



## Collegiate Partnerships Overview

December 10, 2019

**PURPOSE:** Strengthen the collegiate contribution to Team USA.

### COLLEGIATE FOOTPRINT

*Summer:* 80% of Rio Olympians and 40% of Rio Paralympians competed collegiately.

*Winter:* 1/3 of PyeongChang Olympians and 1/4 PyeongChang Paralympians competed collegiately.

### COLLEGIATE ADVISORY COUNCIL

The council was formed in 2017 and identified two main priorities:

- *Pathway project:* support national team student-athletes competing in both systems by identifying and smoothening the elite collegiate pathway.
- *Messaging project:* promote the value of Olympic sports while educating the public on the elite pathway and collaborate with schools to tell the student-athlete story.



### CAMPAIGN

#### *Purpose*

- Educate audiences on the role colleges play in developing Olympians/Paralympians and garner support for programming to perpetuate Olympic sport opportunities on campus.
- Enhance the way schools, conferences, NCAA and the USOPC work together to celebrate national team student-athletes.

#### *Activation*

- Collegiate-related coverage
- Event integration
- Coordinated social posts (next on Feb. 10)

### GAMES

- PyeongChang/Lima efforts
- Olympic trials and team namings collaboration
- Tools (photos/quotes)
- Collegiate summit

### DISCUSSION QUESTIONS

- Do you currently have lists of SID contacts for your sport?
- Photos and imagery sharing during the Games?
- Any additional NGBs interested in participating in *Olympians Made Here*?