

USOPC
2024–
2028
Strategic Plan





WHO WE ARE

03

OUR 2024-2028 STRATEGIC PLAN

05

ATHLETE EXCELLENCE

06

SPORT ADVANCEMENT

07

COMMUNITY GROWTH

08

WHO WE ARE



Founded in 1894 and headquartered in Colorado Springs, Colorado, the United States Olympic & Paralympic Committee (USOPC) serves as both the National Olympic Committee (NOC) and National Paralympic Committee (NPC) for the United States. The USOPC is focused on serving America's elite athletes, and is responsible for fielding U.S. teams for the Olympic, Paralympic, Youth Olympic, Pan American and Parapan American Games, and serving as the steward of the Olympic and Paralympic Movement in the U.S.

A federally chartered nonprofit corporation, the USOPC is entirely privately funded through the generosity of the American public and the support of many commercial partners. It is one of the only NOCs in the world that manages both Olympic and Paralympic activities. Also, unlike other NOCs, it does not receive governmental funding.

Approximately 82% of the USOPC's budget has a direct impact on its mission of holistically supporting athletes via a variety of programs for both athletes and their National Governing Bodies (NGBs). In addition to performance grants and rewards, additional support is provided in the form of training facilities, sports medicine and science, mental health and psychological services, coaching education, health insurance, promotional opportunities, education and career services, outfitting and travel, and safe sport and anti-doping programming.

Additionally, the USOPC oversees the process by which U.S. cities bid to host the Olympic and Paralympic Games, the Youth Olympic Games, or the Pan American and Parapan American Games, while also playing a supporting role in the bid processes for hosting a myriad of other international competitions. Further, the USOPC approves the U.S. trials sites and procedures for the Olympic, Paralympic, Youth Olympic, Pan American and Parapan American Games team selections.

Together with Team USA athlete leaders and a robust ecosystem of NGBs, advisory councils, the U.S. Anti-doping Agency, the U.S. Center for SafeSport, countless volunteers and thousands of organizations dedicated to sport, the USOPC continues to serve the most successful sport nation, winning more medals than any other country, hosting more international competitions and serving in more global sport leadership roles than any of our international peers.



Mission

Empowering the competitive excellence and well-being of Team USA athletes, championing the power of sport, and inspiring the nation.

Core Principles

We promote and protect athletes' rights, safety, and wellness.

We champion the integrity of sport.

Recognizing the expertise of our member organizations, especially NGBs, we respect their vital role and pledge our support to their success.

We set clear standards of organizational excellence and hold ourselves and all member organizations accountable.

As a trusted and influential leader, we're committed to advancing the global Olympic and Paralympic movements, making a mark both internationally and domestically.

We honor and celebrate the legacy of Team USA athletes.

Core Values.

Pursue Excellence

Lead Courageously

Serve Others

Foster Belonging



OUR 2024-2028 STRATEGIC PLAN

As we look forward, the Olympic and Paralympic Games Los Angeles 2028 and a future potential Winter Games in the U.S. are inflection points for change and catalysts for growth. LA 2028 will be the first Games on U.S. soil in over 25 years, serving as an opportunity for us to significantly strengthen the future of the global Olympic and Paralympic movements. To take full advantage of these opportunities, the USOPC will partner and collaborate with athletes and NGBs as a collective "Team USA" community with the goals of holistically supporting athletes through the entirety of their journey and developing a well-functioning Movement in the U.S. This plan is focused on taking advantage of the opportunity ahead and is organized by three core impact areas:

**Athlete
Excellence**

**Sport
Advancement**

**Community
Growth**



Athlete Excellence: **Fostering Team USA athlete well-being and competitive excellence**

Team USA athletes are the heart of the Olympic and Paralympic Movement in the United States. We are an athlete-centered organization that exists to serve athletes on their journey towards greatness. In partnership with NGBs, who support athletes at all levels, our goals extend beyond podium finishes to empowering our countries' greatest athletes to reach their fullest potential in sport and in life. Our focus is the top tier of elite athletes who represent Team USA in the highest level of international competition, often culminating at the Olympic or Paralympic Games. To ensure their holistic needs are met and their overall experience is at an all-time high, we will invest in athletes and in our partner NGBs, to provide high performance, technology, and health and wellness resources that supplement NGB resources. This holistic athlete support is Team USA's competitive advantage. By ensuring our athletes are supported on their journey and proud of their accomplishments, they can give back by advocating for and inspiring future generations to follow in their footsteps.

Team USA has consistently sat atop the medal table in Olympic summer sports which is a testament to the dedication and depth of talent in the U.S. In addition to retaining this coveted position, we seek to improve and reach our full potential in winter sports and Paralympic sports. With the opportunity to host the Games in the United States, we have a unique advantage – not only do we have more opportunities for qualification to the Games in 2028, but we will also support the largest delegation of American athletes, and the largest variety of sports ever. Our goal is to deliver greater services, benefits, and resources to Team USA athletes to support their performance and well-being as they navigate their athletic journeys from Paris to Milan-Cortina and through Los Angeles.

The impact we will make:

- ★ Team USA athletes, across all Olympic, Paralympic, Pan American and Parapan American sports report top marks on satisfaction with the USOPC and NGB support services they receive, as well as their overall experience and well-being as a Team USA athlete.
- ★ Team USA athlete performances are the most successful in history across more sports and disciplines.
 - Team USA is the top country in medals, gold medals, and medalists at the Olympic Games in 2024 and 2028.
 - Team USA is a top-3 "podium" country in medals, gold medals, and medalists at the Paralympic Games in 2024 and 2028, and the Olympic and Paralympic Winter Games in 2026.
 - In 2028, Team USA qualifies more athletes across more sports and disciplines than ever before.
- ★ We create and solidify competitive advantages for Team USA through world class innovation, investments, and partnerships.



Sport Advancement: Strengthening the Movement and promoting a positive sport culture

The U.S. Olympic and Paralympic Movement is a large and complex ecosystem with over 50 NGBs and many other stakeholders and partner organizations who, together, ensure the ongoing viability and sustainability of the Movement. Through our collaboration with NGBs, we set the standard for excellence in sport administration and ensure that our member organizations are operationally effective and financially stable to provide Team USA athletes the tools and resources they deserve at every stage of their athletic journey. While each NGB stewards and grows their respective sport community from the grassroots and adaptive sport foundation to the most elite athletes at international competition, the USOPC plays an integral role by providing multisport high performance and sports medicine expertise, talent development opportunities, shared resources and best practices, compliance standards, and grants and services directly to NGBs across all Olympic and Paralympic sports.

The USOPC also serves as a central voice to advocate for a healthy and strong sport culture with our NGB partners and across the international sport community. We act as a convener of sports leaders from many different organizations and levels of competition, including professional leagues, NCAA, and grassroots. We use our platform to champion our commitment to safety, fair play, inclusion, and a positive sport culture in both domestic and international policy, and as a host country for numerous international events, we are able to lead by example in showcasing how a strong sport culture effectively supports athletes. Across the world, we collaborate with our global peers to share expertise and best practices to elevate the international playing field and advocate for good sport governance.

The impact we will make:

- ★ We champion a sport culture rooted in fairness, integrity, inclusion, and safety to earn and sustain the trust of athletes, NGBs, staff, and other stakeholders.
- ★ We advance an ecosystem where NGBs can effectively govern and sustainably grow their sports.
- ★ We attract the best talent to serve the Movement by delivering an award-winning employment ecosystem across the USOPC and NGBs with career opportunities, education and unique experiences for talented, diverse team members, including Team USA athletes.
- ★ We strengthen and earn our place as a trusted and influential global leader— hosting the Games, governing, and advancing sport worldwide to build a stronger Movement.



Community Growth: Engaging partners to support athletes and further our Movement

As the steward of the Olympic and Paralympic Movement in the United States, our community encompasses an entire nation of fans, donors, sponsors, and other supporters. Their interest and engagement in sport enable our ability to serve Team USA. As a privately funded not-for-profit organization, we rely entirely on continued interest and community support to maintain and expand our impact. Relevance, positive sentiment, and participation in Olympic and Paralympic sport create positive social impact that drives both commercial revenue and philanthropy which represent nearly all of our annual income. To grow interest in Olympic and Paralympic sport, our community of supporters, and these critical revenue streams, we will invite all Americans to be part of Team USA, and do so in collaboration with Team USA athletes, alumni, NGBs, host organizations, the IOC, the IPC, and our partners to incorporate those communities in which they serve.

Our unique ability to unite communities under a shared purpose is our greatest opportunity, and hosting the Olympic and Paralympic Games in our country provides an even greater potential to connect more Americans with sport. As we grow the largest Team USA fanbase in our history, we will build new ways to engage fans and introduce new generations to the magic of the Olympic and Paralympic movements. To achieve this, we must apply innovative thinking to create value for everyone who experiences Team USA. We are committed to growing this community by celebrating the diversity and resilience of Team USA athletes, sharing their stories, and honoring their legacy to inspire more people to become their best selves.

The impact we will make:

- ★ Team USA athlete engagement increases across the Movement during and after their careers as they benefit from enhanced community support.
- ★ Olympic, Paralympic, and Team USA fandom (based on awareness, affinity, and engagement) grows year over year and is at an all-time high at the end of 2028.
- ★ \$500M is raised philanthropically during the 2021-2028 Quads.
- ★ Total committed commercial revenue for 2032 Quad exceeds the 2028 Quad.