

US Sports Camps Marketing and Social Media Policy

Part I: Social Media Policy

Overview

Social media has changed the way we communicate. It provides us with new ways to engage with team members, customers and the public, and creates exciting opportunities to learn, connect and share. However, engaging on social media is not without risks, to both you and U.S. Sports Camps. We're instituting this policy so that you can enjoy the benefits of social media, while protecting the reputation of U.S. Sports Camps ("USSC") and Nike.

This policy is effective immediately, and it applies to all USSC employees, independent contractors, operators, and directors ("USSC Partners") as well as any person or entity when using social media on behalf of USSC. Additionally, operators' staff are USSC Partners for purposes of this policy, and operators are responsible for ensuring their staff comply with all aspects of this policy.

This policy covers the use of social media both on behalf of USSC and on your personal accounts (when your personal posts could have an impact on USSC and/or Nike). Failure to comply with this policy could result in adverse action, including but not limited to, termination of our relationship with you, which may include termination of your Operating Agreement, if applicable.

Show Respect

While engaging in social media activity that mentions or promotes USSC or Nike Sports Camps in any way (including, but not limited to, mentioning that you are an operator or director of a USSC/Nike Sports Camp), be respectful and engage with consideration for others and their beliefs at all times. This means while engaged in such activity:

- Do not post any material or follow accounts that would be considered inappropriate or promiscuous, especially as an operator who interacts with children
- Do not post any material that is discriminatory, defamatory, profane, libelous, abusive, offensive, inappropriate, threatening, disrespectful or otherwise unlawful to another person or entity
- Do not follow accounts of campers
- Do not use slurs (ethnic, racial, sexist or otherwise), personal insults, obscenity or profanity
- Do not publicly criticize or make false or malicious comments about anyone or another company or its products
- Do not negatively comment on current or former employees, independent contractors, team members, competitors, suppliers, distributors, governmental bodies, officials or other stakeholders
- Do not engage in any activity that would damage the goodwill of USSC and/or Nike, including, but not limited to, postings or discussions of politics, religion and other similar controversial topics
- Respect others' privacy rights and do not disclose USSC's confidential, proprietary or private information

Be Responsible

USSC Partners must agree to the following requirements when using social media on behalf of or in any way promoting USSC (regardless of whether such use is through personal or business social media accounts):

- Any and all social media accounts or activity referring to and/or using the USSC name and/or trademark(s) must comply with all laws, regulations and USSC policies
- All implied and express claims made on social media must be truthful and not misleading
- All representations of USSC and/or Nike, or any products and services offered must be truthful and not misleading
- Any and all images, copy or other intellectual property of others shall only be used in social media when the proper permission has been obtained
- Adhere to the Terms of Use and license terms of any site or application being utilized
- Do not endorse or disparage any competitors' products or services, and
- Do not post any information related to profitability, revenue, or other financial data related to USSC

Be Transparent

We are all ambassadors of USSC and Nike, as such, what we say, even in our personal lives, reflects back on USSC. Unless you are formally engaging as a representative of USSC, which should only occur with the proper approvals, you should make clear that you are speaking for yourself and not on behalf of USSC. Additionally, under certain laws, USSC may be liable for statements made by USSC Partners, regardless of intent or authorization. If you are approved to speak on behalf of USSC or on topics related to our business or industry, identify yourself from the first encounter. Regardless of whether you are approved to speak on behalf of USSC, if you are promoting USSC in any way, you must disclose that you are a USSC Partner.

When not formally engaging as a representative of USSC, USSC Partners must agree to the following requirements when using social media to promote USSC:

- Refer to themselves in the first person or, if using "we," do so only in reference to themselves and others and not in a way that implies that the "we" is the USSC Partner speaking for USSC
- USSC Partners shall not make any reference to USSC in any way that would state or imply they are speaking for USSC

Protect Privacy and Confidentiality

It's important that you don't share any private, sensitive, proprietary, confidential or financial information related to USSC, or current and former employees, independent contractors, vendor partners or other stakeholders. You also shouldn't comment or share any information connected to a legal issue, legal case or on any subject on which USSC is taking legal action. Similarly, you should respect others' right to privacy, ensuring that any information you collect as a USSC Partner is appropriately managed and that you do not make public any information supplied to you in confidence.

Leave It to the Experts

If there is a USSC related inquiry, members of the media, business consultants or analysts should only communicate with designated USSC representatives. Do not initiate contact with these

individuals or groups or respond to their inquiries, even if seemingly minor. Instead, please send an email to your USSC Sport Manager.

Act as an Owner

While we monitor social media channels for mentions of USSC, please speak up if you see something concerning by sending a quick email to your USSC Sport Manager.

Have Fun

While we want you to be careful about what you post to protect yourself, USSC, and Nike, we also want you to have fun and share the great things we are doing within USSC. You are our best ambassadors.

Part II: Marketing and Brand Guidelines

Purpose

US Sports Camps is the licensed provider of Nike Sports Camps and trusted by parents nationwide to deliver best-in-class sports camps. This policy exists to protect that trust, and the strength of both brands, by clearly outlining what you can and can't do when representing your camp.

If it is not approved here, do not assume it is allowed.

1. Brand Ownership

- US Sports Camps and Nike own their respective brands, names, logos, and trademarks.
- US Sports Camps is an authorized licensee of the Nike trademark. Camp directors are not.
- Brand usage is a privilege tied to operating an approved USSC camp.
- Misuse of any trademarks can put your camp and contract status at risk.

2. Approved Logos and Assets

You may only use the official assets provided by US Sports Camps, including:

- Camp flyers
- Social media graphics
- Info cards
- Email templates
- Digital ads or graphics shared in your Camp Marketing Folder

Use assets exactly as provided:

- Do not edit, resize, recolor, crop, rearrange, or recreate logos
- Do not add effects, outlines, shadows, or overlays
- Do not use AI to edit, alter, or create new assets
- Always use the most current materials — old logos or past-year designs should not be reused

Standard Rule: *If it has Nike trademarks and you didn't get it from USSC, don't use it.*

3. Creating Your Own Materials

Creating your own materials is strongly discouraged. If needed, you must submit all self-created

materials to US Sports Camps — without Nike trademarks (wordmark and/or logo) — for approval BEFORE using them, including:

- Flyers/Banners
- Social posts
- Ads
- Emails
- Websites
- Merchandise
- Event signage

Do not post or print anything featuring the following without written approval from USSC:

- Nike logos and wordmarks (including the swoosh, Just Do It, etc.)
- The US Sports Camps logo
- “Nike Camp” language
- Imagery or video that you do not have written commercial and licensing rights to use

Only US Sports Camps is authorized to apply or add Nike logos and wordmarks to marketing materials, which you may request.

4. Nike Brand Usage

You MAY:

- Promote your camp as a “Nike [Sport] Camp” using language approved by US Sports Camps
- Use approved USSC materials with Nike logos
- Speak factually about Nike’s involvement (e.g., “Nike Sports Camps powered by US Sports Camps”)

You MAY NOT:

- Alter or change your Nike Sports Camp name
- Imply Nike sponsors you personally
- Say Nike endorses your school, club, facility, program, or camp
- Use Nike logos on personal websites, emails, social posts, flyers, ads, or apparel/merchandise
- Use Nike language to fundraise or solicit sponsorships
- Create Nike-branded merchandise

Never say or suggest:

- “Nike sponsors me”
- “Nike is affiliated with our program beyond this camp”
- “Nike approves of our organization”

5. Messaging and Claims

OK to say:

- “Nike [Sport] Camp powered by US Sports Camps”
- “Official Nike Sports Camp Experience”
- “Hosted in partnership with US Sports Camps”
- “Nike [Sport] Camp Coach”

NOT OK to say:

- “Nike Certified Coach”
- “Nike approved training system”
- “Nike selected our program”
- “Nike camp run by [school/club/team/brand name]”

6. Social Media Rules**You May Use:**

- USSC-approved graphics
- Real camp photos taken by you or for which you have a written license to use
- Clear links to your official USSC camp page

Tag:

- @ussportscamps (this helps amplify your content)

You May NOT:

- Create Nike-themed graphics or overlays
- Add Nike or USSC logos to photos
- Use hashtags suggesting endorsement (#nikesponsored, #niketraining, #nikecoach)
- Run paid ads without USSC approval

7. Websites, Email, and Local Promotion**You MAY:**

- Link to your official USSC camp page on ussportscamps.com
- Use USSC pre-approved assets and copy in emails, newsletters, and websites
- Share USSC-provided flyers digitally or in print

You MAY NOT:

- Build your own “Nike [Sport] Camp” webpage
- Use Nike or USSC logos in emails, newsletters, or websites, unless created by USSC
- Collect registrations outside of ussportscamps.com
- Modify logos or recreate graphics — without approval from USSC

8. Apparel, Gear, and Onsite Signage

Directors may NOT create:

- Custom Nike-branded apparel or merchandise for sale or giveaway
- Shirts, hats, banners, or signage with Nike logos

Only USSC-approved camp apparel and signage may be used.

9. Violations and Enforcement

Failure to follow this policy may result in:

- Removal of materials
- Loss of marketing privileges
- Camp suspension
- Operator Agreement termination

These rules exist to protect the future of Nike Sports Camps and our partnership with camp directors.

Final Reminder

Strong brands are built through consistency. Using the tools correctly helps:

- Build trust with families
- Maintain a consistent, high standard
- Protect the US Sports Camps and Nike brands
- Strengthen your camp's credibility

This policy safeguards the brands you represent, and the trust families place in your camp.

By checking this box, I attest that I have read the USSC Marketing and Social Media Policy. I attest that I will comply with and will ensure all of my staff comply with this policy.
