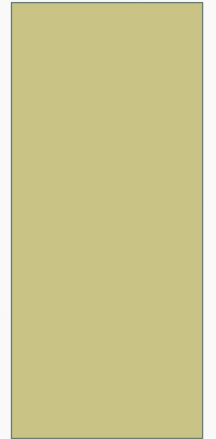




ENTOURAGE IN THE SPORT OF CHEER

ICU ENTOURAGE COMMISSION



ATHLETES' ENTOURAGE

International Olympic Committee definition*

The **Athletes' Entourage** comprises all the people associated with the athletes, including, without limitation, managers, agents, coaches, physical trainers, medical staff, scientists, sports organisations, sponsors, lawyers and any person promoting the athlete's sporting career, including family members.

* <http://www.olympic.org/athletes-entourage-commission?tab=definition>

ENTOURAGE

Simplified definition

The Athletes' Entourage is the group of people who travel with and assist the athlete.

CIRCLES OF INFLUENCE

Sponsors / Media

School / Medical staff

Coaches / Trainers / Managers

Family / Friends

ATHLETE

CIRCLES OF INFLUENCE

People in the Entourage have a relationship with or connection to the athlete. We have identified a few levels.

- Inner circle – family, friends
- Influential circle – coaches, trainers, managers
- Authoritative circle – School, medical staff, sports organisations
- External circle – sponsors, media, government

ENTOURAGE RESPONSIBILITIES

- The Entourage must always act in the best interests of the athlete.
- Minors must be given special care and consideration.
- Members of the Entourage should be adequately qualified to work in their area of expertise – hold licenses, certificates or diplomas.

ENTOURAGE RESPONSIBILITIES

The Entourage should:

- Avoid conflicts of interest
- Fight against any form of bribery, cheating and corruption
- Reject any form of doping
- Refrain from any form of betting or gambling pertaining to the sport
- Refrain from any form of harassment
- Refrain from any abuse of a position of influence

ICU ENTOURAGE COMMISSION

- Provides help to National Federations on the subject of Athletes' Entourage
- Develops and promotes educational programs for the Athletes' Entourage
- Proposes ICU Code of Conduct for the Athletes' Entourage (based on the IOC "*Guidelines for the Conduct of the Athletes' Entourage*" as a minimum standard)

CONTACT

Athletes, coaches, parents, national federations any other persons or organisation that are involved in the Sport of Cheer can contact ICU Entourage Commission for any questions and / or comments regarding the Athletes' Entourage at the following e-mail address:

entourage@cheerunion.org

Authors:

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Sources used:

IOC web page - <http://www.olympic.org/athletes-entourage-commission>