

**NGB COLLEGE SUPPORT SURVEY FINDINGS**  
*Collected by the USOPC Collegiate Partnerships Department January 2021*

**BACKGROUND:** The USOPC Think Tank believes the key to strengthening Olympic and Paralympic sports on campus is to connect sport-specific stakeholders and audiences at the youth, college and elite levels to explore resource efficiencies, increased sport exposure opportunities and new revenue streams. With access to NCAA championships being a key motivator for sport sponsorship, the USOPC Think Tank has prioritized piloting championship collaborations by exploring NCAA and national governing body partnerships.

**NGB PARTNERSHIP INTEREST:** The USOPC survey was distributed to 15 college-centric NGB chief executive officers/high performance directors and found significant interest by NGB leaders in partnering with the NCAA and/or college leaders to help their sport thrive at the college level, specifically in the realm of NCAA championships.

100%

of survey respondents conveyed interest in short- and long-term collaboration on NCAA championships to aid with:

- Event staffing/logistics support
- Event venue support (city, facility, etc.)
- Event promotions (cross-branding, PR, recognition, etc.)
- Tying college events to NGB elite/national team events
- Tying college events to NGB youth events

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Survey respondents included leaders from the following NGBs:

USA Basketball, USA Diving, USA Fencing, USA Field Hockey, USA Gymnastics, USA Hockey, USA Shooting, USA Softball, USA Swimming, USA Track & Field, USA Triathlon, USA Volleyball, USA Water Polo, USA Wrestling, USRowing

**NGB PILOT IDEAS:** The USOPC Think Tank members and NGB leaders recognize each sport has different needs and/or opportunities for partnering with the NCAA. Thus, USOPC collegiate partnerships has begun to engage interested NGBs to craft concepts around championship support for their sport.

<b>USA Field Hockey</b>	- 2021-23: Offer auxiliary event support - 2024: Offer to host/manage event
<b>USA Gymnastics</b>	- 2022: Offer auxiliary event support - 2023: Offer to form an efficiency partnership with existing USAG event
<b>U.S. Paralympics</b>	- 2022: Pilot a Paralympic sport event at NCAA Track and Field Championship in Eugene, Oregon
<b>USRowing</b>	- TBD: Explore options for USRowing to support NCAA Championships
<b>USA Softball</b>	- Contracted to host NCAA DI Championship through 2035
<b>US Tennis Association</b>	- 2021: Hosted DI Championship - 2023: Hosting DI, DII, DIII Championships
<b>USA Track &amp; Field</b>	- TBD: Exploring auxiliary options to support NCAA Championships/college events
<b>USA Volleyball</b>	- Historically helped with MVB DIII - TBD: Exploring future options (M/W)