

OVERVIEW



The rise of social media popularity and influence over the last decade or more is an area of opportunity and growth for U.S. Ski & Snowboard and our national team athletes. Promoting and expanding their reach and visibility on social media channels is a top priority for the organization and the athletes. **Popularity and sponsorship opportunities, as well as the visibility of their individual sports, is increasingly linked to the quality and content of athletes' social media presence.** U.S. Ski & Snowboard recognizes the value of maintaining

and promoting a robust social media platform for the organization that works in constant collaboration with our athletes to maximize and expand viewership and, subsequently, financial benefits. It is a win-win situation, and we are making a strong effort to augment our social media outreach through the creation of the Content Collective, which is guided by our expert panel of Digital Task Force participants.

The U.S. Ski & Snowboard Content Collective will provide funding to athletes to activate branded content on their social media platforms to supercharge our digital strategy and meet organizational goals. A streamlined influencer management system will harness the power of our athletes to light up the social media realm with over 20 million accessible fans, increasing sponsor value and opportunity, driving fundraising, creating a network effect to grow athlete and team profiles, while delivering high quality leads, conversions and brand awareness for partners.

U.S. Ski & Snowboard's plan includes four overarching goals across three areas:

Grow our digital audience & increase engagement



➤ Engage, grow and retain our audience through the Olympic cycle and beyond

Monetize our existing & expanded digital audience



➤ Increase our commercial value
➤ Increase digital fundraising revenue

Measure our impact, quantify our value proposition & drive data-driven decision-making



➤ Implement and leverage the right measurement tools and data





CONTENT COLLECTIVE

U.S. Ski & Snowboard's goals and Key Performance Indicators (KPIs) are measurable and attainable with the proper amount of investment in the resources we need to execute our top digital initiatives.

FOLLOWER GROWTH	Rapidly grow social audience and engagement of owned and athlete channels to increase brand value in marketplace
+100% <i>Beijing 2022</i>	<ul style="list-style-type: none"> ➤ Growth target results in 3M followers by Beijing 2022 ➤ Increase Video Views: 16.7M views in FY20 growing to 33.4M by Beijing 2022
INCREASE REVENUE	ROI of 4X program hard costs in Year 1
\$520K	<ul style="list-style-type: none"> ➤ Execute existing branded content deliverables ➤ New sponsor programs/campaigns ➤ New fundraising campaigns to grow small and mid level donor base
ATHLETE EXPERIENCE	Improve Athlete Experience through digital content and revenue stream
80% <i>Participation</i>	<ul style="list-style-type: none"> ➤ Create a network of 20M+ ➤ Provide accessible sponsor opportunities ➤ Drive growth in athlete social media ➤ Empower athlete voices ➤ Educate athletes on best practices

As a non-profit organization committed to providing as much direct funding as possible for our athletes' training, competition and travel needs, securing the financial means to execute these digital initiatives is a significant challenge for the organization. Philanthropic investments in the Content Collective would provide the necessary funding to fully launch and maintain this initiative while allowing U.S. Ski & Snowboard to focus its limited annual budget on our athletes' direct needs.

Therefore, U.S. Ski & Snowboard is seeking investors who will partner with us in support of the Content Collective by committing to philanthropic investments to fund this important initiative. These commitments will ensure we can fully fund our needs in the following priority areas:

TECHNOLOGY

Investment in the back-end platform needed to launch the Content Collective initiatives. Specifically, the platform will give U.S. Ski & Snowboard with the following capabilities: Launch and maintain seven campaigns simultaneously, establish and maintain a payment gateway, create benchmarks, goal-setting, provide detailed and structured content briefs, conduct research and assess insights, and run an advocacy program.

PERSONNEL

Investment in administrative costs related to current and new personnel will significantly impact U.S. Ski & Snowboard's ability to effectively launch, manage, and maintain our enhanced social media presence. We will hire new employees dedicated to social media management and provide partial funding for current personnel to support their enhanced digital medial responsibilities.