Deloitte and Team USA
Making an impact for more than a decade

The U.S. Olympic and Paralympic Committee (USOPC) is the only National Olympic Committee that does not receive government funding for its programs. This requires the organization to be more efficient and effective in order to achieve its mission of empowering Team USA athletes to achieve sustained competitive excellence and well-being.

As a trusted advisor and Official Professional Services Sponsor, Deloitte’s work with the USOPC over the past decade has led to greater organizational efficiency—which has created new possibilities and greater resources to better serve Team USA athletes.

**ORGANIZATIONAL IMPACT SINCE 2009**

- **11** collaborative years and counting
- **33,000+** hours of support delivered by 300+ Deloitte professionals to support USOPC initiatives
- **17+** USOPC project wins

**BRINGING OUR EXPERIENCE TO TEAM USA**

Deloitte has provided professional services and support to the USOPC on projects including:

- **Tax**
  - Deloitte has provided input on customs and Value-Added Tax (VAT) related insights for multiple Games.

- **Identification strategy**
  - With more than 21 million Americans having a physical disability, Deloitte designed pilot programs with the goal of driving better talent identification and engagement among athletes with a disability that have potential to participate in Paralympic sport.

- **Digital marketing**
  - Deloitte implemented and managed a key platform to personalize and test users’ web experiences that created a 200 percent uplift in USOPC new user and email registration.

- **Web**
  - Deloitte redesigned the Team USA Awards site to create a more user-friendly, mobile-first platform. The site relaunched with an increase of ~300 percent in Best of the Month votes and an overall voting increase of 50 percent.