provided pre-departure at-home COVID tests and results management that met the requirements for entry into Japan for the Tokyo Olympic & Paralympic Games. Costs are \$65/test ordered.

**Freight:** Total USOPC shipping costs per sport.

**Ground Transportation:** The cost of ground transportation operations at the Olympic & Paralympic Games allocated based on sport usage.

**High-Performance Centers:** Training and support sites in proximity to Olympic venues established and operated during the Olympic Games. Costs are based on sport usage of the facilities.

**USOPC Support:** All other costs associated with fielding and supporting Team USA athletes and members of the U.S. delegation at Games competitions, including village support, security, IT and other programming.

**Junior Pan American Games:** The full investment of supporting and fielding the U.S. team and delegation at the Junior Pan American Games. Costs are allocated by the number of athletes per sport.

### Sport Advancement

*Promoting an inclusive, safe and fair culture.*

**Administration/Operations:** Operational and budget-relieving administrative or other support provided to member organizations. This item also includes rent subsidy values for NGBs that are headquartered on USOPC property.

**Coaching Education:** USOPC resources, tools and training offered to coaches to help guide Team USA athletes to competitive excellence through a positive and healthy sport experience.

**Governance:** A direct USOPC provision of shared or targeted services and best-practice support designed to reduce operational costs and enhance organizational efficiency. Investment represents the value of grants in the given year.

**Grassroots:** Actual cost of coaching education and development programs in support of the American Development Model.

**Marketing/Fundraising:** Direct marketing and management support provided to member organizations for Olympic and Paralympic trials and Team USA Champions Series events, and grants related to marketing or fundraising activities.

**Paralympic Sport Development Grants:** USOPC cash contributions aimed at enhancing awareness of and access to adaptive sport, while introducing Americans to U.S. Paralympic sport opportunities across the country.

**USOE Investment Management Fees:** Paid directly by the U.S. Olympic Endowment, the figure is a proportional share of the actual cost that the USOE's fund managers charge for investment management services. The NBG's portion is based on its percentage of year-end asset value held by the USOE.

### Community Growth

*Engaging partners to support athletes and further our movement.*

**Communications Support Program (CSP):** Through the Team USA CSP, eligible and participating member organizations receive a grant to support organizational communications and media relations efforts.

**Digital Media Agreement (DMA) (TeamUSA.org):** A contract between the USOPC and participating member organizations that includes digital marketing and advertisement services. Through the DMA, participating member organizations are incentivized to host digital properties and affiliated assets on the TeamUSA.org platform.

**International Relations Grants:** Support offered to member organizations to advance international goals and objectives, with a focus on strengthening U.S. influence within international sport organizations through key leadership and executive board positions.

**Retail Licensing Revenue:** Agreement between the USOPC and member organizations that distributes a percentage of licensed, sport-specific or co-branded consumer product revenue from retail or online sales. The figure is the value of annual royalties.



# 2021 Sport Benefits Statement

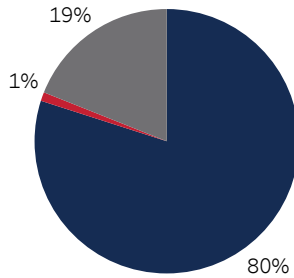
American Canoe Association



## Allocation of Resources by Sport

**USOPC 990 Reported Support: \$352,600**

**Additional Support: \$524,169**



Athlete Excellence	80.0%
Community Growth	1.1%
Sport Advancement	19.0%

## Sport Advancement

Administration/Operations	\$42,858
Coaching Education	\$0
Governance	\$10,000
Grassroots	\$0
*Marketing/Fundraising	\$93,061
Paralympic Sport Development Grants	\$20,000
USOE Investment Management Offset	\$328
<b>Total</b>	<b>\$166,246</b>

## Community Growth

Communications Support Program	\$9,400
*Digital Media Agreement (teamusa.org)	\$0
International Relations Grants	\$0
*Retail Licensing Revenue	\$113
<b>Total</b>	<b>\$9,513</b>

\*Amounts include shared marketing initiatives.

## Athlete Excellence

Athlete Well-Being	Athlete Career & Education	\$71,703	
	Athlete Marketing Platform	\$4,250	
	Elite Athlete Health Insurance	\$31,348	
	Intel Computers	\$8,140	
	National Medical Network	\$0	
	Service & Hope Awards	\$0	
	Sports Medicine Clinics	\$9,955	
	Athlete Competitive Excellence	Athlete 360	\$1,343
		Athlete Stipends	\$35,000
High-Performance Grants		\$198,469	
High-Performance Special Grants		\$0	
Operation Gold		\$60,000	
Restricted Grants		\$30,000	
Sport Science Services		\$113,930	
Tech and Innovation		\$0	
Toyota Paralympic Fund		\$9,000	
Athlete Training Facilities		Colorado Springs, Colorado	\$0
	Lake Placid, New York	\$0	
	Chula Vista, California	\$11,415	
	Salt Lake City, Utah	\$0	
Games Support	Airfare	\$10,979	
	Apparel	\$36,000	
	COVID Meenta Tests	\$2,860	
	Freight	\$0	
	Ground Transportation	\$0	
	High-Performance Centers	\$0	
	USOPC Support	\$66,618	
	Junior Pan American Games	\$0	
	<b>Total</b>	<b>\$701,010</b>	

## Sport Characteristics

Manages both the Olympic and Paralympic sport programs

Number of events at most recent Games: **25**

NCAA Sport? **No**

Athletes receiving high-performance support: **6**

Competing athletes at most recent Games: **6**

Athletes receiving ACE support: **13**