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July 15-24

On the Eve of Hosting the 2022 World Athletics Championships, **TEAM USATF SETS THE STANDARD FOR DIVERSITY AND COMPETITIVE AND COMMERCIAL SUCCESS**

The sport of track and field has always been a fan favorite at the Olympics and one that has been dominated by the United States.

Since the birth of the modern Olympics in 1896, Team USATF (USA Track & Field) has been the most successful team in the world, winning 335 track and field gold medals, almost five times more than second-place Russia, with 71 gold medals. In the last 10 years, over the three previous Olympic Games – 2012 London, 2016 Rio de Janeiro, 2020 Tokyo (held in 2021) – Team USATF won 86 medals, including 30 gold.

The organization achieves this same level of success in non-Olympic years, at events such as the World Athletics Championships (outdoor), World Athletics Indoor Championships, World Athletics Cross Country Championships and World Athletics U20 Championships.

“On the world stage, the United States has been the powerhouse of track and field,” said Sebastian Coe, President of World Athletics (formerly known as the IAAF or International Association of Athletics Federations).

TEAM USATF'S GROWTH TRAJECTORY

In 2012, Max Siegel became the fourth CEO in Team USATF's history. Siegel, a former executive in the NASCAR world, has enacted innovative programs that have raised Team USATF's cultural and commercial trajectory.

The first thing we wanted to do was realign the organization with its mission, as well as to commit to excelling on the commercial side in the same manner our elite athletes were on the world stage,” said Siegel.

“Max and his team at Team USATF have done a great job in making the sport very viable commercially and financially, they're in great shape,” said Coe. “They've created a platform for a lot of the elite-level development that's taking place.”

During Siegel's decade of successful leadership, Team USATF posted re-

cord budgets in four years – 2015, 2016, 2018 and 2021. With that, Team USATF has increased prize money awarded at its events to record levels, including more than \$1.2 million for the Olympic Trials. Payments for the programs and support of elite athletes account for 60% of the association's budget.

Throughout Siegel's tenure, the organization's corporate sponsorship program has flourished, with new companies being signed and current partners renewed. The primary revenue source, corporate sponsorships, provide 62% of Team USATF's funding. Among the organization's sponsors are BD, Built Bar, Garden of Life, Hershey, Hydrogen Water, Hyperice, KT Tape, Next College Student Athlete, Nike, Toyota and Xfinity.

The COVID-19 pandemic did not slow down Team USATF. The organization maintained unprecedented financial growth and partnered with TrackTown USA to successfully host the 2021 Olympic Trials at Hayward Field at the University of Oregon. Team USATF distributed more than \$3.2 million in athlete financial support packages through stipends, coaches' grants, equipment donations, travel allocations and COVID testing, with more than 8,000 COVID tests administered during the trials.

“The No. 1 priority for the Olympic Trials was the safety of the athletes,” said Michael Reilly, CEO of TrackTown USA. “Everything else was secondary to that.”

The athletes rose to the occasion, with 130 qualifying for the Olympic Games, including 81 first-time Olympians, and setting five American and two world records in the process.

THE COUNTRY'S MOST DIVERSE NGB

In addition to its competitive and commercial success, Team USATF has attentively created a professional environment that reflects its athletes and community. It is the most diverse national governing body (NGB) in the U.S. Olympic Movement.



USA Track & Field is the country's only NGB with a Black CEO and COO plus women in the CFO, CMO and CRO positions. In the senior management ranks, those with titles of director or higher, 56% are women and 44% are minorities.

"Our organization was not diverse on the administrative side when I got here," Siegel said. "I think our success can be attributed to the diversity of thought and experience. We were deliberate and intentional about it. When you have people with different perspectives, you can develop a much more effective solution than if you didn't have that diversity. We're the most diverse organization athletically and administratively in the Olympic movement and I attribute our success over the past decade to that."

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JOURNEY TO GOLD

In 2028, the U.S. will host the Summer Olympic Games in Los Angeles. In preparation, Team USATF developed Journey to Gold, a strategic roadmap to the first Summer Olympics on U.S. soil since Atlanta 1996, more than 30 years ago.

Team USATF's goals with Journey to Gold:

- Be the global gold standard at all levels as an organization
- Build brand value and strengthen overall athletics culture
- Connect membership and communicate stories
- Grow competitive opportunities, membership and revenue

The organization created competitive opportunities by building a robust, professional track and field circuit in the U.S. In 2021, this included five meets and a national championship for both indoor and outdoor competition. Additionally, the Journey to Gold series gave Team USATF athletes the opportunity to earn more than \$1 million in prize money.

"We're sharing our athletes' tales on our digital platforms, linear television and our website," said Siegel. "We want to grow our television properties to put track and field in every home, available on every laptop, tablet and mobile phone via digital and linear broadcasts on a regular and predictable schedule."

"The Journey to Gold series gives U.S. athletes, not only more competitive opportunities, but also the ability to earn prize money and be seen on those broadcast opportunities," said Reilly.



RACING TO THE FUTURE

For the first time in history, the World Athletics Championships will be held in the United States. Hosted by Team USATF and Oregon22, the World Athletic Championships Oregon22 will take place July 15-24 at Hayward Field at the University of Oregon, Eugene.

"The World Athletics Council decided for strategic reasons to offer Eugene the opportunity to host the World Athletics Championships," said Coe. "Every sport, particularly Olympic sports, want to get into the U.S. marketplace. It's the biggest sports market in the world."

"We see the staging of a World Outdoor Championships in the U.S. as being critical," Coe continued. "The timing of Oregon22 means we have a glide path to 2028. We're looking at this as a long-term project to raise the profile of track and field in the U.S. by the time we get to the Olympic Games in L.A. in 2028."

"With the World Athletics Championships taking place in the U.S., it could serve as a catalyst to raise the visibility of track and field in this country and shine a light on Team USATF's bright future and the next generation of competitors," said Reilly. "America's track and field athletes are spectacular athletes, but they're also great entertainers. The opportunity to see them in our time zone is going to make them more recognizable. Boys and girls around the country, watching them on NBC, seeing them become heroes, may start their own dreams about where they want to go in track and field and, ultimately, start to dream about being on the United States Olympic team in Los Angeles in 2028."

Siegel concluded, "Hosting the World Athletics Championships is a credit to all the people throughout USA Track & Field. There are so many stakeholders across the entire organization that worked to get it here. I'm excited to host what I think will be the best World Championships I've been to. The athlete experience will be off the charts. The fans are going to be entertained. And there will be so much excitement around it. This is the opportunity of a lifetime for our fans to see U.S. athletes compete against the world's best on a global stage right here at home. Having the World Athletics Championships on American soil for the first time is an honor."



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