



JOURNEY TO GOLD

**TOP 5
SPORT
2028**

STRATEGIC ROADMAP TO 2028

Our Mission

USA Track & Field drives competitive excellence and popular engagement in our sport in a safe environment for all.

Our Approach

Working collaboratively with our partners, we'll champion the tactics to build opportunities, participation, increase revenue and connect the sport.

Our Values

Integrity, inclusivity, leadership, respect, commitment, innovation and diverse perspective, being the gold standard in everything we do.

Our Vision

Athletes of all levels — elite, open, youth and masters, coaches, officials, volunteers in our Associations and on the field of play, fans, leadership, industry partners and media.

BUILD OPPORTUNITY

Create a robust, professional domestic track & field circuit with associated road races, youth events, and relays with Masters' athletes. With up to five meets and a national championships indoors, five meets and a national championships outdoors, the circuit will provide an opportunity to shine the spotlight globally on our athletes, brand, sport and culture. By providing an engaging fan experience, we'll continue to build our brand and provide entertainment for our most ardent audience. Generations of young athletes will be inspired on their journeys to gold.

Be the global gold standard at all levels as an organization

Build brand value and strengthen overall athletics culture

Connect membership, communicate our stories

Grow competitive opportunities, membership and revenue

GROW TO IMPACT

Grow participation by bolstering membership at all levels from masters to youth; recruiting and certifying more officials focusing on under-represented groups; and growing our revenue. We'll expand our existing opportunities for youth into a vibrant, exciting program accessible to children who want to run, jump, throw, walk or be inspired. We'll grow our television properties to put track and field in every home, available to every laptop, tablet and mobile phone via digital and linear broadcast on a regular, predictable schedule.

CONNECT ONE USATF

We will share extraordinary tales citing the passion and commitment of our constituents by using our digital platforms, linear television, and website. From the elite athletes who compete at the highest levels of our sport, to the 13-year-old athlete in Nevada who runs 1:08 in the 400m to the 100-year-old masters athlete in Louisiana, to the family of officials in Texas and long-time administrator in New England, their connections to our sport are real and their journeys to gold will be told. Our media partners will share stories in broadcasts, newspapers, podcasts and social platforms. Our common purpose of building lifelong and meaningful connections to the sport will be realized through deliberate and consistent communication.



PILLAR 1

BUILD OPPORTUNITY

I. Athletes

USATF JTG Tour – launch outdoor season 2022 - 2028

- Professional athlete circuit
- 3-4 made-for-TV events each season
- Athlete prize money
- 2 large RunJumpThrow
- 1 coaches clinic
- 1 youth event on the track
- 1 Masters event on the track
- Capture storytelling opportunities – all levels
- Extend invitations to influencers and local organizing committees to garner interest, host dinners; informational sessions
- Creation of fantasy gaming opportunity
- Explore Gaming Industry

Measurement Approach and KPI:

- ✓ TV viewership numbers
- ✓ Increased athlete performance metrics
- ✓ Streaming - unique viewers
- ✓ Community Engagement
- ✓ Stakeholder surveys
- ✓ Athlete surveys
- ✓ LOC interest in hosting

Champions Tour - “Street Games” – launch fall 2022 - yearly through 2028

- Indianapolis, September 17, 2022
- Made for TV event
- Community involvement/road races
- Fan festival atmosphere

Measurement Approach and KPI:

- ✓ TV viewership numbers
- ✓ Streaming - unique viewers
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GAME CHANGER

Ready to Hire – Spring 2022-2028

Work with elite athletes to help them prepare for life after the sport

- Ready to Hire - USATF Program
- Nike WIN + USATF Program - Female athletes
- The Bell Lap

Measurement Approach and KPI:

- ✓ Athlete Survey
- ✓ Company Participation
- ✓ Number of Placements

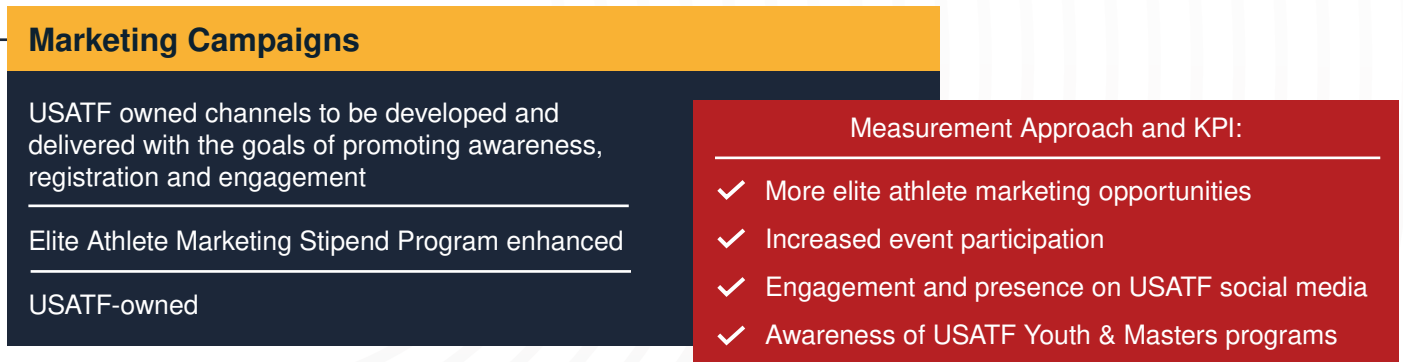
II. Youth

Run, Jump, Throw and be inspired...

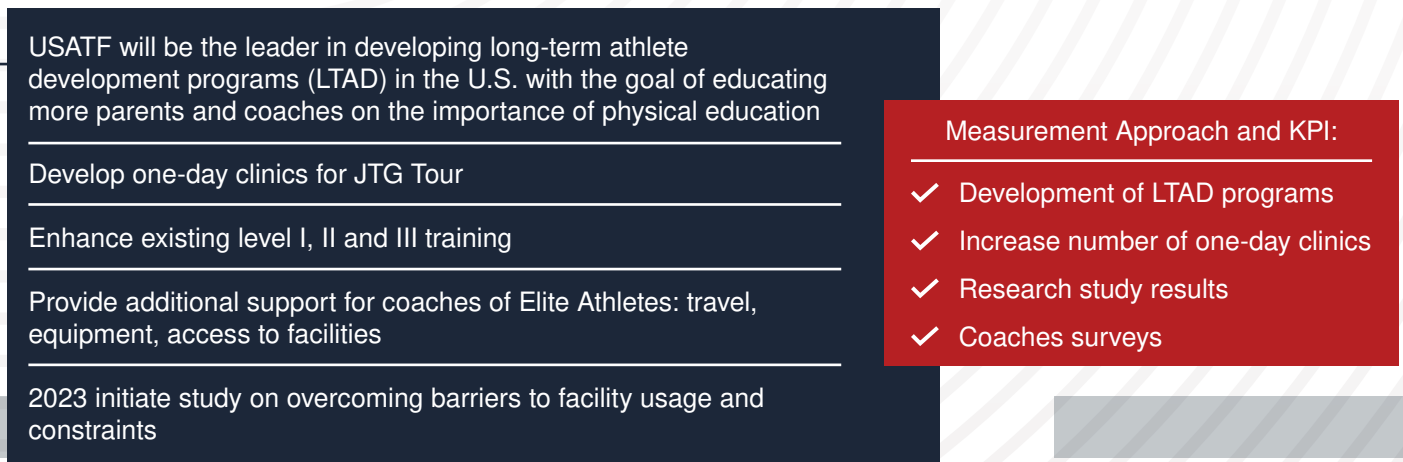


GAME CHANGER

III. Elite, Youth & Masters Marketing



IV. Coaches - 2028



PILLAR 2

GROW TO IMPACT

I. Associations

Grow to Impact Grants

Designed to assist with membership growth within individual Associations through marketing and programs specific to the needs, demographics and plans for their Associations.

- 90% Association participation
- Launch 2022

Measurement Approach and KPI:

- ✓ Association specific KPIs to be monitored via bi-monthly meetings and year-end progress to be tracked to inform collective ideas and grant requirements for the next year.

II. Officials

Recruitment and Retention

- Summer 2022 - 2028

- Dedicated Staff lead
- Create a unified web page of recruiting resources
- Recruit at major events
- Create incentive programs
- Highlight officials on USATF website and social media
- Advertise on relevant track and running sites

Measurement Approach and KPI:

- ✓ Video production and distribution - clicks
- ✓ Identify and attend major events with recruitment
- ✓ Surveys
- ✓ Participant numbers increased





III. Masters

JTG Tour participation

Events beginning in 2023

Sponsor Focus

Develop robust plan to secure - summer 2022

Grow to Impact Grant

Designed to assist with membership growth within Masters Track & Field

Measurement Approach and KPI:

- ✓ Targets established by committee met or exceeded
- ✓ Increase number of sponsor opportunities

IV. Sanctions

Sanction Revenue - 2022 - 2024

- Provide additional resources to Associations and Event Organizers
- Increase Communications

Ancillary Revenue

- Create and put structure in place for an Ancillary Revenue stream

Measurement Approach and KPI:

- ✓ Evaluate yearly
- ✓ Targeted percentage increase over prior year

Increase in Number of Sanctioned Events

- Target large event organizers and new market areas
- Increase market awareness

Education and Awareness

- Increased Communications

Measurement Approach and KPI:

- ✓ Targets met or exceeded
- ✓ Clicks on email communications
- ✓ Surveys

PILLAR 3

CONNECT ONE USATF

I. World Championship 2022

All eyes on Eugene - Summer 2022

Watch Parties – World Championships 2022

- The Armory, NYC
- Louisville, KY
- Los Angeles, CA

Measurement Approach and KPI:

- ✓ Number of participants
- ✓ Surveys



GAME CHANGER

II. Quarterly Newsletter

2022 - 2028

USATF Corner

A quarterly member & fan newsletter will be launched to deliver updates (On your Marks with Max), original content (Tips & Tricks), storytelling about our members and to connect readers to event updates and ways to get involved in USATF

Measurement Approach and KPI:

- ✓ Quarterly
- ✓ Open rates
- ✓ Link clicks
- ✓ Unsubscribes
- ✓ New newsletter subscribers



III. Content

Development of innovative ways to gather and share

- Youth reporters - content at their events...peer to peer
- Elite athlete - content at their events...peer to peer
- Agency Work - World Athletics collaboration

Measurement Approach and KPI:

- ✓ Creation of new content
- ✓ Distribution on multiple channels
- ✓ Social followers

IV. Technology

2022 - 2024

- Members 360-degree view of their relationship with USATF and trustworthy source of information on the USATF website
- Event and race results enhancements
- Customer Service - implement new technology
- Staff - new technology to create flexible and secure work environment with continued focus on cyber security awareness

Measurement Approach and KPI:

- ✓ Customer Service Dashboard stats
- ✓ Total unresolved tickets
- ✓ Surveys

V. Stakeholder round tables

Quarterly meetings to discuss challenges facing the sport

- Transgender
- Clean Sport
- Access to Facilities

Measurement Approach and KPI:

- ✓ White papers
- ✓ Increased testing
- ✓ Increased access to facilities

