



2015-2016 ANNUAL REPORT

Sept. 1, 2015 - Aug. 31, 2016



USA
WRESTLING

THEMAT.COM



2016

AT A GLANCE

3



2016 RIO OLYMPIC MEDALS



232,000+

TOTAL USA WRESTLING MEMBERS



7



2015 WORLD CHAMPIONSHIP MEDALS

199,007

USA WRESTLING
MEMBER ATHLETES

4,349

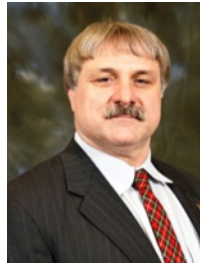
USA WRESTLING SANCTIONED
WRESTLING CLUBS

MESSAGE FROM USA WRESTLING PRESIDENT:

I would like to thank USA Wrestling's Board of Directors for their faith in me by electing me to serve as USA Wrestling's president. I am looking forward to serving the organization in this role and working with the Board members and wrestling leaders on behalf of the sport. I also wish to thank and congratulate past president James Ravannack for his decade of leadership and service to USA Wrestling, and look forward to his valuable input moving forward.

We come off a busy 2015-16 season, where USA Wrestling hosted its first Senior World Championships in 12 years with the successful 2015 World Championships in Las Vegas. Our USA team also competed in the 2016 Olympic Games in Rio de Janeiro, Brazil, led by historic gold-medal efforts by Helen Maroulis and Kyle Snyder, and an impressive bronze medal run by J'den Cox. We have set membership records once again and have seen an increase in event participation at our major events, among many other things to be proud of.

I believe that USA Wrestling is serving its membership as well as ever and that we are in a very strong position to move the organization and the sport forward. Of course, we will continue to face many challenges, but I am confident that working together, we can make USA Wrestling better, by striving for continued growth and financial stability.



Bruce Baumgartner,
President

MESSAGE FROM EXECUTIVE DIRECTOR:

USA Wrestling comes off one of its most active and successful fiscal years ever. We proudly hosted the 2015 World Championships, 2016 Pan American Olympic Qualifier, 2016 U.S. Olympic Team Trials and 2016 Freestyle World Cup and come off a historic 2016 Olympic Games. Membership continues to increase, and our financial performance was outstanding. Our age-group World wrestlers are winning medals and have bright futures. The grassroots development of the sport remains vibrant and growing and our major events are setting entry levels.

What excites me is how USA Wrestling is moving confidently into the future. We are creating new partnerships which will enhance our organization and strengthen the sport. We see great opportunity with the growth of women's wrestling. We have embraced technology which impacts wrestling at all levels. Our new President Bruce Baumgartner is a legendary leader following in the footsteps of James Ravannack, who gave his heart and passion to USA Wrestling for a decade. We have much to look forward to and I look forward to working with you all as we build our great sport.



Rich Bender,
Executive Director

ORGANIZATION MILESTONES:

- ★ Helen Maroulis was the first U.S. woman wrestler to win an Olympic gold medal with her 53 kg title at the 2016 Rio Games. Kyle Snyder became the youngest American wrestler to win an Olympic gold medal with his 97 kg Olympic title at age 19 in Rio de Janeiro.
- ★ USA Wrestling hosted the successful 2015 World Championships in Las Vegas, considered by many the best ever hosted. There was a record \$1.3 million in ticket sales, with total attendance of 37,371 with three sellout sessions. Included were more than 800 wrestlers from 99 nations. Event presentation raised the bar from previous World events.
- ★ The USA had four 2015 World champions, Adeline Gray, Jordan Burroughs, Helen Maroulis and Kyle Snyder, and seven total World medalists in Las Vegas.
- ★ It was one of the most successful financial years for USA Wrestling, with \$961,981 revenue over expenses, helping build for the future.
- ★ The 2015-2016 USA Wrestling membership year included a record 199,007 athletes, 31,555 coaches and 11,582 female athletes.
- ★ At the Junior World Championships, the USA won a combined eight medals, with each style winning two or more medals. The USA had two Junior World champions, Spencer Lee and Mark Hall.

USA WRESTLING'S MISSION, VISION & VALUES

USA Wrestling is the National Governing Body for the Sport of Wrestling in the United States and, as such, is its representative to the United States Olympic Committee. Simply, USA Wrestling is the central organization that coordinates amateur wrestling programs in the nation and works to create interest and participation in these programs.

USA Wrestling has more than 232,000 members. These members include athletes of all ages, coaches, officials, parents and fans striving together to strengthen the sport. Each year, USA Wrestling charters over 4,300 wrestling clubs and sanctions over 2,100 local, state, regional and national competitions.

Mission: USA Wrestling, guided by the Olympic Spirit, provides quality opportunities for its members to achieve their full human and athletic potential.

Vision: USA Wrestling will strive to be the world's best sports organization.

Values:



Responsibility: Fulfilling all functions, tasks, duties and assignments with trust and credibility on behalf of USA Wrestling by honoring promises and pledges.



Integrity: Being true to self and the mission of USA Wrestling, while discerning right from wrong and acting on it.



Dedication: Dedication to carrying out the mission and goals of USA Wrestling with the highest degree of sacrifice and discipline.



Honesty: Being truthful and upright with people and issues in furthering the mission of USA Wrestling.



Accountability: Providing answers and reasons to others for actions and behaviors intended to support the mission of USA Wrestling.



Respect: Recognizing the absolute dignity in every human being, with a sense of compassion, caring and concern for the well-being of other people.

U.S. MEN'S FREESTYLE TEAM

“I was definitely really happy, happier than I’ve ever been on a wrestling mat.”

- Kyle Snyder, 2016 Rio Olympic Games Gold Medalist and 2015 World Championships Gold Medalist

2016 OLYMPIC TEAM MEMBERS:

Daniel Dennis	57 KG / 125 LBS
Frank Molinaro	65 KG / 143 LBS
Jordan Burroughs	74 KG / 163 LBS
J'den Cox	86 KG / 189 LBS
Kyle Snyder	97 KG / 213 LBS
Tervel Dlagnev	125 KG / 275 LBS



2015 JOHN SMITH AWARD WINNER (MEN'S FREESTYLE WRESTLER OF THE YEAR):

Kyle Snyder
Woodbine, MD
Titan Mercury WC /
Ohio RTC



2

MEN'S 2016 OLYMPIC MEDALISTS (1 GOLD, 1 BRONZE)



3

MEN'S 2015 SENIOR WORLD MEDALISTS (2 GOLD, 1 BRONZE)

2015-2016 U.S. MEN'S FREESTYLE HIGHLIGHTS

At the 2016 Olympic Games in Rio de Janeiro, Kyle Snyder won the 97 kg gold, becoming the youngest U.S. wrestling Olympic champion ever. J'den Cox won an Olympic bronze in his first World-level event. Both are college-eligible and have bright futures. Placing fifth with strong efforts were Frank Molinaro (65 kg) and Tervel Dlagnev (125 kg).

The 2015 World Championships in Las Vegas featured gold medals from Jordan Burroughs (74 kg) and Kyle Snyder (97 kg). Snyder became our youngest World champion at age 19. James Green (70 kg) won a bronze at his first World Championships.

At the 2016 Junior World Championships in Macon, France, the men's freestyle team had two champions, Spencer Lee and Mark Hall, plus a bronze from Daton Fix. Lee became the first U.S. men's wrestler to win back-to-back Junior World golds.

2015-2016 World Championships, Olympics & Pan Ams

2016 Rio Olympic Games

Kyle Snyder, 97 kg, 1st
J'den Cox, 86 kg, 3rd

2015 Men's Senior World Championships

Jordan Burroughs, 74 kg, 1st
Kyle Snyder, 97 kg, 1st
James Green, 70 kg, 3rd

2016 Men's Junior World Championships

Spencer Lee, 50 kg, 1st
Mark Hall, 74 kg, 1st
Daton Fix, 55 kg, 3rd

2015 Men's Cadet World Championships

Yianni Diakomihalis, 58 kg, 1st
Jarod Verkleeren, 100 kg, 1st
Gable Steveson, 100 kg, 1st
Daton Fix, 54 kg, 3rd
Owen Webster, 85 kg, 3rd

2016 Pan American Championships

Coleman Scott, 61 kg, 1st
Frank Molinaro, 70 kg, 1st
Jordan Burroughs, 74 kg, 1st
Dom Bradley, 125 kg, 1st
James Green, 65 kg, 2nd
Keith Gavin, 86 kg, 3rd
Scott Schiller, 97 kg, 3rd

U.S. WOMEN'S FREESTYLE TEAM

“I was looking for perfection everywhere. I realized I was not going to find it. I trusted God that what I have is enough.”

- Helen Maroulis, 2016 Rio Olympic Games Gold Medalist and 2015 World Championships Gold Medalist

2016 OLYMPIC TEAM MEMBERS:

Haley Augello	48 KG / 105.5 LBS
Helen Maroulis	53 KG / 116.5 LBS
Elena Pirozhkova	63 KG / 138.75 LBS
Adeline Gray	75 KG / 165 LBS



2015 WOMEN'S FREESTYLE WRESTLER OF THE YEAR:

Adeline Gray
Colorado Springs, CO
New York AC / OTC



WOMEN'S 2016 OLYMPIC GOLD MEDALIST



WOMEN'S 2015 SENIOR WORLD MEDALISTS (2 GOLD, 1 BRONZE)

2015-2016 U.S. WOMEN'S FREESTYLE HIGHLIGHTS

History was made at the 2016 Rio Olympic Games, when Helen Maroulis beat three-time Olympic champion and 13-time World champion Saori Yoshida of Japan in the 53 kg finals to become the first U.S. woman to win an Olympic wrestling gold medal. In her second Olympic Games, Elena Pirozhkova placed fifth at 63 kg.

The 2015 World Championships in Las Vegas featured a pair of World champions, Adeline Gray at 75 kg and Helen Maroulis at 55 kg. Gray won her third World title and fifth World medal, second in both categories in U.S. women's wrestling history. Leigh Jaynes-Provisor had a memorable effort in winning a 60 kg World bronze medal.

At the 2016 Junior World Championships in Macon, France, three Americans won bronze medals, Kayla Miracle, Maya Nelson and Alexis Porter. It was Miracle's second career Junior World medal, to go along with a 2014 bronze.

2015-2016 World Championships, Olympics & Pan Ams

2016 Rio Olympic Games

Helen Maroulis, 53 kg, 1st

2015 Women's World Championships

Helen Maroulis, 55 kg, 1st

Adeline Gray, 75 kg, 1st

Leigh Jaynes-Provisor, 60 kg, 3rd

2016 Women's Junior World Championships

Kayla Miracle, 59 kg, 3rd

Maya Nelson, 63 kg, 3rd

Alexis Porter, 67 kg, 3rd

2015 Women's Cadet World Championships

Ronna Heaton, 49 kg, 1st

Alleida Martinez, 46 kg, 2nd

Kayla Marano, 65 kg, 3rd

Alexis Bleau, 70 kg, 3rd

2016 Women's Pan Am Championships

Clarissa Chun, 48 kg, 1st

Kelsey Campbell, 58 kg, 1st

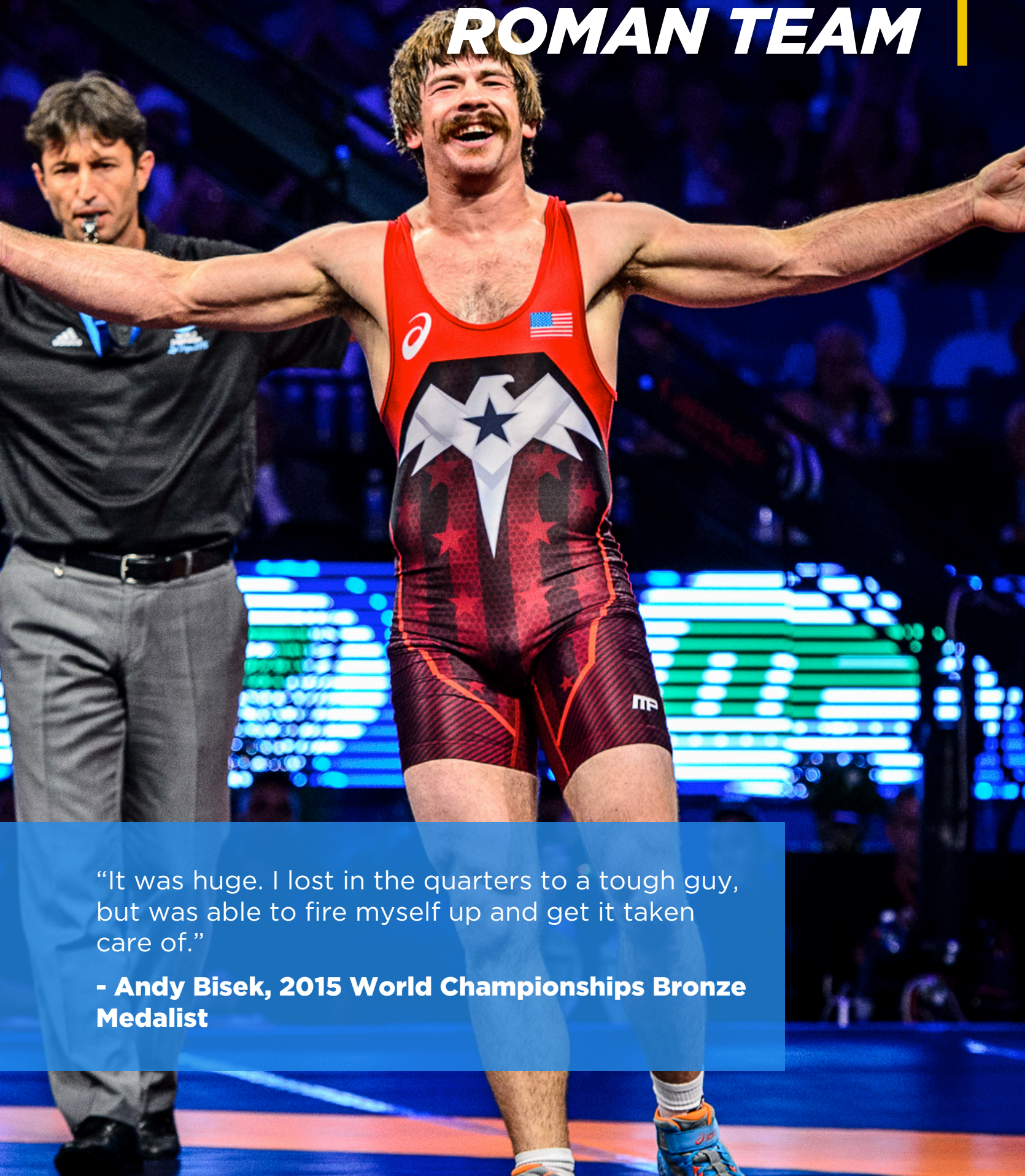
Elena Pirozhkova, 69 kg, 1st

Amanda Hendey, 63 kg, 2nd

Sharon Jacobson, 55 kg, 3rd

Leigh Jaynes-Provisor, 60 kg, 3rd

U.S. GRECO- ROMAN TEAM



“It was huge. I lost in the quarters to a tough guy, but was able to fire myself up and get it taken care of.”

- Andy Bisek, 2015 World Championships Bronze Medalist

2016 OLYMPIC TEAM MEMBERS:

Jesse Thielke	59 KG / 130 LBS
Andy Bisek	75 KG / 165 LBS
Ben Provisor	85 KG / 187 LBS
Robby Smith	130 KG / 286 LBS



2015 GRECO-ROMAN WRESTLER OF THE YEAR:

Andy Bisek
Colorado Springs, CO
Minnesota Storm



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**GRECO-ROMAN 2015
WORLD BRONZE
MEDALIST**

2015-2016 GRECO-ROMAN HIGHLIGHTS

At the 2015 World Championships in Las Vegas, Andy Bisek rallied from a quarterfinals loss to win a bronze medal at 75 kg. It was the second straight year that Bisek had won a World bronze medal. Robby Smith turned in a memorable comeback in his bronze-medal bout against Russia's star Bilyal Makhov, falling just short to finish fifth at 130 kg.



The USA qualified four Greco-Roman athletes for the 2016 Olympic Games. It was Ben Provisor's second Olympic appearance, along with first-time Olympians Bisek, Smith and Jesse Thielke.

The USA had six medals at the 2016 Pan American Championships, led by gold medalists Pat Smith at 71 kg and Cheney Haight at 80 kg.



At the 2016 Junior World Championships in Macon, France, the Greco-Roman team added two bronze medals from Taylor LaMont and G'Angelo Hancock. It was the first year the USA had a pair of Junior World medals in Greco-Roman since 2011 and only the fourth time ever.

2015-2016 World Championships, Olympics & Pan Ams

2015 Greco-Roman World Championships

Andy Bisek, 75 kg, 3rd

2016 Greco-Roman Junior World Championships

Taylor LaMont, 60 kg, 3rd

G'Angelo Hancock, 96 kg, 3rd

2016 Greco-Roman Pan Am Championships

Pat Smith, 71 kg, 1st

Cheney Haight, 80 kg, 1st

Alejandro Sancho, 66 kg, 2nd

Sam Jones, 59 kg, 3rd

Patrick Martinez, 85 kg, 3rd

Toby Erickson, 130 kg, 3rd



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**GRECO-ROMAN
2016 PAN AM
CHAMPIONSHIP
MEDALISTS (2 GOLD, 1
SILVER, 3 BRONZE**

STATE SERVICES

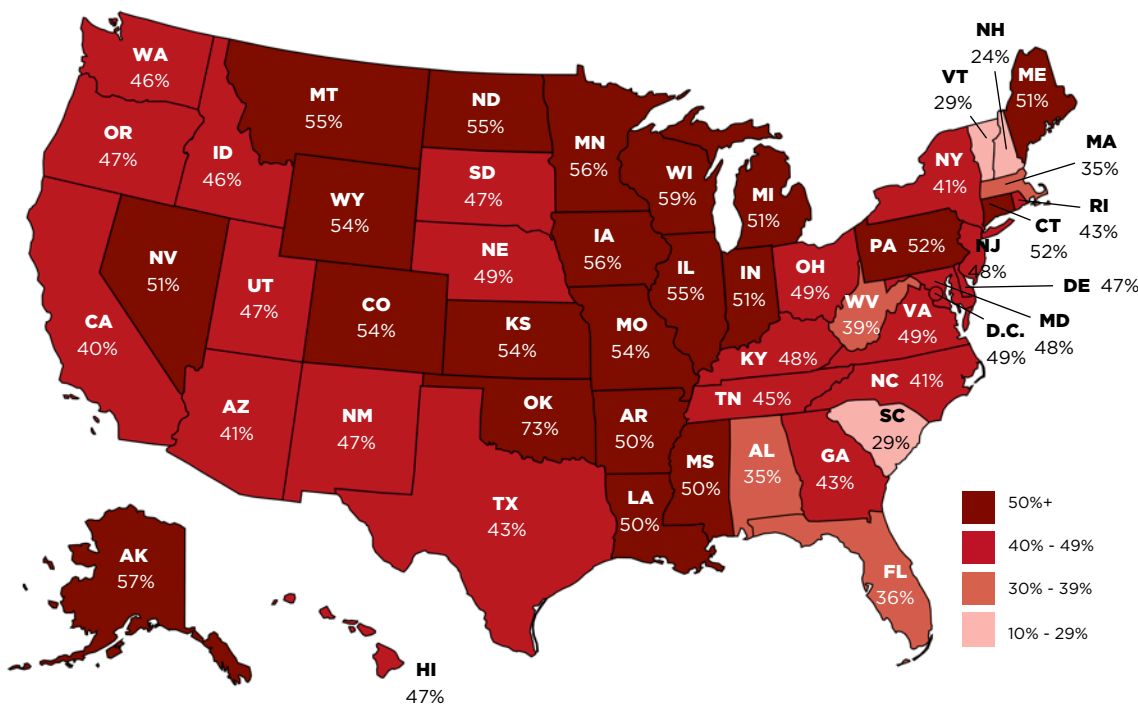
The Department of State Services continues to set records for the number of USA Wrestling member athletes and coaches. For the 2015-2016 membership year, USA Wrestling's membership rose from 226,453 members to new record number 232,955 members, which includes USA Wrestling athletes, coaches, and officials.



MEMBERSHIP COMPARISON

CATEGORY	2016	2015	2014	2013
Athletes	98,755	100,321	103,137	121,592
Tiered Full Members	32,977	30,944	31,389	22,901
Tiered Limited Folkstyle Members	40,449	35,829	33,153	18,708
Tiered High Performance Members	513	433	437	423
HS Team Members	22,633	23,468	22,989	7,726
Open License	3,680	3,534	3,364	3,540
TOTAL ATHLETES	199,007	194,529	194,469	174,890
Coaches	31,555	29,464	28,255	26,218
Clubs	4,349	4,445	4,464	4,153
Sanctions	2,032	2,147	2,143	2,103
Officials	2,433	2,460	2,541	2,586
TOTAL MEMBERSHIP	232,995	226,453	225,265	203,694

ATHLETE MEMBERSHIP RETENTION RATE BY STATE (2014-2015 to 2015-2016)



TOP TEN STATES BY NUMBER OF USAW ATHLETES	
1. California	20,545
2. Illinois	14,596
3. Wisconsin	10,077
4. Kansas	9,123
5. New York	8,553
6. Indiana	8,363
7. Missouri	7,334
8. Oregon	7,089
9. Pennsylvania	6,215
10. Washington	6,183

SPONSORSHIP

The Partnership Marketing Department always has an eye to new market trends while assisting USA Wrestling corporate partners in reaching their target audiences.

USA Wrestling Key Sponsor Activations:

ASICS: National Teams shoe and apparel provider with integrated sales ties to USA Wrestling merchandise.

Chobani: Official yogurt of USA Wrestling.

Liberty Mutual: Ran innovative video based programs targeting coaches and wrestling parents.

KT Tape: Official sponsor of kinesiology tape for USA Wrestling.

Maximized Living: Supported athletes across the country with leadership and top doctors that joined USA Wrestling at the 2016 Olympics in Brazil. Pilot program instituted at the 2012 London Olympic Games.

MusclePharm: Nutritional supplement provider to all National Teams.

All-American Wrestling Supply: Official licensee of USA Wrestling merchandise.

Tanita: Official scales for all major National events.

Dollamur: Official mats for all major National events including 2016 World Cup.

Cliff Keen: Key supporting advertiser and marketing partner for USA Wrestling.

OFFICIAL PARTNERS



NEW PARTNERS FOR '16-'17



DONOR PROGRAMS

The Development Department continues to make very strong strides forward in creating a solid approach to fundraising and development for USA Wrestling. The department is focused on five main areas:

1. Major Individual Giving (VIP Donors)
2. Annual Giving and Online Giving (Booster Club)
3. Corporate Sponsor Giving (Select Companies/Organizations)
4. Alumni Engagement (Past World/Olympic/National Team Members)
5. Wrestling Community Engagement (Entire Wrestling Family)

Revenue has grown in total dollars and equally important our Donor base (new donors) has grown as well.

USA Wrestling raised \$400,000 at the USWF Gala in Los Angeles. Funding to benefit both USAW and USWF.



COMMUNICATIONS, WEBSITE & SOCIAL MEDIA



HISTORIC WEEK FOR USA WRESTLING'S WEBSITE

USA Wrestling's website *TheMat.com*, reached record number in page views, unique visits and visits during the week of August 14-20, 2016, during the Rio Olympic Games.



PAGE VIEWS

An average of

1,000,000

page views to *TheMat.com* per month

UNIQUE VISITORS

An average of

269,000

unique visitors to *TheMat.com* per month

FORUMS PAGE VIEWS

An average of

912,000

page views to Forums on the *TheMat.com* per month

PLATFORM	FANS AS OF 2016	FANS AS OF 2015	GROWTH	NGB RANK
Facebook	461,373	400,000	15.3%	4th
Twitter	129,000	105,000	12.1%	3rd
Instagram	192,000	88,900	115.9%	4th
YouTube	55,994	45,466	23.2%	N/A

OLYMPIC YEAR PUBLIC RELATIONS EFFORTS REACH NEW LEVELS

USA Wrestling Communications staff, working with public relations professionals Joe Favorito and Jerry Milani based in New York City, worked together to promote the sport. This team worked together leading up to the successful 2015 World Championships in Las Vegas, and the 2016 Olympic Games in Brazil. Strategies included a city-by-city effort before, during and after The Games and at key events such as the 'Beat the Streets' in Times Square, the USOC's 100 Days Out Celebration in New York. This helped USA Wrestling cut through the clutter of a crowded Olympic space by being proactive and in position to take advantage when success came about including hometown media tours for gold medalists Kyle Snyder and Helen Maroulis.

BONUS POINTS PODCAST

USA Wrestling's podcast Bonus Points, moderated by Richard Immel, completed its first full year with tremendous growth and support. Since its inception in July 2015, there have been 51 episodes, featuring top athletes, coaches and leaders in the sport. Total downloads are 94,124, averaging 1,846 per show. It has been downloaded **in 131 countries, covering 7% total traffic**. Specific shows have **reached No. 2** in iTunes Podcast Amateur Sports chart.



EVENTS

FOLKSTYLE TOUR OF AMERICA

The Folkstyle Tour of America completed a successful 2015-2016 campaign with five events across the United States. Overall participation in the Folkstyle Tour of America series has **increased by 21.8%** from the previous year. New logos were developed for the series and each event.



	2016	2015
Northwest Bigfoot Battle	1,079	952
King of the Mountain	1,268	895
Salt Lake Slam	1,268	745
Dominate in the Dells	1,324	1,070
Las Vegas Royal Crush	458	359
TOTAL:	5,397	4,021

FREESTYLE & GRECO ROMAN REGIONALS

Freestyle and Greco-Roman Regional participation **increased by 10%** from the previous year.

		2015 - 2016	2014 - 2015	2013 - 2014
Northwest Cadet & Junior Regional	FS	413	450	467
	GR	255	282	266
Northeast Regional	FS	1,211	898	755
	GR	710	515	466
Northern Plains Kids & Cadet	FS	784	636	425
	GR	677	523	376
Northern Plains Juniors & Seniors	FS	213	299	291
	GR	173	147	189
Central Region	FS	575	705	569
	GR	335	404	280
Southeast Regional	FS	875	793	783
	GR	747	633	623
Southern Plains Regional	FS	771	694	692
	GR	614	595	634
Western Junior Regional	FS	384	301	348
	GR	223	151	184
West Kids & Cadet Regional	FS	1,431	1,373	1,366
	GR	1,247	1,268	1,317
TOTAL:		11,638	10,667	10,031



FARGO CADET & JUNIOR FREESTYLE AND GRECO-ROMAN NATIONALS

Fargo Cadet & Junior Nationals **increased by 17.2%** from the previous year.

2016	2015
5,276	4,502

AGE GROUP WOMEN'S NATIONAL EVENTS

2016	2015
2,001	1,610

KIDS FREESTYLE NATIONALS

2016	2015
755	661

KIDS GRECO-ROMAN NATIONALS

2016	2015
704	619

2016 WORLD CUP / 2016 U.S. OLYMPIC TEAM TRIALS



USA WRESTLING HOSTS THE MEN'S FREESTYLE WORLD CUP FOR THE THIRD CONSECUTIVE YEAR

For the third straight year, USA Wrestling hosted the Freestyle World Cup in Los Angeles, Calif., which brought the world's top eight men's freestyle teams together for the annual World dual meet championship. It was once again hosted in the Forum, a world-famous arena which provided a spectacular showcase for this popular event.

The local organizing committee was headed up by Andy Barth, the U.S. Olympic Freestyle World Team leader, and included Beat the Streets Los Angeles, California USA Wrestling, the Titan Mercury WC, and the Semnani Family Foundation. Among the area sports leaders involved in the event was LA2024 Candidature Committee and LA84, the 1984 Los Angeles Olympic legacy organization.

It was the 28th time the USA has hosted this important event. However, during its three years in Los Angeles, the presentation of the competition and the local support helped raise this event property to a new level. The fan attendance increased from previous years. There **were close to 100 accredited journalists**. United World Wrestling held a series of clinics and event seminars alongside the event.

On the mats, Iran defended its World Cup team title, defeating Russia in the finals. The United States dropped a criteria decision to Iran in the semifinals, then lost another criteria decision to Georgia in the third place match to place fourth. Five members of the 2016 U.S. Olympic Team competed in preparation for the Rio Olympic Games.

THE FORUM Inglewood, California

Pool A



Georgia



Mongolia



Russia



Turkey

Pool B



Azerbaijan



India



Iran



United States

UNIVERSITY OF IOWA HOSTS THE 2016 U.S. OLYMPIC TEAM TRIALS



For the second straight Olympic quadrennium, USA Wrestling brought its most successful domestic property, the U.S. Olympic Team Trials, to Carver-Hawkeye Arena on the campus of the University of Iowa. The 2012 Olympic Trials had also been successfully held there.

The local organizing committee was led by the University of Iowa, the Iowa City/Coralville Convention and Visitors Bureau and leaders from the City of Iowa City, City of Coralville and City of North Liberty. The U.S. Olympic Committee also partnered with the event presentation.

Over the two days of the event, Carver-Hawkeye Arena was packed, with **the second-highest attendance in history of this event**. The presentation was first-class. A successful Fanfest was held in the city. **Over 225 journalists** were accredited. Both nights of **finals were broadcast nationally on NBCSN**.

Four athletes qualified for their second Olympic Teams, Jordan Burroughs, Elena Pirozhkova, Ben Provisor and Tervel Dlagnev. Two World champions and 2012 Trials runners-up made the team, Helen Maroulis and Adeline Gray. Three college wrestlers also earned berths, Kyle Snyder, J'den Cox and Haley Augello.

2016 RIO OLYMPIC GAMES



MAROULIS MAKES HISTORY AT 2016 OLYMPICS

USA Wrestling's **Helen Maroulis**, made history at the 2016 Rio Olympic Games by becoming **the first woman to win a gold medal** from the United States. She did so by defeating the most decorated wrestler, Saori Yoshida of Japan, a three-time Olympic gold medalist.



SNYDER BECOMES YOUNGEST GOLD MEDALIST

USA Wrestling's **Kyle Snyder**, made history at the 2016 Rio Olympic Games by becoming **wrestling's youngest Olympic Gold Medalist** in U.S. history at the age of 20, beating Henry Cejudo's record.



COX WINS BRONZE

USA Wrestling's **J'den Cox**, competing at his first World-level event, rebounded from a tough semifinal loss to **win a bronze medal** at the 2016 Rio Olympic Games. Cox and Snyder both return to college wrestling this year.

14
OLYMPIANS

3
OLYMPIC MEDALS

2015 WORLD WRESTLING CHAMPIONSHIPS



USA WRESTLING AND LAS VEGAS HOST A SUCCESSFUL 2015 WORLD WRESTLING CHAMPIONSHIPS

USA Wrestling is proud with the success of the 2015 World Wrestling Championships at the Orleans Arena in Las Vegas, Nev. It was the **first time in 12 years** that the United States had hosted a Senior World Championships event, and the **first time a World Championship featuring all three Olympic styles** was hosted on American soil. It was only the sixth time a Senior World Championships had been held in the USA.

It was the goal of our entire organization to host the very best World Championships ever held. Based upon feedback from United World Wrestling, other national wrestling federations, fans and the general public, it is fair to say that this goal was achieved.

USA Wrestling staff, led by National Events Director Pete Isais, spearheaded the effort to organize and present the event. USA Wrestling volunteer leadership also made a commitment to help create an amazing event. From our Board of Directors and standing committees, to state and local leadership, everybody pitched in to help. A large team of event volunteers donated their time and expertise, making sure that we could be helpful and gracious hosts to the world.

Key partners included the U.S. Olympic Committee, United World Wrestling, our hosts at Las Vegas Events and an incredible local organizing committee led by Larry Barnson and Rob Cate. KOM Sports Marketing of Colorado Springs was the official marketing agency.

The 2015 World Wrestling Championships **accredited 414 press** in three different categories, Media, Non-Rights Holder TV and Rights-Holder TV. The final total was 375 press, about 200 from the United States and 175 from other nations. This was the most media at an event hosted by USA Wrestling, and the largest turnout for a World Wrestling Championships.

There **were 16 rights-holding networks** around the world that paid UWW for live or delayed coverage. The host broadcaster from the USA was ESPN. The entire competition was broadcast on ESPN3, with additional highlight shows aired on ESPN2, with multiple showings. United World Wrestling also provided a live feed.



*Estimated and includes World Webcast

FIRST FANFEST HELD AT WORLD CHAMPIONSHIPS

USA Wrestling developed the first **FanFest** held at the World Wrestling Championships. More than **22,000 fans** attended the Fan Fest while engaging with **21 vendors** from event partners, USAW partners and wrestling companies.



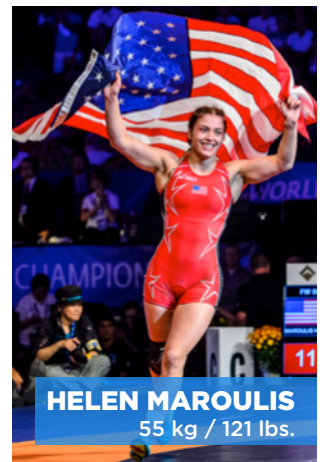
2015 WORLD CHAMPIONS



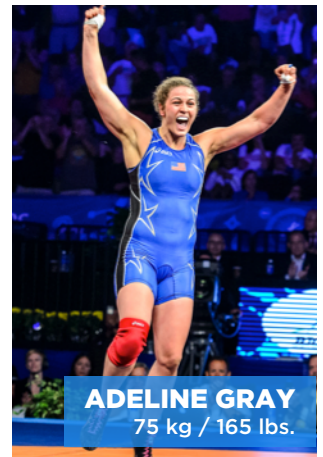
KYLE SNYDER
97 kg / 213 lbs.



JORDAN BURROUGHS
74 kg / 163 lbs.



HELEN MAROULIS
55 kg / 121 lbs.



ADELINE GRAY
75 kg / 165 lbs.

MARKETING PROMOTION

Magazine Advertisements

100,000+ Magazine Impressions

Television Commercials

5.2 Million Television Impressions

Website

1.4 Million Page Views

Digital Advertising

940,000+ Digital Impressions



MEDIA

Total Credential Media

381 Journalists, Photographers and Television

Top Media by Country

1. United States
2. Japan
3. Iran

Media Coverage

161 Countries and 156 Foreign Outlets

Host Partners



Event Partners



"In 2013, the great sport of wrestling faced its greatest challenge, elimination from the Olympic Games. The 2015 World Championships in Las Vegas proved wrestling is back better than ever. This event, by all measures, may be the best World Championships ever held. Congratulations to USA Wrestling and its partners in Las Vegas for a great event"

- **Nenad Lalovic, President of United World Wrestling**

MORE THAN
800
WRESTLERS

105
NATIONS
REPRESENTED

USA WRESTLING ATHLETES SHOW APPRECIATION FOR FANS

During the week of the World Championships, several USA Wrestling athletes, which included gold medal winners **Kyle Snyder** and **Adeline Gray**, took the time to sign autographs and meet with fans that came to Las Vegas to support them in their championship quests.

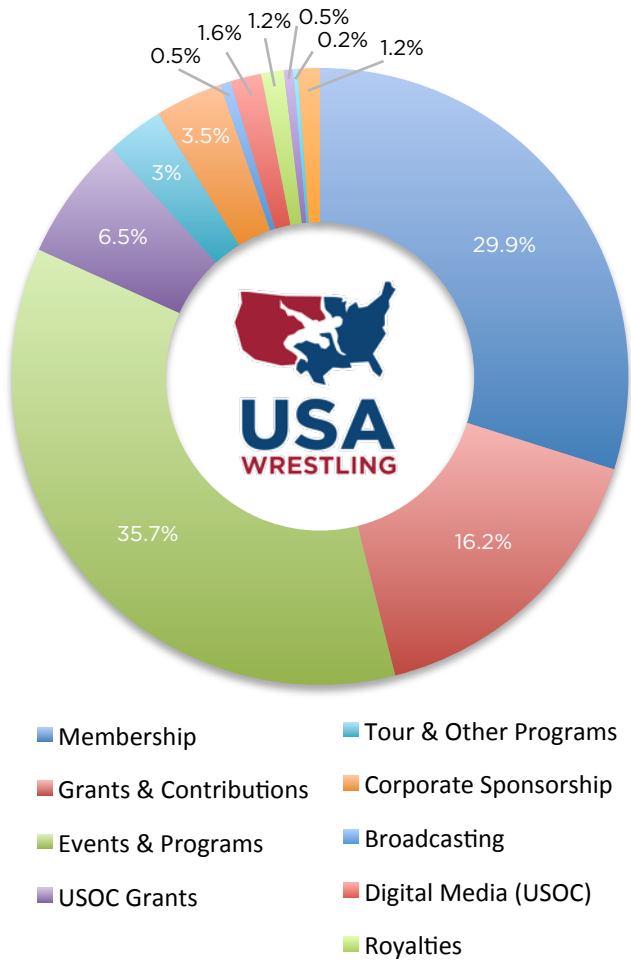


FINANCIAL REPORT

REVENUE

Membership	\$5,496,630
Grants & Contributions	2,982,078
Events & Programs	6,561,357
USOC Grants	1,190,528
Tour & Other Programs	553,330
Corporate Sponsorship	652,161
Broadcasting	100,500
Digital Media (USOC)	300,000
Royalties	217,035
Newspaper & Internet	89,301
Other	43,938
Investments	<u>212,538</u>
	\$18,399,396

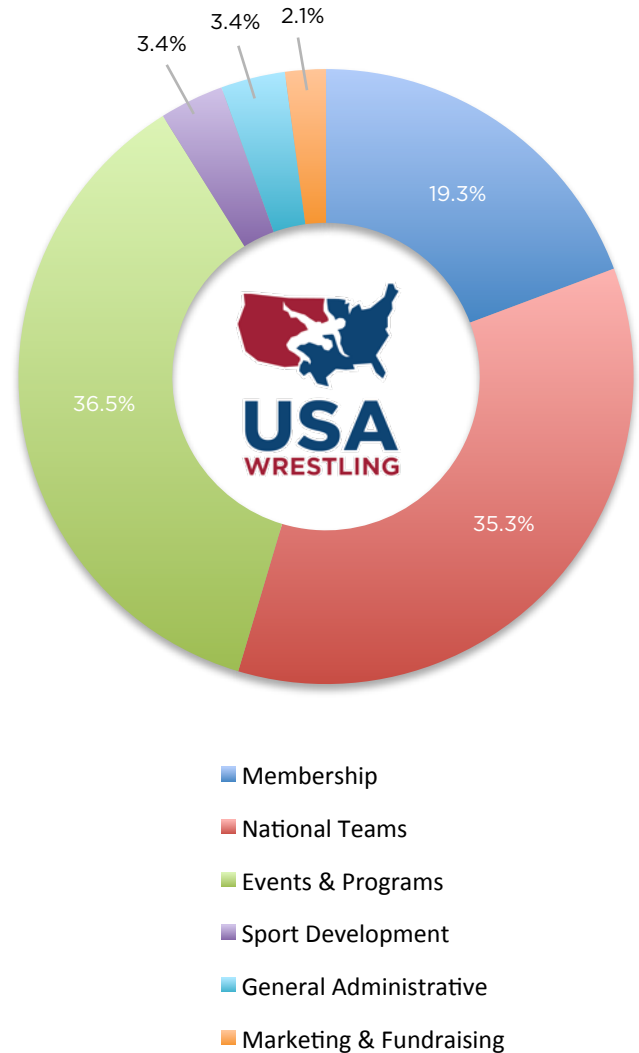
REVENUE PERCENTAGE BY AREA



EXPENSES

National Teams	\$6,158,607
Membership/State Service	3,364,073
Events & Programs	6,362,556
Sport Development	589,107
General Administrative	589,887
Marketing & Fundraising	<u>373,185</u>
	\$17,437,415

EXPENSE PERCENTAGE BY AREA



BOARD OF DIRECTORS

Immediate Past President
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