



Deloitte's engagement in sports

A commitment to teaming

Take a closer look at how Deloitte helps the USTA and other world-class organizations drive long-term strategy to advance their sports.

2018 sport sponsorship timeline



About Deloitte

Deloitte refers to one or more of Deloitte Touche Tohmatsu Limited, a UK private company limited by guarantee ("DTTL"), a subsidiary of Deloitte LLP. Please see www.deloitte.com/us/about for a detailed description of our legal structure. Certain services may not be available to attest clients under the rules and regulations of public accounting.

Copyright © 2017 Deloitte Development LLC. All rights reserved.



USTA

We're developing a suite of digitally-enabled products designed to grow community engagement with tennis, establishing the USTA as the essential guide for players and the indispensable partner for providers—creating a digital ecosystem for tens of millions of tennis fans.



USTA.com: Play. Improve. Connect.

Seamlessly integrates USTA's entire Digital presence (e.g., national, sections, communities) while connecting players to providers and delivering rich real-time personalized content on tennis.



National campus: Discover. Learn. Watch.

USTA's marquee facility in Orlando, Florida with 100 tennis courts spread across 64 magnificent acres, offers unparalleled playing, training and educational experiences for recreational players, competitive players, coaches, and spectators. This site allows users to discover, learn, and watch tennis from anywhere, anytime, with any device.



Net Generation: Engage. Grow. Coach.

Youth focus brand focused on increasing engagement with the sport from a young age with the mission of growing professional and community tennis. Digital is a key component of delivering the brand message to providers, parents, and players.



USGA

Through our collaboration with the USGA, we're championing initiatives that will drive innovation and inclusion in the game of golf. Since 2014, we've been a trusted advisor to the USGA, working together to create a vision for substantive change within its golf ecosystem and building solutions and partnerships to deliver greater value to its member golf clubs and facilities as well as the community of golfers they strive to serve.



Reimagining a golf ecosystem

Watch our client spotlight to learn more about our work with the USGA and how we're helping them make improvements to better serve their member firms and the broader golf community.



Girls Who Code

We recently hosted members of Girls Who Code at the USGA's Research and Test Center in New Jersey for a day filled with golf and sessions on innovation and careers in STEM.



How the USGA is driving golf forward

Read an interview with Sarah Hirshland, senior managing director of business affairs at the USGA, to learn how the association is bringing a fresh perspective to the game of golf.



USOC

Deloitte has been a proud sponsor of the US Olympic Committee (USOC) since 2009, providing professional services that help enable Team USA to successfully compete on the global stage.



Meet Team Deloitte

Get to know the 10 US athletes Deloitte is sponsoring on their journey to the Olympic and Paralympic Winter Games 2018.



The team behind the team: Our work for the USOC

Hear from the Deloitte team that worked with the USOC to weigh the impact of a US bid to host the Olympic Games 2024.



Cycling

Cycling is about passion, commitment, and teamwork. It's about having the confidence to take on challenges and knowing that you have a team to rely on while striving for the best. And it's these similarities with our work as consultants that made us want to sponsor Team Dimension Data for Qhubeka, Africa's first-ever UCI World Tour Team.



Meet Team Dimension Data

Through the Qhubeka Charity, Team Dimension Data aims to donate 5000 bicycles annually to African school children to help them obtain greater access to education, health care, and economic opportunity. Learn more about the 28 riders from 15 countries that make up Team Dimension Data for Qhubeka.



The Tour de France: Real-time analytics

In preparation for this year's Tour de France, Deloitte worked with Team Dimension Data to develop two apps to help the team make critical decisions in real-time during professional cycling races.