

Training Site & Community Partnerships  
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# U.S. Olympic Committee Training Sites & Community Partnerships



U.S. OLYMPIC  
AND PARALYMPIC  
TRAINING SITE



U.S. OLYMPIC  
TRAINING SITE

# U.S. Olympic and Paralympic Training Site Designation Plan

ELITE ATHLETE TRAINING AND WORLD-CLASS  
COMPETITION FACILITIES

An outline of the benefits of the U.S. Olympic and Paralympic Training Site Designation  
and the necessary criteria for receiving the designation from the U.S. Olympic  
Committee

## **U.S. Olympic and Paralympic Training Site Mission Statement**

The mission of the U.S. Olympic and Paralympic Training Sites is to access additional resources, services and facilities for athletes and National Governing Bodies (“NGBs”) while providing an elite athlete training environment which positively impacts performance.

## **Purpose**

Collaborate with the Local Operator and NGBs to provide additional world-class training facilities for athletes, as well as, to expand the capability and capacity of the United States to accommodate elite athlete training environments, host World Class competitions and events and potentially to host Olympic and or Paralympic Trials.

## **What is an U.S. Olympic or Paralympic Site Designation?**

A partnership between NGBs, the Local Operator and the USOC to support and enhance elite training environments and host national and international competitions.

## **Goals**

- 1) Expand the base and network of world-class training facilities for NGBs and athletes in the United States
- 2) Reward NGBs and communities across the nation which have existing world-class Olympic/Paralympic sport facilities and services
- 3) Empower communities and NGBs across the nation to develop world-class Olympic/Paralympic sport facilities and services
- 4) Provide access to additional facilities that include comprehensive athlete services, including sports science and medicine as well as low cost housing and meals
- 5) Expand the U.S. Olympic and Paralympic movement through sport education and outreach by bringing the Olympic movement to the local level
- 6) Provide facilities for education and training opportunities
- 8) Expand the number of World Cups and international competitions in the United States to provide additional opportunities for the US athletes to compete in America

## **Benefits of a Site Designation**

- 1) National Recognition as a part of the U.S. Olympic and Paralympic Movement
- 2) Partnership with the USOC and access to USOC resources and information
- 3) National Governing Body (NGB) Partnership
- 4) Local delivery mechanism for Olympic sponsors

- 5) Open new doors and develop new partnerships in the community with Olympic terminology and marks
- 6) Attract top athletes and coaches
- 7) Attract world-class events to facility
- 8) Common goal for the community to focus on (commitment to America's elite athletes)
- 9) Leverage additional local funding opportunities
- 10) Media exposure
- 11) Annual Training Site Conference
- 12) Olympic Training Center resources and materials
- 13) References and recommendations from the Olympic Movement
- 14) Grant and Funding Opportunities
- 15) Equipment
- 16) Website Recognition
- 17) Promotional Materials
- 18) Volunteer Opportunities
- 19) USOC Site Visits and community connections
- 20) USOC Guest Speaker opportunities
- 21) Adecco Career Services for athletes
- 22) Dedicated USOC Staff Liaisons
- 23) Government Relations assistance
- 24) Olympic Day hosting opportunities
- 25) Job postings on teamusa.org
- 26) Connection with U.S. Olympic and Paralympic Alumni Association

### **USOC Program Guidelines**

In order to receive the U.S. Olympic or Paralympic Training Site Designation, the USOC requires the following:

**Three Year Business Plan**-The Local Operator must write a three year business plan based on the operating structure and background of the sports facility as well as the community's experience hosting NGB events and programs.

***The Three-Year Business Plan should address and acknowledge the following areas of criteria:***

- ◆ ***NGB Support*** - The NGB must be committed to running high level elite athlete programming in the selected community or must have identified the community as a key prospect for future elite athlete training as well as included in the NGB's High Performance Plan. The NGB must execute the representation described in the contract. .
- ◆ ***Local Operator*** - The Local Operator must demonstrate its ability to work with NGBs and the community and have competition management experience with NGB events.
- ◆ ***Funding*** - The Local Operator will hold the fiscal responsibility for the Training Site. The Local Operator must demonstrate ability to access community resources through foundation, government, corporate grants, as well as events and individual donations. Corporate grants can be received from existing USOC sponsors.
- ◆ ***Feeder Programs*** - The Local Operator must be willing to develop or expand community youth programs. These community programs will help create or build an athlete pipeline in the community. Also, the Local Operator must be willing to host international exchanges for athlete development.
- ◆ ***Sponsorship*** - The Local Operator cannot solicit or enter into any sponsorship with respect to the Site other than with existing USOC sponsors, as outlined in the contract. During contract negotiations, a list of current USOC sponsors will be provided. The Local Operator will have a limited right to use Olympic- and/or Paralympic-related marks, as specified in the contract. All uses of Olympic- and/or Paralympic-related marks, images or terminology must be pre-approved by the USOC.
- ◆ ***Support Services*** - The Training Site is required to have an availability of support services, including medical services, sport science, strength and conditioning, nutrition, and sport psychology, in order to maximize the safety and quality of the programs. (Services required will be based on NGB need). Additionally, the Local Operator must establish access points, preferred providers and fee structure in cooperation with USOC and the NGB, including on site facilities to accommodate services.
- ◆ ***Additional Support Services*** - It is highly recommended that athletes have access to healthy food options, discount community/entertainment activities, low cost housing, education possibilities, such as in-state tuition grants, and assistance with finding local employment opportunities.
- ◆ ***Transportation*** - The Local Operator must use its best efforts to ensure accessible, safe and affordable transportation is available to athletes, so that they are able to access the Training Site at a reasonable cost and the program can continue to attract new athletes.
- ◆ ***High Level Coaches and Officials Recruitment, Training and Education*** - The Local Operator must ensure that the Training Site provide these elements, including but not limited to top coaches who can train elite athletes as well as educate new local coaches.
- ◆ ***Reporting Structure*** - The Local Operator is required to send quarterly reports and schedules outlining the measurable outcomes to the USOC for review and provide a copy of its Annual Report and financials to the USOC on a mutually agreeable annual basis.
- ◆ ***Measurable Outputs/Outcomes***

## **Application Overview**

In order to be considered for a U.S. Olympic and or Paralympic Training Site Designation, all interested facilities should provide a business plan with the following information in this order:

**Contact Information:**

- Facility Name
- Main Contact Person
- Address
- Office Phone
- Email
- Website

**Facility Information:**

- Facility Mission Statement
- Facility Description (which buildings, etc. are requested to be considered for the training site designation, i.e. where the athletic training is taking place)
- Executive Summary (provide a background on the facility, including the community's experience hosting NGB and athlete events/programs)
- Vision (what the facility hopes to accomplish and provide to athletes in the next 5-10 years)
- Training information (provide an overview of the daily training activities, including sports, athletes, teams, coaches and any other information to give us a better understanding of your facility)
- Competition Information (provide an overview of all competitions hosted at your facility over the past 3 years and any upcoming plans for the next 2 years)
- Feeder Programs (provide a list and explanation of all youth feeder programs, demonstrating the facility's commitment to develop or expand community youth sport programs and grow sport in the United States)
- Athlete Support Information (provide a list of all additional athlete support services provided by the facility and/or providers within the community. Indicate any reduced or waived fees for athletes. Examples include sports medicine, strength and conditioning, nutrition, sport psychology, massage, part-time jobs, and educational opportunities).
- Current Facility Access (what are the number of training days per athlete and per sport that are currently offered to NGB National team athletes and at what cost to the athlete and NGB? )
- Proposed Facility Access (what additional access for athletes and NGBs are you proposing to include in a potential partnership with the U.S. Olympic Committee and NGB?)
- Housing and Transportation (what housing and transportation options are available to athletes and at what cost to the athlete)
- Coaching and Support Staff (provide a list of all coaches including their NGB certifications along with a breakdown of additional facility support staff)
- Roster of Facility Board Members

- Current Goals and Objectives of the Facility and Sport Program (may be part of your strategic plan or goals for the next two years)
- Do you perform background checks on those staff/coaches who have access to athletes? If so, what databases do you check and who is your background check provider?

**National Governing Body Partnership:**

- Please include a letter of recommendation/support from every National Governing Body your prospective site would like to have included in your plan/Training Site Designation in your application to become a U.S. Olympic and/or Paralympic Training Site.
- NGB Partnership Summary (please include a summary of how your facility works with a NGB, including a list of all national team athletes and competitions hosted at your facility and any relevant information about the partnership). Please also include any data from an NGB showing how your facility ties into the NGB High Performance Plan.

**Marketing and Development Information:**

- List all corporate sponsors of your facility and indicate what level of sponsorship they have, including signage and location of signage, website recognition, pouring rights, etc.
- List all sponsors of events at your facility (these may be corporate partners who sponsor individual events at your facility but are not considered sponsors of the facility itself)
- List any building naming rights at your facility
- Marketing Plan (please provide an overview of how your facility would plan to market and promote a U.S. Olympic and/or Paralympic Training Site Designation should you receive such a designation). Please be aware that there can be no third party association with the Olympic Designation nor may any USOC conflicting sponsors be associated in any way with the Olympic Designation/Facility. For a complete list of USOC Corporate Partners, please visit <http://www.teamusa.org/pages/sponsors>
- Development Plan (provide an overview of any donor programs and future fund-raising plans as associated with an Olympic designation)

**Financial Information:**

- Training Sites are expected to be self-funded and operated. Please provide an audited facility budget for the previous two years , as well as the current year budget and future budget for next year. Your budget should be specific to the

athlete facility/building where proposed Training Site/National Team training activity currently takes place.

**Insurance Information:**

Please provide a certificate of insurance verifying the following coverage:

- Commercial General Liability and Excess Liability Insurance with of not less than Five Million Dollars \$5,000,000 per occurrence, which includes Bodily Injury and Property Damage, and Personal Injury and Advertising Liability coverages.
- Workers Compensation with statutory limits as applicable in any state in which the Local Operator conducts business and Employers Liability with limits of not less than One Million Dollars (\$1,000,000).
- Automobile Liability Insurance with limits of not less than One Million Dollars (\$1,000,000) Combined Single Limit per occurrence for all owned, non-owned, hired, and permissive use vehicles.

**Additional Information:**

- Letters of reference/recommendation from athletes and local community leaders
- Photos and/or video of facility

**Role of Each Partner**

**The USOC will provide:**

- a) A staff liaison from the Athlete Services and Programs division to answer questions regarding the USOC and provide USOC information on grants, opportunities and events;
- b) Program review (in collaboration with NGB);
- c) An annual conference for all U.S. Olympic/Paralympic Training Site Managers to discuss best practices and provide additional resources, such as sport performance, marketing, and educational information;
- d) Use of Olympic Mark as outlined in the contract;
- e) Assistance in facilitating USOC sponsor participation;
- f) Acknowledgment on USOC Website with a link to your website/local operator information;
- g) Recognition of U.S. Olympic/Paralympic Training status and Olympic family ties to local government, community leaders via letters of support, phone calls and meetings provided by USOC Representatives.

**The Local Operator will provide:**

- a) Business plan, funding, feeder programs, support services, transportation, quarterly reports and other requirements set forth in “USOC Program Guidelines” above;
- b) A plan for training activity at the Training Site, in conjunction with USOC;
- c) Facilities of international and world class caliber, including maintenance and upkeep;
- d) Sufficient space and storage, parking, and indoor sport and weight training facilities;

- e) Adequate accessibility for persons with disabilities in compliance with Americans with Disabilities Act;
- f) Office facilities and office equipment sufficient to support NGB personnel and coaches during peak training and competition periods;
- g) At least one full-time executive director, or comparable level executive whose responsibilities will include day-to-day operations of the Training Site;
- h) Ongoing liaison with the relevant parks commissions, sports commissions, educational institutions, and other authorities in order to maximize training and competition opportunities for the NGB and its athletes;
- i) Letter of Understanding (LOU), or similar legal agreement, with the appropriate NGB(s)
- j) Measurable Outcomes noted in USOC Program Guidelines above;
- k) Insurance in accordance with the contract.

**The NGB will provide in agreement with the Local Operator:**

- a) Signed representation that the Training Site is operating to the satisfaction of the NGB;
- b) Annual review of the Training Site;
- c) Inclusion of the Training Site in its High Performance Plan;
- d) Coordination of shared use of office space, and equipment that the NGB designates as necessary for training;
- e) A liaison to the Training Site to arrange for scheduling changes, coordination of events, and other activities requiring mutual cooperation with the Local Operator;
- f) Cooperation with the Local Operator in its efforts to raise funds for capital improvements which may be required for the use of the facility;
- g) Commitment to running high level elite athlete programming in the selected community.

**Recommendations for Success**

What has made the existing Training Sites successful?

- ◆ NGB integration/collaboration
- ◆ Community support – financial and other resources (Sports Commission, Convention and Visitor’s Bureau)
- ◆ Athlete Services (education, activities, career services)
- ◆ Low cost housing options
- ◆ Transportation
- ◆ Activities and entertainment options
- ◆ Strength and conditioning facilities
- ◆ Education opportunities and in-state grants
- ◆ Healthy food options
- ◆ Pre-existing elite-level coaches, preferably trained and certified by the NGB
- ◆ Pre-existing sport culture
- ◆ Year-round, sport specific training program focused on long-term athlete development
- ◆ Young athletes feeding into the NGB National Team systems from community



- ◆ International competitions/exchanges
- ◆ Grant writer
- ◆ Internships
- ◆ Strong volunteer base
- ◆ Inclusion of government officials in events/VIP Invites
- ◆ Support Services such as sport science and medicine – local hospital or rehab center
- ◆ Support from the local media
- ◆ Athlete role models
- ◆ Partnership with local sports organizations including community based organizations and Parks and Recreation

### **Measurable Outputs/Outcomes**

If all of the designation criteria are met and a contract is signed, the contract is based on a renewal process, including demonstrating as well as meeting certain performance requirements listed below. The performance requirements shall be included within each quarterly and annual report.

- ◆ Tracking athletes' competitions and results
- ◆ Number of venues utilized for events, programs and outreach if other than main Site
- ◆ Financial expenditures as related to Site designation
- ◆ Number of National team athletes and training days provided by Site
- ◆ Number of certifications and educational trainings for local coaches
- ◆ Number of clinics and events hosted
- ◆ Number of community partnerships for sport development and sport performance
- ◆ Number of athletes utilizing facility Senior Elite/Junior/development athletes

## Contact Information

Please contact the Athlete Services and Programs division of the U.S. Olympic Committee for more information:

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## Marks Usage Examples



Letterhead



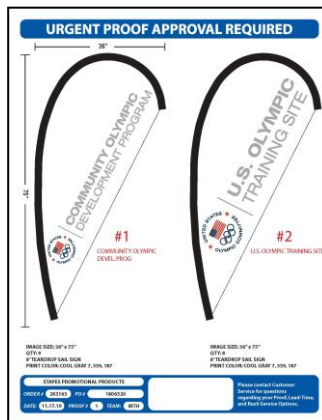
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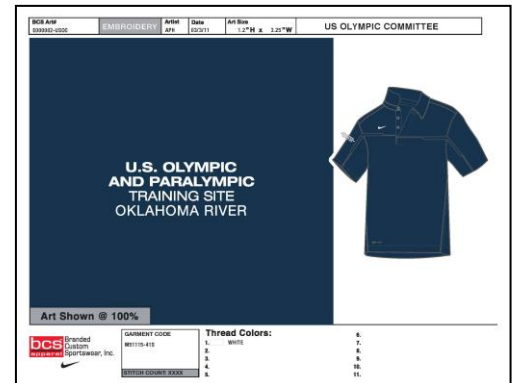
Apparel



Signage



Banners



Apparel