

# ATHLETE NIL MARKETPLACES: MORE WAYS TO BUILD YOUR BRAND

## ATHLETE MARKETING PLATFORM (AMP)

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Private marketplace exclusive to Team USA athletes who meet eligibility criteria set by the USOPC. Paid deals within AMP are initiated by Team USA Partners.

### BENEFITS

- ★ **Exclusive Access:**  
Only Team USA athletes and Team USA partners have access to the platform.
- ★ **Personalized Brand Building:**  
Tell your personal brand story in your AMP profile and receive photos from competitions and other branding assets from the USOPC.
- ★ **Additional Marketing Opportunities:**  
Exclusive access allows athletes to be associated with reputable brands and gain visibility through marketing campaigns, media coverage, and participation in high-profile events.

## TEAM USA MARKETPLACE

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A public marketplace on Opendorse that allows athlete profiles to be discoverable and eligible to receive offers from any entity inclusive of fans, brands and Team USA partners.

### BENEFITS

- ★ **Increased Visibility:**  
Grow your personal brand via your public profile that can reach a wider audience.
- ★ **Variety of Deal Types:**  
Fans, brands and Team USA partners are able to offer athletes paid NIL-related deals, from appearances with brands to surprise video shoutouts for fans.
- ★ **Sponsor Discovery:**  
The more you share about your personal brand, the more likely it could be for potential sponsors to discover your story via these public marketplaces for paid opportunities.

*\*AMP & Public Marketplaces are optional opportunities for athletes to opt into for participation.*