



Dear Athlete

Your Support for Team 2012

We are writing to update you on the development of Team 2012. As you may know, UK Sport and the British Olympic Association (BOA), together with the British Paralympic Association (BPA) and London 2012, have been working very closely together to create a new revenue stream from the private sector for British high performance sport. This "third stream" is intended to supplement Lottery and Exchequer funding. It is absolutely necessary because of the existing £50 million shortfall in the 2012 World Class Programme (WCP) budget, as well as the pressure that is likely to be put on future funding for Olympic and Paralympic sport after the Games in three years.

Our aim is to make sure we give all aspiring Olympians and Paralympians the chance to be part of a full team in London 2012 and to put something back to support future Team GB and Paralympics GB members post-2012.

The Team 2012 partnership is asking you to help us attract sponsors, who will commit extra funding for the World Class Programme. The idea is that those organizations which have already signed up as Olympic sponsors of the London Games are invited to invest money in the WCP, money that goes to the sports and you the athletes, and in return we grant them a variety of rights, which would include access to you for personal appearances and limited use of images in their marketing. Every aspect of the management of the programme will be run by the BOA, and so is answerable to you and your governing body.

We accept that this has been confusing for some and genuine issues have been raised. We have listened carefully to everyone's comments and created an additional document (The Rights Schedule) that defines how the scheme will be used in practice and addresses all of these concerns. Both our organisations have performance at the heart of everything we do, so we know how important it is to ensure that Team 2012 works for you and does not compromise either your core goal of high performance or your own personal commercial rights.

To help clarify exactly what Team 2012 means for you, we have written a short summary (attached) which sets out the key aspects of the new Rights Schedule (which is the full long form legal document). We firmly believe that this is an optimum balance between attracting vital new money into our sports and at the same time protecting your rights and your future.

If you have any further queries please do not hesitate to contact us through a dedicated email address: sponsorship@uksport.gov.uk. And thank you for your support.

With best wishes

Baroness Sue Campbell CBE
Chair, UK Sport

Lord Colin Moynihan
Chairman, BOA