



TEAM USA ATHLETES'
COMMISSION

ADDITIONAL CONSIDERATIONS FOR TEAM USA ATHLETES WHEN SIGNING ENDORSEMENTS

TEAM USA ATHLETES' COMMISSION

Beyond the endorsement checklist and this resource document, the Team USA AC is here to help answer athlete question on the commercial landscape. If you are interested in learning more or have any questions email teamusa-ac@teamusa-ac.org.

QUESTIONS ATHLETES SHOULD ASK THEMSELVES BEFORE SIGNING:

- Do I understand what is being required of me if I sign this agreement and what I am getting in return?
- Do I understand what NIL (Name, Image, Likeness) rights I am granting?
- Do I understand the term or length of the agreement?
- Do I understand what the agreement can be terminated for and the dispute resolution process?
- Do I understand who owns and can use what intellectual property during and after the term of the agreement?
- What is my market value and am I comfortable with how this agreement reflects my market value?
- Does this agreement come into conflict with any other agreements or rules, such as Rule 40/Rule 50?
- For collegiate athletes:
 - Do I understand how this impacts my collegiate eligibility?
 - Will this deal impact my scholarship?



@teamusa_ac

USOPC & NGB CONSIDERATIONS

1 USOPC COMMERCIAL USE GUIDELINES:

Because a significant amount of USOPC funding comes from USOPC Sponsors, those companies are granted rights to use Olympic and Paralympic trademarks and/or imagery ("Marks" or "marks") for promotion and advertising. The USOPC does not allow unaffiliated third parties (those who have no official relationship with the USOPC or "Non-USOPC Sponsors") to use its Marks commercially. These guidelines are intended to assist athletes in understanding how they may work with commercial entities without giving Non-USOPC Sponsors the improper commercial benefit of associating with the USOPC, Team USA, or the Olympic or Paralympic Games.

2 NGB ATHLETE PARTICIPATION AGREEMENTS AND NGB COMMERCIAL AGREEMENTS

Each NGB and their athletes are free to negotiate and enter into a Commercial Agreement that includes commercial terms and opportunities for an athlete and/or team. Commercial agreements with NGBs must remain optional for athletes and remain clearly separate from participation agreements.

The terms in these agreements may include athlete obligations that increase one or more of the obligations an athlete has under their Participation Agreement (i.e. Commercial Use of an athlete's name and likeness) and/or may add further obligations (e.g., athlete appearances, apparel and equipment commitments, media opportunities, participation in certain programs or competitions.) NGB Commercial Agreements must include additional consideration, which may include rights, benefits, and/or other compensation to the athlete that come over and above the services provided in an NGB Athlete Participation Agreement.

3 PERSONAL PERFORMANCE GEAR (PPG) & BRANDING GUIDELINES

The USOPC has the "sole and exclusive authority to prescribe and determine the clothing and uniforms to be worn, and the equipment to be used" during the Olympic Games, including during competition and during ceremonies. The Pan American Sports Organization (PASO) Statute has an identical rule for the Pan American Games. However, this authority does not extend to specialized equipment used by athletes in competition. The Olympic Charter and PASO Statute define specialized equipment as having a material effect on the performance of athletes, due to the specialized characteristics of the equipment. An athlete has the right to select their own specialized equipment. The right to use and select PPG goes beyond the Olympics and applies to Protected Competitions as defined in the USOPC Bylaws. The PPG Lists and info can be found [here](#).

USOPC ATHLETE MARKETING PLATFORM (AMP)

The Team USA Athlete Marketing Platform is a digital marketplace connecting Team USA athletes to sponsors for endorsement deals and marketing opportunities. AMP is designed to expand, streamline and elevate marketing opportunities and earning potential for U.S. Olympic and Paralympic athletes, while also providing athletes with name, image and likeness resources and marketing tools to continue to grow their brands. For more information click [here](#) or reach out to athlete.marketing@usopc.org with any questions. This is one of the many NIL athlete marketplaces available to athletes.



INTERNATIONAL CONSIDERATIONS

1 SOCIAL MEDIA GUIDELINES

During Games times the IOC and IPC have specific guidelines apply, especially surrounding commercial use and the sharing of audio and video. These guidelines are usually in effect from the opening to the closing of the Olympic/Paralympic Villages. These guidelines can be found on the IOC an IPC websites. More information on the IOC and IPC guidelines can be found [here](#).

2 RULE 40 & IPC EQUIVALENT:

Rule 40 of the Olympic Charter is an eligibility rule introduced by the IOC in 1991 for the purpose of maintaining the unique and universal competitive environment offered by the Olympic Games. The IPC has a similar rule that governs participants in the Paralympic Games. Information specific to each Games will be made available as it is released. These rules helps ensure global participation at the Games and maintains the long-term health of the Movement. Participants in the current Olympic or Paralympic Games, including current competitors, coaches, trainers and officials. Rule 40 is not applicable to alumni. Athletes who anticipate participating in the upcoming Olympic or Paralympic Games, can visit [this webpage](#) for more information or contact Rule40Compliance@usopc.org with any questions.

3 RULE 50 & IPC EQUIVALENT:

According to the IOC, in an effort to avoid the over-commercialization of the Games, keep the focus on athletes' performance and ensure venues remain free from advertising, a number of rules are in place for athletes, officials and accredited persons regarding the use of trademarks and other identification on clothing, equipment and accessories during Games. These guidelines are usually in effect from the opening to the closing of the Olympic/Paralympic Villages. More information from the IOC on Rule 50 can be found [here](#) and guidance from the USOPC can be found [here](#).

NCAA RULES

Student-athletes are now taking advantage of opportunities using their NIL (names, image and likenesses.) For more information visit the NCAA website and/or contact your institution's compliance department.



STILL HAVE QUESTIONS?

- The Team USA AC is here to help answer athlete questions and identify resources in the commercial landscape. Contact us at email teamusa-ac@teamusa-ac.org
- For general athlete and agent questions about the USOPC or Delegation Event rules/processes, you can contact: athlete.marketing@usopc.org
- For general resources available to Team USA Athletes via the USOPC, you can contact athleteservices@usopc.org
- For confidential, independent advice regarding athlete rights or responsibilities related to marketing, contact the Athlete Ombuds at ombudsman@usathlete.org

