

# WHAT IS AMP?



## Digital Marketplace

The Team USA Athlete Marketing Platform is designed to connect Team USA athletes to Team USA partners for endorsement deals, marketing opportunities and personal brand expansion.



## Income Stream

AMP aims to provide earning opportunities to Team USA athletes via individual endorsement deals, group marketing and access to content and Getty imagery for social media publishing.



## Content

Connection with fans plays a crucial role in the growth of social media. AMP will aim to provide behind-the-scenes moments and action photography for shareable content to enhance digital engagement.



## Brand Development

AMP aims to provide resources to support the development of Team USA athletes' personal brand and marketing strategy to cultivate a distinctive personal image.



## Support

Athletes need access to the resources and training necessary to develop and improve their skills. AMP is dedicated to ensuring Team USA athletes are equipped, confident and optimistic about the future of what their personal brand can become.



UNITED STATES  
OLYMPIC & PARALYMPIC  
COMMITTEE