



# ATHLETE MARKETING PLATFORM

## WELCOME ATHLETES

As a member of the Team USA Athlete Marketing Platform, our aim is to enhance and simplify your marketing prospects by connecting you with our Team USA partners. By offering you access to a diverse range of tools and resources, we strive to aid in the development of your personal brand. Our ultimate objective is to make the process effortless and exciting, enabling you to focus on what you do best—representing our country as a world-class athlete.

## WHY AMP?

- ★ **Exclusive Access:** By enrolling in AMP, athletes gain exclusive access to establish direct connections with partners of USOPC.
- ★ **Establish Credibility and Trust:** A strong personal brand can enhance your credibility and build trust with your audience, which can lead to increased business opportunities.
- ★ **The Power of You:** In a crowded digital world, a well-defined brand can help you stand out from your competitors and make a lasting impression on your audience.
- ★ **Attract New Opportunities:** A well-established personal brand can attract new business, job offers, speaking engagements, and unique opportunities to help you grow professionally and personally.
- ★ **Direction and Purpose:** By defining your brand values and mission, you can gain clarity and direction in your personal and professional life, leading to a greater sense of purpose and fulfillment.



UNITED STATES  
OLYMPIC & PARALYMPIC  
COMMITTEE