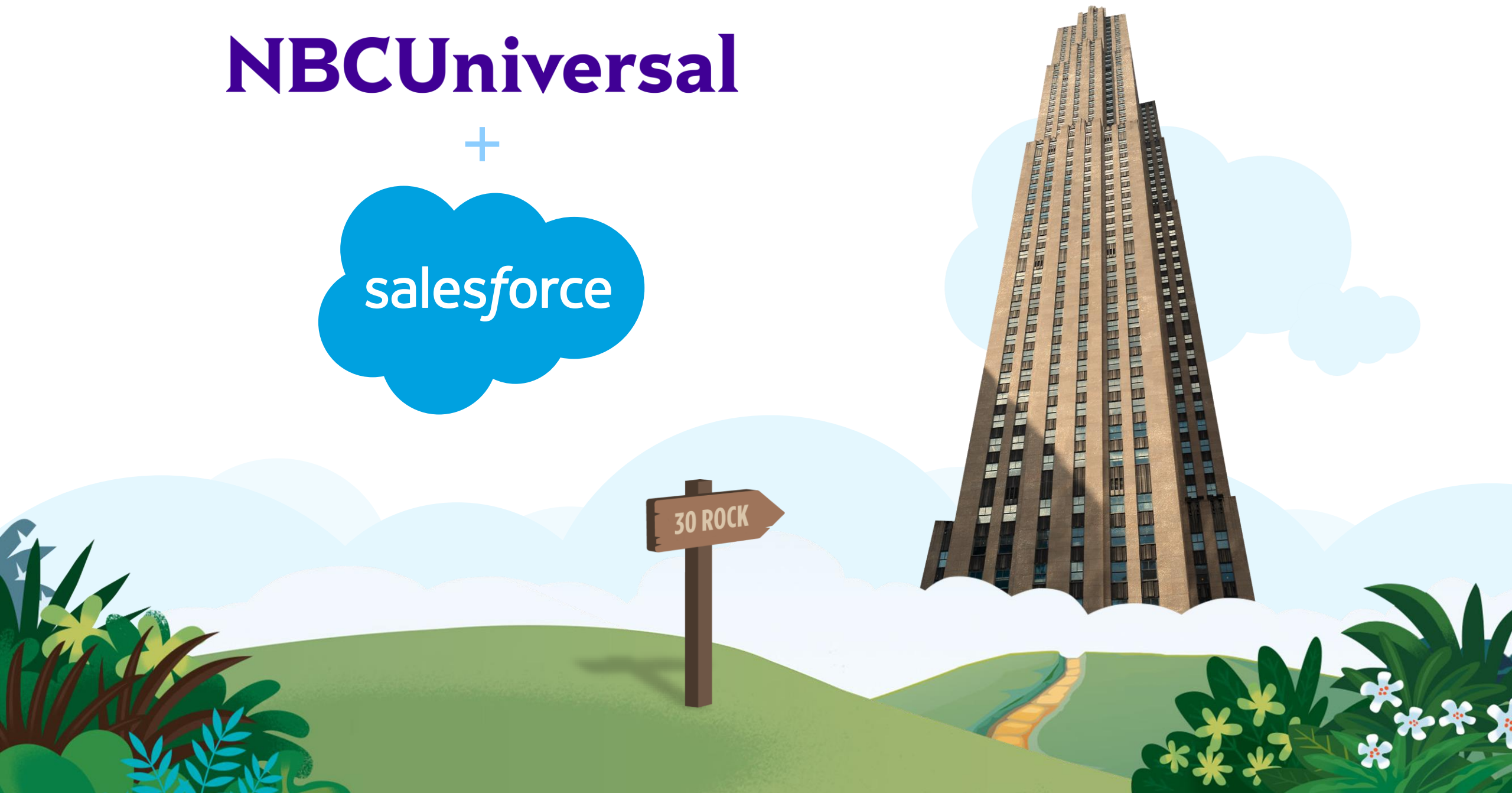


NBCUniversal

+

salesforce



WELCOME

SALESFORCE

Stephanie Buscemi
Cristina Jones
Patrick Stokes
Lori Steele
Denise Dresser
Mark Niemiec
Pam Campisano
Matt Sullivan
Madison Slinker
Patrick Spargur

NBCU

Linda Yaccarino
Mark Marshall
Karen Kovacs
Dan Lovinger
Krishan Bhatia
Ryan McConville
Paul Wilson
Charlie Saunders
Doug Harrison
Victoria Lopez

USOPP

Chris Pepe



AGENDA

Partnership Progress

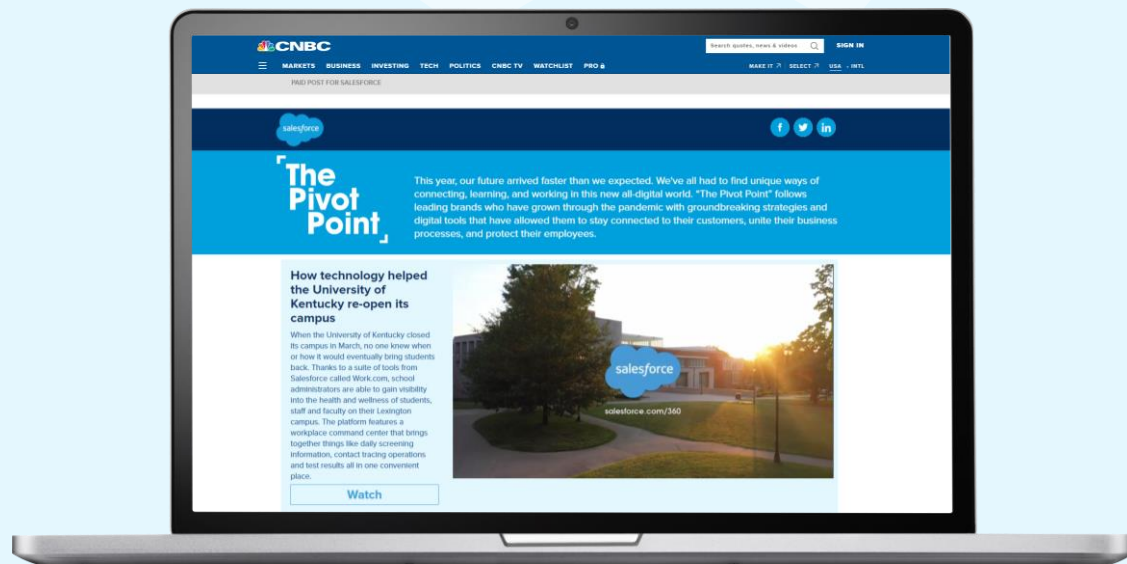
U.S. Olympic Opportunity

Transformational Roadmap





salesforce



THE PIVOT POINT CONTENT SERIES
CNBC.com, CNBC Business Day TV & Social



EXPANSIVE ENTITLEMENT SPONSORSHIP
Premier Brand Exposure & Promotion Before & During the Game

BECOME A U.S. OLYMPIC & PARALYMPIC

Trailblazer



+



TEAM
USA



1 Our Shared Values

2 Positive Olympic Sentiment

3 Steps to Becoming a U.S. Olympic & Paralympic Trailblazer

4 Action Items

AGENDA





MIKE TIRICO

Trailblazer



Placeholder for Mike Tirico Welcome



NBCUniversal

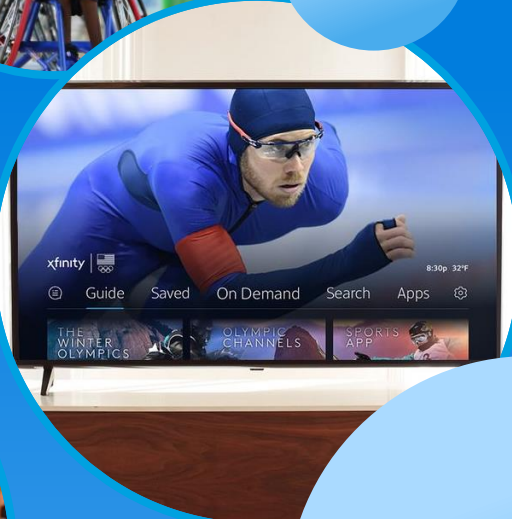


xfinity

the voice



UNIVERSAL PARKS & RESORTS



TODAY



COMCAST |



THE TONIGHT SHOW STARRING JIMMY FALLON



WATCH WHAT HAPPENS LIVE with Andy Cohen



NBCUniversal



BRIAN ROBERTS

Chairman & CEO, Comcast

The Olympics are **the world's greatest cultural and athletic event**, and presenting them to the American audience is an **honor and privilege** for our entire company. **They are part of the fabric of our company.**



THE
TONIGHT
SHOW
STARRING
JIMMY
FALLON

NBCUnivers



BRIAN ROBERTS
Chairman & CEO, Comcast

The Olympics are **the world's greatest cultural and athletic event**, and presenting them to the American audience is an **honor and privilege** for our entire company. **They are part of the fabric of our company.**



MARC BENIOFF
Founder, Salesforce



Trailblazer

SHARED VALUES



TRUST
SUCCESS
INNOVATION
EQUALITY



TEAM
USA



salesforce

A ONCE IN A GENERATION OPPORTUNITY FOR BRANDS



83%

of Americans believe
they will be the same
or better financially in
the next 12 months

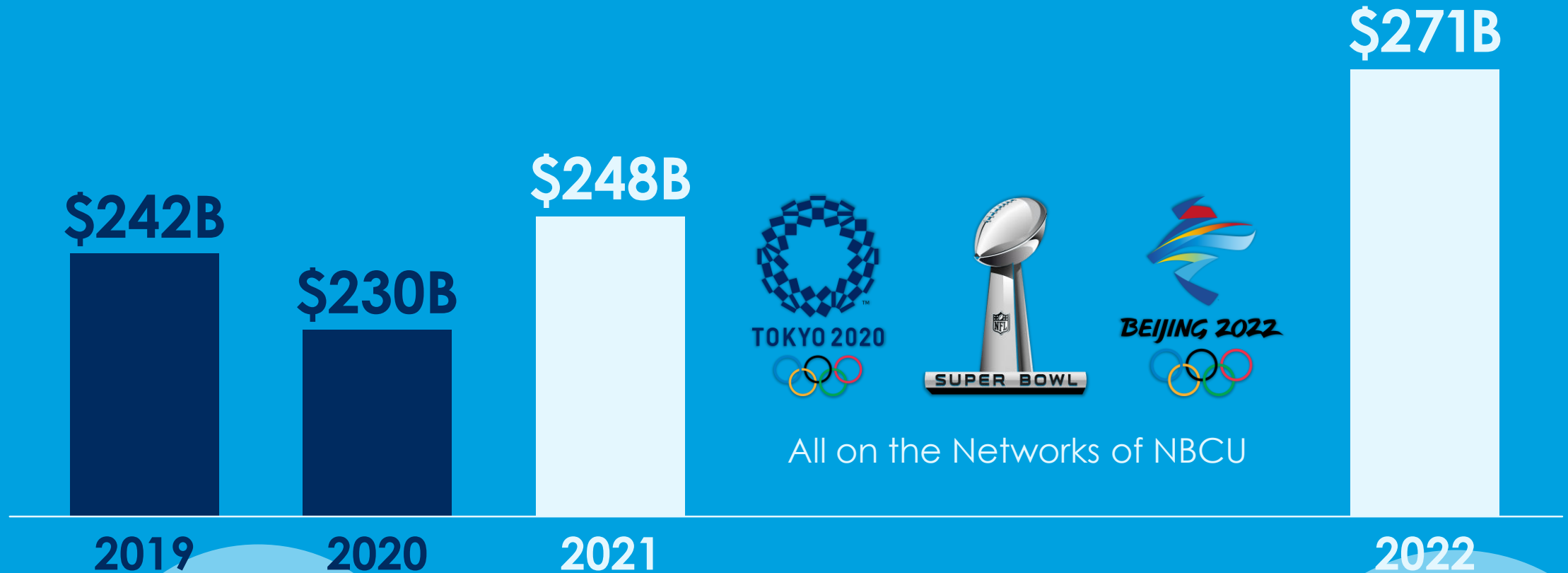
90%

of consumers want
brands to discuss
the time we are in

91%

of consumers will be
more thoughtful
about brands
post-COVID

U.S. AD SPENDING PROJECTED TO BREAK RECORDS



U.S. AD Spend

Brings Out the Best in People

Teaches Me About Culture

PATRIOTIC

INDUSTRY LEADER

UNIQUE

INNOVATIVE

**POSITIVE SPONSOR
SENTIMENT**

EXCITING

INSPIRATIONAL

ICONIC

MEMORABLE

TRUSTWORTHY

AUTHENTIC

**ALIGNS
WITH VALUES**

HOPEFUL

HIGH QUALITY

INCLUSIVE



Paint the **Salesforce** ethos in vibrant colors with **Team USA Trailblazers**



CAELEB DRESSEL

2x Olympic Medalist

Driven by Innovation &
Perfecting His Craft



SCOUT BASSETT

Track & Field Paralympian

Challenged Athlete
Foundation Advocate



ALLYSON FELIX

9x Olympic Medalist

Balancing Motherhood
while Training for Tokyo



GUS KENWORTHY

1x Olympic Medalist

Openly
Gay Athlete

Team USA Athlete Video

- Link to video: [Salesforce Lifestyles piece - 10.30.20 v2](#)

Over the **next 8 years**, we will help you find the path to be your best business...





INTEGRATE YOUR BUSINESS
With the Salesforce Product Suite



MARKETING & CUSTOMER SERVICE

Develop fan segments &
create customized user journeys

USOPP • USOPC



INTEGRATE YOUR BUSINESS





BUSINESS DEVELOPMENT & PARTNER ENGAGEMENT

Manage & streamline partner & sales efforts to drive & maximize revenue & activation

USOPP • USOPC



INTEGRATE YOUR BUSINESS





INTEGRATE YOUR BUSINESS



DATA & TECH INTEGRATION

Integrate applications, processes &
data to enable streamlined
operations & improve efficiency

USOPP • USOPC • NBC



ENDGAME: ACHIEVE SCALE



INTERNATIONAL
OLYMPIC COMMITTEE (IOC)



INTERNATIONAL
PARALYMPIC COMMITTEE (IPC)

73

International Sports
Federations



206

National Olympic
Committees

Olympic & Paralympic Games



182

National Paralympic
Committees

15

International Sports
Federations

50

U.S. National
Governing Bodies

~32

U.S. National
Governing Bodies



**CREATE A U.S. OLYMPIC &
PARALYMPIC LEGACY**
Over the Next 8 Years

Be an **innovative & transformative force**
in Los Angeles & across the country!



An unparalleled Olympic & Paralympic Experience Through

- Sport
- Community
- Power of our Differences





ACHIEVE GROWTH
By Engaging Key Audiences



**ACHIEVE
GROWTH**



C-SUITE INDIVIDUALS

Create VIP hospitality experiences for Salesforce to drive sales & build relationships with key prospects & top customers



**ACHIEVE
GROWTH**



SMALL & MEDIUM BUSINESS OWNERS

Team USA athletes will share stories highlighting how Salesforce helps them win gold & manage their business



**ACHIEVE
GROWTH**



INDUSTRY VERTICALS

Manufacturing • Healthcare
Media • Energy

Surround Salesforce
with relevant, industry-
specific content in
the Games, on CNBC &
within the NBCU portfolio

Bringing home the **GOLD!**

A Partnership Built on
True Business Integration



USOPP & USOPC
End-to-End Integration



NBCU Long-Term Enterprise
Agreement Through 2028



NBCU Global
Integration Project



Establish Workstreams & Meetings to Set Up

- Technology Roadmap/Needs
- USOPP IP/Sponsorship
- NBCU Media

Identify Key Salesforce, USOPP & NBCU Stakeholders to Develop Partnership

ACTION ITEMS



CONGRATULATIONS!

YOU ARE NOW A U.S. OLYMPIC & PARALYMPIC

Trailblazer



salesforce

**Thank You for Your
Continued Partnership!**

