

OVERVIEW AND BACKGROUND: The USOPC Think Tank recommends increased exploration of partnerships across NGBs, the NCAA and the USOPC to collaborate on events/championships and examine options to enhance the athlete experience while growing national interest in each sport. Prompted by dropped programs in men's gymnastics, the USOPC, USA Gymnastics and the Collegiate Gymnastics Association formed a college sustainability committee composed of sport leaders and athletes to enhance the health of the sport and strengthen connectivity across stakeholders. The sustainability committee and college coaches have worked together to reimagine the sport format, policies and championship opportunities. The work has resulted in two partnership recommendations to increase championship efficiencies, enhance the athlete experience and strengthen the sport. A short term opportunity was identified to conduct a "combined site" NCAA gymnastics championship by allowing the men's gymnastics teams to compete during the women's gymnastics break day. Further, the NCAA men's gymnastics regional qualification events could be held in conjunction with a USA Gymnastics junior regional event. The following outlines both short and long-term opportunities for USAG involvement with the NCAA Championships in more detail. This concept has been constructed by the sustainability group, college coaches and USA Gymnastics; short-term concept is currently being vetted by NCAA Men's and Women's Gymnastics Committees.

SHORT-TERM OPPORTUNITIES (2023)

Overview: USAG has been facilitating conversations between the Collegiate Gymnastics Association and Women's Collegiate Gymnastics Association to combine the men's and women's NCAA championships to a combined neutral-site location (Ft. Worth, TX). USAG is also willing to support a men's regional qualifying event in advance of the championship.

Event format: The event would occur Thursday-Saturday, with the first women's competition on Thursday, the first men's competition on Friday and both finals on Saturday.

Event support: USAG may provide in-venue staffing and logistical support for the championship and is willing to support/manage the college regional qualification event in partnership with an existing USAG regional event.

Promotional support:

- Ability to provide additional ESPN broadcast content on women's rest day.
- Ability to leverage USAG promotional channels.
- Ability to integrate national team members into promotions (e.g., event exhibitions, autograph signings, youth activations).

Efficiencies:

- Realize NCAA/institutional cost efficiencies through USAG partnership (e.g., venue, hosting).
- Improve student-athlete experience and comradery across men's and women's athletes, families and fans.
- Increase fan- and media-interest to create additional sponsor inventory.

Auxiliary opportunities:

- Potential USAG youth programming/clinics.
- Potential USAG coaching/judge educational events.

LONG-TERM VISION OF USAG COLLABORATION (2024 & beyond)

Vision: Create a festival-style event, featuring the combined men's and women's NCAA gymnastics championships and include USAG youth, college and elite competition.

Event format: Weeklong, festival-style event (e.g., junior nationals, collegiate championships) occur Monday-Thursday, with NCAA men's and women's championships occurring over three days.

Logistics planning:

- Leverage a facility that can comfortably accommodate all competitions.
- Tap into USAG in-venue staffing support.

Expense management:

- Share facility cost across multiple stakeholders.
- Increase visibility and sponsor inventory to drive shared revenue.

Revenue/promotional opportunities:

- Leverage USAG promotional channels and broadcast streaming partner.
- Utilize space/infrastructure to create an on-site Fan Zone.
- Include youth clinics, coaching and judge education/networking events.

Enhancement opportunities:

- Host men's and women's national team athlete exhibitions and fan engagements.