



**OLYMPIC
DAY 2017**

Typical Timeline and Agenda for 2017 Olympic Day Community Olympic Day Activity

March/April/May

- Determine community and host organization interest in organizing and hosting an event
- Work through initial logistics and thoughts about the event such as:
 - Who will be the host(s) – both organizationally and individually?
 - Who will be the target audience and how large will it be in numbers?
 - When will the date be held – date and time?
 - Where will the event(s) take place?
 - What will the event entail?
 - Will it be a new event specific to 2017 Olympic Day?
 - Will the event be part of an existing program or event?
 - Will the event be a physical activity or only a guest appearance and interaction by an Olympian, Paralympian or hopeful?
- Register your event with the USOC.
- Implement your original plan through assigning necessary responsibilities and work through planning and logistics such as:
 - Rental or reservations needed for intended location?
 - A/V equipment necessary and available? DVD Player/TV or Projector/PA System?
- Finalize run-of-show utilizing the agenda below or create your own.
- Will you need to serve food or refreshments and if so, order those items
- Depending on scope of activity, include necessary people for sport demonstrations, booths, organizers, etc.
- Ask Mayor's office to have Mayor or community leader attend Olympic Day event and issue an Olympic Day Proclamation (the sooner the better on this request due to the busy schedule of community officials).
- Make initial connection with athlete-speaker.

June/Three Weeks Prior

- Complete news release template as appropriate and send to local media outlets. Also do follow up and other publicity and promotion-oriented activities.
- Finalize logistics with local organizers and the U.S. Olympic Committee, if not already done.
- Continued correspondence with athlete-speaker.

Day or Two Before

- Send reminder news release, adapting template as appropriate.
- Finalize logistics/times/run-of show details with local organizers, community leader(s) and athlete speaker.
- Test A/V equipment and DVD(s) provided by the USOC to ensure they work properly.

Day of Typical Olympic Day Event

-0:30 Athlete arrives in advance, meets with local organizers, A/V equipment tested

0:00 Olympic Day kicks off with welcome from Mayor or community leader

0:03 Mayor or community leader introduces Olympian/Paralympian presenter

0:05 Athlete begins presentations about his/her personal experience and one of the Olympic values (Fairplay, Perseverance, Respect, and Sportsmanship).

0:35 Athlete speaks about the excitement of the upcoming Olympic Games in Rio, and shows highlight video, makes comments about medal performance at last 3 Olympic Games (get USA chant going in crowd?).

0:40 Athlete answers questions from the audience

0:55 Mayor or community leader wraps up questions and thanks athlete for their presentation, then announces Olympic Day Mayoral Proclamation, and ends by inviting crowd to gather for a photo opportunity to celebrate Olympic Day.

0:60 Photo(s) and video(s) taken of Olympic Day crowd/participants, guest athlete, Mayor and community leaders (while holding the United States Olympic Committee Flag).

0:65 Olympic Day Event ends, athlete signs autographs, poses for pictures as requested, etc.

Evening of Event/Day After the event

- Post your Olympic Day photos, videos and press releases of the event on the Olympic Day website and e-mail them to OlympicDay@usoc.org. **Deadline July 15, 2017.**



OLYMPIC DAY