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Report: Nike sign US Olympics deal for LA 2028

Deal includes merchandise and volunteer uniforms for LA Games.

Posted: March 7 2019 | By: Tom Bassam



Getty Images

Nike are set to remain the US Olympic Committee (USOC) sponsor through the Los Angeles 2028 Games, according to the Sport Business Journal (SBJ).

The reportedly all-encompassing deal, which apparently has an extension option through 2032, is set to be the first long-term sponsorship completed by US Olympic and Paralympic Properties (USOPP), the joint sales venture of the LA28 organising committee and the USOC.

- [Legends named sponsorship sales agency for LA 2028](http://www.sportspromedia.com/news/legends-olympics-2028-los-angeles-sponsorship-agency) (<http://www.sportspromedia.com/news/legends-olympics-2028-los-angeles-sponsorship-agency>)

The deal not only reportedly covers the US athletes' apparel and footwear, it also includes consumer merchandise as well as volunteer uniforms for the LA 2028 Olympics.

Nike's current footwear and apparel deal with the USOC was widely reported to be worth US\$4 million annually when it was signed through 2020 in 2014. As a current USOC sponsor, Nike had first-negotiation rights with the joint venture on the new contract.

According to the report, USOPC is offering to tie up packages for the LA Olympics and USOC rights from 2021 to July 2028 well in to the nine figures.

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Rob Priddy, founder of [The Market Sports Pro Magazine](#) (in [Arizona](#)), a [Podcast](#) (podcasts) [Event Sign up](#) (news site) ([sign up](#)) [Q](#) sponsorship sales, told the SBJ that the deal could be worth as much as US\$200 million.

Official apparel brands are the only commercial marks permitted by the International Olympic Committee (IOC) on athlete clothing during the Games. Nike's current USOC deal is limited to podium and off-field wear, national sports bodies licence competition apparel individually. Nike, for example, signed a 23-year extension with US Track and Field (USTAF) valued at more than US\$400 million back in 2014 that covers six Summer Games, starting with Tokyo 2020.

Individual Athletes also have the right to secure their own equipment deal.

The LA28 and Nike arrangement could help cover the organising committee's planned local youth sports programmes. The concept was touted when the IOC agreed to give LA a US\$180 million advance on its contribution towards the Games for standing down from its contest with Paris to host in 2024.

Details are apparently still being discussed, but the deal could cover uniforms, potentially opening the door to manufacturing and branding rights for Nike at grassroots sporting venues throughout LA in the build-up to the Olympics.

The deal would be the first towards LA28's US\$2.5 billion domestic sponsorship target.

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