

TEAM USA ATHLETE NIL GUIDELINES: COMMERCIAL AND NON-COMMERCIAL OPPORTUNITIES



Overview

There are many entities within the Team USA Olympic and Paralympic Movement inclusive of the USOPC, NGBs, broadcast partners, and sponsors. That means that the Movement is and will be promoted in various commercial and non-commercial ways with and without sponsors.

As opportunities surrounding Athlete NIL rights increase, the goal of this resource is to provide clarity to Team USA athletes, on the Road to Paris and beyond, around the topic of what is defined as a commercial opportunity (where payment should be expected), and what is defined as a non-commercial opportunity (where a rights payment should not be expected).

This coexistence and distinction is important because commercial opportunities are critical to the financial well-being of Team USA athletes and non-commercial use is critical to the ongoing relevancy and sustainability of the Movement at large.



Definitions for Reference

- **Movement Partners:** USOPC/USOPP, LA28, NGBs, and official broadcast/distribution partners of USOPC or NGB events.
- **Third-party:** Any party other than USOPC/USOPP, LA28, NGBs, and official broadcast/distribution partners of USOPC or NGB events in the promotion of the broadcast and exhibition of the event.
- **Group featuring usage:** The usage of at least three athletes' NIL.



Commercial and Non-Commercial Guidelines

- **Commercial opportunity:** The use of an Athlete's NIL in a way that promotes a direct relationship between a third-party brand and its services or products and the Athlete.
- **Non-Commercial opportunity:** The use of an Athlete's NIL, by a Movement Partner, in a way that does not promote a direct relationship between a third-party brand and its services or products and the Athlete.



Commercial Examples



Sponsor content and social posts

A Team USA sponsor creates a piece of content and/or social media post that includes an Athlete's NIL



Team USA Shop Marketing

USOPC and/or USOPP creates marketing collateral or content that encourages the purchase of merchandise. Even if the merchandise partner is not named in the collateral, it is a commercial opportunity because it is a financial transaction with a third-party brand.



Non-Commercial Examples



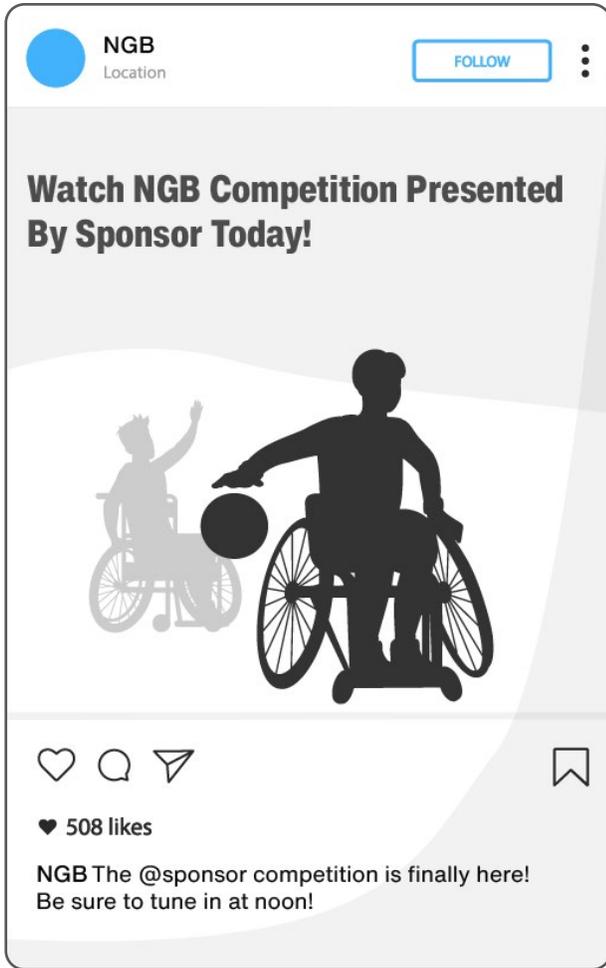
Movement Partner content and social posts

A broadcast partner creates a piece of content and/or social media post that includes an Athlete's NIL, and that encourages fans to tune into at an event at a Games.



Athlete Feature Shoots

Athlete is invited to a content shoot produced without a sponsor for future distribution across Movement Partner owned channels.



NGB event promotion

An NGB promotes a sponsored competition in content or on their website that includes an Athlete's NIL. Even though a sponsor is involved, it is non-commercial as the association with the brand is with the NGB, and it is promoting the Movement.



Sponsored Awards

USOPC promotes an Awards show/program presented by a sponsor in marketing that includes an Athlete's NIL. Even though a sponsor is involved, it is non-commercial as the association with the brand is with the USOPC, and it is promoting the Movement. However, only the NGB or Team USA can post this non-commercially. If the partner were to post or amplify it, it would become commercial.



Team USA Group Featuring Usage Examples



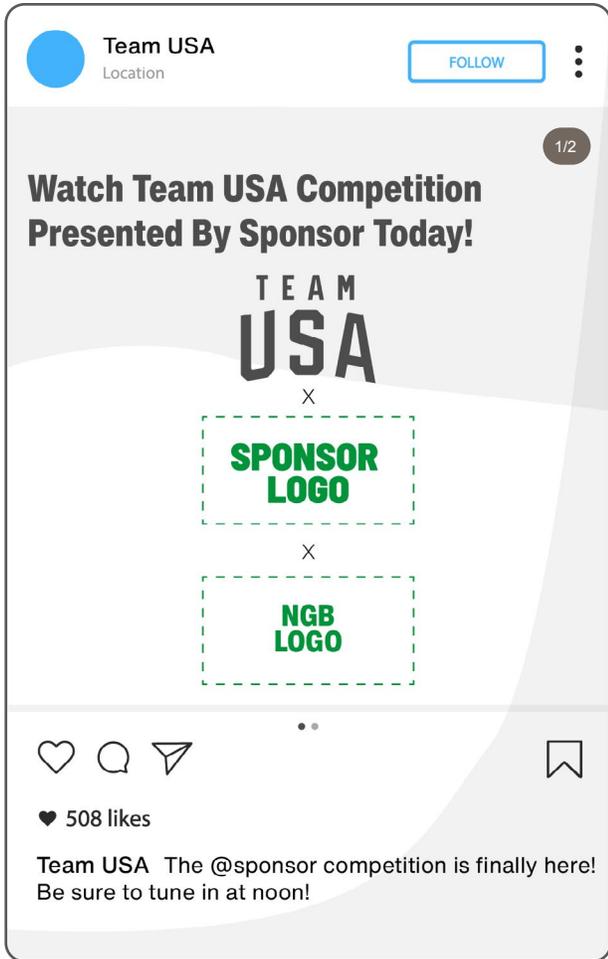
Group Featuring Usage Rule

An additional measure the USOPC is taking is that when sponsor branding is included in a Team USA asset, at least three athletes must be included.



Athlete Consent Required Rule

If the USOPC were to need to use the NIL of less than 3 athletes in an asset with sponsor branding, athlete consent would be required.



Non-Group Featuring Usage Rule

The only time the USOPC can use the NIL of less than 3 athletes in a sponsored program is if the NIL appears on assets with no sponsor branding.