

Sponsored by nike

Kim Klement-USA TODAY Sports Nike wasn't the first shoe company to create partnerships with athletes, but they've done it better than anyone. The Oregonian company has created scores of successful ad campaigns. Here is the story f Nike and its most important partnerships. Wayne Eastburn-USA TODAY NETWORK via Imagn Images Nike founder Phil Knight had run at the University of Oregon under coach and key Nike fugure Bill Bowerman were deeply connected to the college as was star runner Steve Prefontaine. The company outfitted Pre with Nikes that he wore during the 1972 Olympics, finishing fourth. Image via National Wrestling Hall of Fame Wayne Wells was an American hero in the early 1970s after winning a gold medal at the 1972 Olympics. He retired from the sport and returned home to Oklahoma and was contacted by Nike whop wanted to create a signature shoe for him and he became Nike's first signature athlete. Verhoeff, Bert / Anefo Romanian tennis star Ilie Năstase was known for both his talent on the court as well as his incredibly fiery temper. The winner of the 1972 U.S. Open and the 1973 French Open, Verhoeff, Năstase became Nike's first professional signature athlete upon signing with the company in 1972. Kim Klement-USA TODAY Sports George Gervin, a scoring champion and master of the finger roll, was one of the absolute coolest basketball players of the 1970s. He signed with Nike and didn't receive an signature shoe but did get a player exclusive, a Nike Blazer with his megawatt personality, Magic Johnson was sought after by several companies. In 1979, Nike offered him a deal that would have paid him in shares to instead sign with Converse. If Magic had taken the shares, they'd be worth billions today. Eric Hartline-USA TODAY Sports Designed by Bruce Kilgore, Nike first released the Air Force One, inspired by the President's airplane, in 1982. To promote the brand, the company selected six players to wear the shoe: Moses Malone, Michael Cooper, Bobby Jones, Calvin Natt, Mychal Thompson and Jamal Wilkes. Jim Rassol-USA TODAY Sports Nike has a history for creating partnerships with provocative athletes and that term would certainly describe John McEnroe. McEnroe's partnership with Nike would. USA TODAY Sports Michael Jordan was hotly sought after when came to the NBA from North Carolina in 1984. Nike was the winner and created a prototype for his signature shoe. That shoe would be made available to the public in 1985 and change both the sneaker industry and the way brands partnered with athletes RVR Photos-USA TODAY Sports Soon after Michael Jordan was drafted into the NBA, another generational talent Patrick Ewing, was a major target for Nike. Landing the center from Georgetown would have really cemented Nikes dominant status, but Ewing chose adidas instead, later releasing his own shoes. Peter Brouillet-USA TODAY NETWORKS Bo Jackson, a star in both the NFL and MLB, was unlike anything anyone had seen before. Nike signed that superstar and outfitted him in cross trainers rather than baseball or football cleats. To promote the partnership, Nike created the iconic "Bo Knows" ad campaign. Photo By USA TODAY Sports Nike loved its brash and talented tennis stars, knowing that controversy creates attention. Andre Agassi signed with the company in the late 90s and Tinker Hatfield created the perfect shoe to turn heads on the court, the Nike Air Tech Challenge II. USA TODAY Sports The Fab Five was the coolest thing to happen to college basketball in decades and the team featured baggy shorts, black socks and Nike Air Flight Huaraches, driving sales through the roof. the best player on the Fab Five, Chris Webber would get his own Nike signature shoe, but his relationship with the company wouldn't last long. Photo By USA TODAY Sports Deion Sanders was Nike's second signature athlete after Bo Jackson, but Nike didn't make him cross trainers. Instead, Nike focused on creating a turf shoe, the Nike Air Diamond Turf, which Sanders could wear on both the baseball and football fields. USA TODAY Sports Michael Jordan has plenty of rivals in the early 80s and 90s including Magic Johnson and Isiah Thomas. By the early 90s, Charles Barkley had emerged a a true competitor and Nike signed him, releasing the Nike Air Force Max CB. Robert Hanashiro-USA TODAY The Men's soccer team has never done all that much in America, but the Women's team has been outstanding. The face of the Nike Air Rio. Danielle Parhizkaran-USA TODAY Sports Sometimes the most important part of finding the right signature stars is scouting. Nike signed Roger Federer in 1994 when was only 13 years old. The tennis legend would be wearing Nike for all 20 of his majors men's singles titles. Brad Penner-USA TODAY Sports Women's basketball was rapidly growing in popularity in the 1990s and the best player in the world was Sheryl Swoopes, who was often called the female Michael Jordan. Like Jordan, she signed a deal with Nike and the company released seven models of her signature shoe, the Air Swoopes. Porter Binks/USA TODAY In the mid-90s, Tiger Woods emerged as a golf prodigy, so good that Nike worked hard to sign him to an endorsement deal. As Tiger turned the golf world on its head, he often did so rocking Nike apparel. The footwear giant would later release Woods signature golf shoes. © Robert Deutsch via Imagn Content Services, LLC Michael Johnson was the star of the 1996 Olympics, winning the 200 and 400 meter races and doing so while wearing custom gold Nikes. Olympic athletes don't normally land big endorsments, but Johnson landed a deal with Nike that paid him \$12 million. Jerome Miron-USA TODAY Sports Vince Carter began playing in the NBA in February of 1999 and was quickly a phenomenon with his high scoring and thunderous dunks. Nike quickly snapped Carter up and he was given his own sigature shoe that featured the new Shox technology. Christopher Hanewinckel-USA TODAY Sports Nike had to work its way into the world of European Football and it took a long time to really make an impact. That impact was helped along greatly by the backing of Christiano Ronaldo, the Portunguese superstar who was always in the public eye. Darren Yamashita-Imagn Images LeBron James was considered to ne an easy no doubt superstar and every shoe company wanted to nab him. James landed with Nike and his Air Zoom Generation, which was first released in 2003, was the first of more than 40 signature shoes with the brand. Susan Mullane-USA TODAY Sports Serena Williams was 21-years-old when she signed her initial deal with Nike and the partnership still exists to this day. Williams, who won 23 Women's Majors level events, the most in the Open Era. He first shoe with the brand was the Air Max Mirabella 3. Jerome Miron-USA TODAY Sports When Kobe Bryant first came into the NBA, he went in the opposite direction of his idol, Michael Jordan, choosing to sign with adidas. But when he had the opportunity to swap he did just that and the Air Zoom Kobe, released in 2006, has become a modern classic. Image via Nike Nike had been attempting to work its way into the skateboarding world for years, but that was a world that was tyically ruled by independent brands. Nike finally found the right formula in 2009, releasing the SB Stefan Janoski, a major hit is skating and street style. Joe Maiorana-USA TODAY Sports Early in his 20s, it was clear that Rory McIlroy ws the future of golf. Nike certainly thought so, signing him for \$25 million a year in 2013. Once the terms of that 10 year agreement came to an end, McIlroy signed an extension with the brand saying its been a perfect partnership. Kim Klement-USA TODAY Sports Derek Jeter, who won five World Series titles in the country's biggest market, was long conected to both Nike and Jordan brand. During his retirement season, Nike ran a campaign around the shortstop using the tagline Re2pect, that was a massive success. Nike has an incredible run of stars from Jordan to Barkley to LeBron to Kobe to Durant. Nike had another scouting win when they signed Giannis Antetokounmpo early in his career. The NBA Champion and two-time NBA has released multiple signature shoes. Paul Rutherford-Imagn Images Playing for the Iowa. Hawkeyes, Caitlin Clark was a marvel, drawing millions of eyes to the sport of women's basketball. Under Armour and Nike dueled for her services, but it was Nike that won the bid, grabbing the Indiana Fever star for eight years at \$28 million. When you think of Nike, you think of more than just sneakers—you think of legends. The swoosh has graced the biggest athletes in the world, and honestly, it's like a secret badge of honor. So, let's take a look at the 20 most famous athletes to ever be sponsored by Nike. That's because these stars are as synonymous with the swoosh as they are with their victories. Nikeush on Wikimedia 1. Michael Jordan When Jordan signed with Nike in 1984, it was the beginning of a revolution. Jordan's on-court success, combined with his unmatched charisma, helped Nike create a global empire that still thrives today. In fact, the Air Jordan brand alone is worth billions and continues to dominate the sneaker market. JD Danny on Pexels 2. Allyson Felix Allyson signed her first endorsement deal with the brand in 2010. Over the years, Felix won 20 World Championships (including 13 golds). In 2019, Felix made headlines when she left Nike due to disputes over maternity protections, highlighting issues of equal treatment for female athletes. U.S. Department of Agriculture on Wikimedia3. Kobe Bryant Though Kobe Bryant is no longer with us, his partnership with Nike left a mark on sneaker culture. Kobe's signature line, launched in 2006, was revolutionary for its focus on performance and style. His shoes were designed with advanced technology to meet the demands of his aggressive playstyle. Gene Wang on Wikimedia 4. Colin KaepernickColin sparked global conversations about social justice. His "Just Do It" campaign brought attention to his activism, and the deal signaled Nike's willingness to align with athletes who use their platforms to challenge societal norms. Mike Morbeck on Wikimedia5. Caitlin Clark's rise to stardom in the world of women's basketball has been meteoric, and Nike was quick to sign her up in 2024. Her \$28 million deal, the largest ever for a WNBA player, includes the launch of her own signature shoe. Jazzy Joey D on Wikimedia 6. Cristiano Ronaldo Ronaldo signed with the brand in 2003, and their partnership has only grown stronger over the years. In fact, Ronaldo is believed to have a lifetime deal with Nike, which is said to be worth over \$1 billion. Plus, his signature CR7 line continues to fly off the shelves. Oleg Dubyna on Wikimedia 7. Kevin Durant Was a perfect fit for Nike's high-performance basketball line. The deal was signed in 2007, and the "KD" sneakers, which focus on speed and agility, quickly became fan favorites. TechCrunch on Wikimedia8. RonaldinhoA partnership that started in the early 2000s saw the Brazilian footballer become one of the faces of Nike's global advertising campaigns. Nike tapped into his magic by creating the "Ronaldinho" line of football boots, which became legendary for their comfort, agility, and sleek design. Alex Carvalho from Rio de Janeiro, Brasil on Wikimedia9. Zlatan IbrahimovicZlatan has represented Nike for nearly two decades. His Nike boots, designed for speed and precision, have become iconic. Over the years, his campaigns have been filled with confidence, humor, and a little bit of arrogance—exactly what makes Zlatan who he is. Hayden Schiff from Cincinnati, USA on Wikimedia 10. Wayne RooneyAs one of England's greatest footballers, Rooney has always been in the spotlight, and his collaboration with Nike helped enhance his profile even further. Featured in Nike's "Write the Future" campaign in 2010, Rooney's involvement marked a defining moment for both the brand and the player. All-Pro Reels from District of Columbia, USA on Wikimedia 11. Serena Williams and Nike have shared an extraordinary partnership since 2003. Williams is a powerhouse both on and off the tennis court, and her deal with Nike reflects that influence. Her signature collection has redefined athletic wear, blending fashion and function. Doha Stadium Plus Qatar from Doha, Qatar on Wikimedia 12. Carl Lewis In the 1980s and '90s, Carl Lewis In the 1980s and '90s, Carl Lewis was the face of speed for Nike. A nine-time Olympic gold medalist, he became a global icon—and his Nike gear was part of that image. His ads highlighted his incredible athleticism and sent a clear message: if you want to fly, lace up a pair of Nikes, just like Carl did.Manfred Werner - Tsui on Wikimedia13. Rafael NadalRafael N tennis. Tatiana from Moscow, Russia on Wikimedia 14. Naomi Osaka Signed in 2019, Osaka's collaboration with Nike is about amplifying voices for justice, equality, and mental health awareness. With her growing influence, Osaka is poised to lead Nike's next wave of athlete-driven innovation and social impact. Tatiana from Moscow, Russia on Wikimedia15. Tiger WoodsWhen Tiger Woods joined forces with Nike in 1996, it was a total game-changer. That iconic swoosh on the greens became nearly as legendary as his flawless swing. Through every high and low in his career, Woods' impact stayed strong—and so did his connection with the brand. Keith Allison on Wikimedia 16. Rory McIlroyRory McIlroy's \$250 million deal with Nike in 2013 marked one of the most lucrative sponsorships in golf. Known for his precision and powerful swing, McIlroy's Nike golf apparel and equipment remain synonymous with excellence. Andrew Campbell on Wikimedia 17. Roger Federer Signing with Nike in 2013 marked one of the most lucrative sponsorships in golf. Known for his precision and powerful swing, McIlroy's Nike golf apparel and equipment remain synonymous with excellence. perfectly complemented by the brand's performance-driven apparel. For nearly two decades, his Nike gear, including the iconic RF logo, became synonymous with grace and excellence. However, in 2018, Federer moved to Uniqlo. Tatiana from Moscow, Russia on Wikimedia 18. LeBron James As the NBA's brightest star, LeBron's contract with Nike became a game-changer. LeBron James and Nike formed a partnership in 2003. Later, in 2015, he secured a lifetime deal, reportedly worth over \$1 billion, making him the highest-paid athlete endorser in Nike's history. Nikeush on Wikimedia 19. Faith Kipyegon The Kenyan middle-distance runner has partnered with Nike to take her career to new heights. As a global ambassador for the brand, Kipyegon benefits from Nike's performance gear while the brand taps into her impressive reputation and success in middle-distance running. Erik van Leeuwen, attribution: Erik van Leeuwen (bron: Wikipedia). On Wikimedia 20. Neymar Jr. is another footballer who has been synonymous with Nike for years. Signed in 2011, Neymar's partnership with Nike has seen him appear in some of the brand's most iconic campaigns. From TV ads to digital content, Neymar's image has helped Nike doesn't just sign athletes—it builds legends. Over the years, the brand has crafted partnerships that go beyond sports, turning elite athletes into cultural icons and transforming Nike into a global symbol of style and innovation. Here's a look at some of Nike's most unforgettable athlete deals, each a story of impact, influence, and the power of believing in something bigger than just the game. Meet The Nike Athletes and Their Partnerships 1. Michael Jordan: The Deal That Changed Everything The Nike Athlete: In 1984, a young rookie named Michael Jordan signed with Nike, and is still the most influential nike sponsored athlete. The collaboration is of the most legendary partnerships in sports history. With a contract worth \$500,000 per year—a jawdropping sum back then—Nike took a big bet on Jordan by promising him his own sneaker line. And just like that, the Air Jordan was born. Alongside it came the now-iconic "Jumpman" logo, inspired by Jordan's gravity-defying moves and forever capturing his airborne brilliance. The first release smashed records, set trends, and redefined sneaker culture as we know it. Today, almost 40 years later, Air Jordans remain a staple, beloved by everyone from athletes to street-style icons. Jordan's partnership didn't just change Credit Nike2. LeBron James: The Billion-Dollar BetWhen LeBron James was a high school phenom, Nike saw his future greatness and signed him for \$90 million before he'd even played an NBA game. That was 2003, and since then, LeBron's influence on and off the court has been monumental. In 2015, Nike doubled down on their faith in him with a lifetime deal rumored to be worth \$1 billion. With that deal, LeBron became more than a brand ambassador—he became a Nike icon. His partnership with Nike shows just how powerful belief can be, both for the athlete who's changing the game and the brand that stands by him. Image Credit Nike3. Cristiano Ronaldo: A Global ForceA true Nike Athlete: Cristiano Ronaldo represents far more than athletic prowess—he's a marketing powerhouse whose influence Nike recognized early on. In 2016, Nike secured a lifetime partnership with Ronaldo, reportedly valued at \$1 billion, betting on his global appeal that crosses borders and languages. This deal was strategic; Ronaldo's immense social media presence, with over 642 million Instagram followers, allows Nike to reach audiences in ways traditional advertising can't. The CR7-branded gear became a worldwide sensation, not only boosting Nike taps into the universal love of soccer, extending its reach to fans who see Ronaldo not just as a player but as a lifestyle icon. This partnership is a testament to the power of aligning with a figure whose reach and influence transcend the game, demonstrating Nike's keen strategy to amplify its brand by investing in athletes who embody global appeal and market influence. Image Credit Nike Football 4. Tiger Woods: Transforming Golf's ImageNike's endorsement of Tiger Woods back in 1996 was groundbreaking. At \$40 million, it was a massive investment in a golfer—a sport that had seen few major endorsements. But Tiger's talent and magnetic presence took golf to another level, drawing in new fans and sparking record-breaking sales for Nike gear. Even through his ups and downs, Nike stood by Woods, and together, they revolutionized the sport's image. Today, Woods remains one of golf's most iconic figures, and his partnership with Nike is a story of loyalty, resilience, and the power of an athlete to transform an entire sport. Image Credit Nike5. Serena Williams: Championing Women in SportsThe Nike athlete that changed women in sports. Serena Williams signed with Nike in 2003, and she quickly became the face of their women's sports division. Her skill, style, and unbreakable spirit have made her a global icon, inspiring countless athletes around the world. In 2019, Nike expanded her contract, giving her a signature line that combines her passion for fashion with performance, letting her design shoes and apparel for the brand. Serena's influence has gone beyond tennis; she's a symbol of determination, defiance, and progress. Nike's partnership with Serena is more than an endorsement—it's a celebration of a woman who has changed the game for female athletes everywhere. Image Credit Nike6. Kobe Bryant: The Legacy of Mamba MentalityKobe Bryant joined Nike in 2003, and together, they built something unforgettable. The Nike Kobe line became one of the most innovative and relentless pursuit of greatness, Kobe's "Mamba Mentality" became a Nike staple, inspiring campaigns and collections. After his tragic passing, Nike continued to honor Bryant's legacy, reissuing his signature sneakers and reminding fans everywhere of his impact. Kobe's partnership with Nike was a story of excellence and drive—a legacy that will continue to inspire for generations. Image Credit Nike7. Naomi Osaka: A New Generation of Athlete ActivismNaomi Osaka's 2019 partnership with Nike signaled a shift—not just in society. Known for her powerful game and her courage to speak up on issues like social justice and mental figure in campaigns that highlight courage, resilience, and inclusivity. Osaka's partnership with Nike is about more than endorsements; it's about amplifying a new wave of athletes who are fearless in both their game and their values. Image Credit NikeNike's Legacy in Athlete PartnershipsNike's iconic athlete partnerships go far beyond performance gear they're a masterclass in brand-building through cultural influence and strategic alliances. Each collaboration is carefully crafted to make the athlete a pillar of Nike's identity, shaping not only their own legacy but also the brand's. From the basketball court to the tennis arena, these partnerships are designed to connect Nike with communities commitment to move the world forward through the power of sport. We champion diversity and amplify individual passions to bring inspiration and innovation to every athlete* in the world. Here, every teammate has a role to play. We work together, embracing our differences and pushing boundaries, to achieve collective success. For more information on how you can contribute to a world-class team, visit our career site at nike.com/careers and join our talent community at . 5,861,993 followers 2d Inside Nike's Advanced Product Creation Center (APCC), rapid prototyping meets radical possibility. This is where scientists, engineers and designers push the limits of sport innovation experimenting with new materials, production techniques and faster ways to move from idea to athlete. "You can innovate and do lots of cool things, but to do it at Nike's scale is really challenging," says Holli Pheil, Capabilities Development Director. "That challenge keeps me intrigued, keeps my brain going — and having fun while we do it." From ultralight 3D-printed spikes designed for Sha'Carri Richardson to robotic arms testing outsoles built for the world's fastest athletes, it all starts here. Explore more of the behind-the-scenes spaces powering Nike's boldest breakthroughs: #NikeInnovation #SwooshLife #APCC #JustDoIt 5,861,993 followers 4d From strangers to teammates in 26.2 miles. At this year's Copenhagen Marathon, Nike united 20 employees from stores, distribution centers and corporate offices across Europe to take on the challenge side by side. Some were chasing PRs. Others were running their first marathon. All of them showed up proudly repping the Swoosh. "I feel incredibly lucky to work for a company that move. "Copenhagen will always be special to me because of the group and friendships we've built here," says João Baronet Viegas, EMEA Senior Assortment Planner. Read how other Nike-supported teams are building community through running: #NikeRunning #SwooshLife #CopenhagenMarathon #JustDoIt 5,861,993 followers 1w Edited Two cities. One night. Thousands of miles apart — same unstoppable energy. The After Dark Tour came to Seoul and Mumbai last week as Nike teammates turned out for an unforgettable 10K. From software engineers to store coaches, runners laced up and ran side by side with their communities, proving what's possible when women move together. standing with 30 other girls cheering for their moms and everything changed. "A surge of energy shot through me," says the Operations Manager at Nike Korea's Distribution Center Planning (DCP) team. "It was a whirlwind of emotions. A huge smile spread across my face and I saw that she was smiling too. Her eyes lit up, she gave me a high-five and it was everything I needed to push through." Sarah was one of 24 moms who ran the 10K over Mother's Day weekend with Active Modoo, Nike's inclusive play- and sport-based program created in partnership with ChildFund Korea and We Meet Up. Designed to help everyone get active, the program makes fun physical activities more accessible more accessible. for youth, empowering educators across Seoul with positive coaching techniques. "It was a night my daughter and I will never forget," Lee says. "I want all the girls there to know: if you put your mind to it, you're capable of achieving anything." In Korea, only 6% of kids are getting the recommended daily amount of physical activity, according to the World Health Organization. It is the lowest rate in the world, with girls moving the least. The Nike team in Seoul is focused on shifting the perception of sport for the entire community and creating a new future of sport for youth in the city. With Active Modoo, parents like Lee have the opportunity to experience the joy of play for themselves so they can better understand the benefits it brings to their children, both in the game and in life. Read about other ways Nike is lifting up youth sports: #AfterDarkTour #NikeKorea #ActiveModoo #JustDoIt 5,861,993 followers 1w Creativity thrives in community. At Harlem's Fashion Row (HFR) and The Creative Collective, Nike came together with tenured and emerging creatives for open, honest conversations — about bold ideas, thoughtful feedback and building with purpose. "The community and energy at these events were profoundly emotive," says Louisa Page, Senior Director, Jordan Global Footwear Design Excellence. "Bringing diverse minds together to create is what propels innovation." Because creative work isn't meant to be carried alone. It's meant to be shared, challenged and supported. Turn passion into action with us: nike.com/careers #HFRDesignersRetreat #NikeCareers #JustDoIt 5,861,993 followers 2w Edited The Nike After Dark Tour — but make it daylight, and on our home turf. More than 700 Nike teammates laced up last week for a special afternoon 5K run, walk and roll edition of the After Dark Tour (ADT), right here at Nike World Headquarters. The midday event through campus brought the global race series home, transforming WHQ into a celebration of community, movement and collective energy. "We passed our Maxims signs, we got to see the beautiful gardens, the lake," says Delaney Elliott, GM of Women's Running and Training for North America. "It felt amazing to be back with our community, on our campus, running together." The global women's race series, which includes stops in seven major cities, is a bold tour designed to unite women runners and build community through sport. "When Nike is at its best, we make people believe they can do hard things," says Natalia Schlauch, GM of Women's Running and Training for APLA. "This tour is all about creating that belief and proving it, mile by mile." Learn more about the necklace a race day medal reimagined — that encourages ADT runners to go the distance: #AfterDarkTour #NikeRunning #SwooshLife 5,861,993 followers 2w Jana Soethout is one of Germany's fastest marathoners — and we're lucky to call her one of our own. The Berlin-based runner works as a Senior Supervisor for Brand Marketing. When she's not leading strategy meetings, she's chasing podiums. Jana's run a 2:32 marathon. Earned NCAA All-American honors. Placed top 10 in Germany's national marathon rankings two years in a row. Every step of the way, Nike has supported her journey, because we believe in creating a workplace where personal dreams and professional ambitions can move together. "It's amazing to work in a place where sport and running are so deeply rooted in the culture," Soethout says. "That kind of support made it possible to take my training seriously and still show up fully at work." Jana's chasing her next PR this weekend at the Copenhagen Marathon; you can get psyched to tackle your own running goals with this advice from one of our Nike Run Coaches: #NikeRunning, #SwooshLife #JustDoIt 5,861,993 followers 2w Shanghai lit up this week as 3,500 women took to the streets for Nike's After Dark Tour (ADT). It wasn't just a race — it was a movement. "We ran, not just chasing pace but showing what sisterhood in motion really means," says Lexies Maojia Liao, Finance Planning Senior Manager, Nike Greater China, who competed in the adrenaline-filled event. The global ADT series brings women together to build community and celebrate self-expression through running. Each stop features bold, city-specific moments, from late-night shakeouts to athlete-led design talks, all meant to inspire connection and confidence. "The day before the race was magic," Liao says. "We styled our full Nike fits, joined a powerful innovation panel, and hit the pavement together." Watch the highlights from Shanghai — then find out more about the Nike After Dark Tour here: #After Dark Tour #NikeRunning #SwooshLife 5,861,993 followers 3w At Nike's Air Manufacturing Innovation facilities (Air MI), highly skilled teams build the proprietary Air units that power our most iconic shoes. Four work shifts run around the clock, and every operator contributes to the shoes that end up on the feet of elite and everyday athletes. "(It) gives you a sense of pride to know that you were part of that process," says production manager Cassie Rigles-Kocker. Take a behind-the-scenes look at the places where Nike Air and other breakthrough innovations are made: #NikeInnovation #SwooshLife #AirMI #JustDoIt Please visit this URL to review a list of supported browsers. Note: Quote Data is Delayed At Least 15 MinutesMarket Data is delayed by 15 minutes and is for informational and/or educational purposes only. In certain circumstances, securities with respect to which the relevant exchange has commenced delisting proceedings may continue to be traded pending appeal of that determination. To view a list of securities that are subject to delisting, including those that continue to be traded pending appeal, please click here.CUSIP identifiers have been provided by CUSIP Global Services, managed on behalf of the American Bankers Association. "CUSIP" is a registered trademark of the American Bankers Association. Yield data is for informational purposes only. 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Explore our latest gallery of Editors' Picks. Browse Editors about crafting top-notch gear; it's their knack for being at the heart of the action. From the track to the field, Nike's presence is unmistakable, sponsoring a range of sports that shape the global athletic landscape. You've seen the swoosh on jerseys, shoes, and even equipment, but do you know the breadth of Nike's sporting empire? They're not just in your gym bag; they're on the world stage, backing some of the most thrilling events and top-tier athletes out there. Let's dive into the world of sports where Nike has left its indelible mark. When you're courtside or lounging on your couch, feasting on the electrifying atmosphere of a basketball game, Nike's influence is unmistakable. With a heritage deeply rooted in basketball, Nike's sponsorship extends from the blacktop to the hardwood, sponsoring events, leagues, and some of the most iconic athletes to ever dribble a basketball. You've seen the swoosh on jerseys and sneakers as they blur across the court. Nike's partnership with the NBA began in 2017, taking over from Adidas. Since then Nike has been the official uniform supplier laying claim to every assist, dunk, and three-pointer. Nike's reach doesn't end at the professional level; college basketball and grassroots programs also feel the company's support. Imagine the sense of pride and camaraderie as young athletes sport Nike gear. It's more than just branding; it's a rite of passage in many communities. Through Nike's Elite Youth Basketball League (EYBL), they invest in the future of the sport, nurturing talent and providing a platform for young stars to shine. And let's not forget women's basketball where Nike's presence continues to grow, promoting equality and recognition in the sport. Think about the legends who've donned the swoosh: Michael Jordan, LeBron James, and Kobe Bryant, to name a few. Nike doesn't just sponsor athletes; they foster partnerships that echo throughout the sport's culture. These collaborations have led to some of the most sought-after footwear and apparel, transcending the court and influencing fashion, music, and art. Coaching youth teams, you know the excitement a new pair of Nike kicks can bring to a young player. It elevates their favorite athlete's moves, feeling that same rush of adrenaline as if they're scoring the game-winning shot in a packed arena, all while wearing that signature swoosh. When you think of soccer, you quickly associate the sport with the iconic swoosh of Nike. Kicking off with a substantial presence in the game, Nike has become synonymous with soccer just as much as with basketball. Your love for sports tells you that brand recognition on this scale doesn't come overnight. Nike's dedication to soccer is evident through their sponsorship of some of the game's biggest competitions, teams, and star players. Top-tier teams like FC Barcelona, Paris Saint-Germain, and Chelsea FC grace the pitch donning Nike kits, showcasing the brand's commitment to excellence at the highest level of club soccer. This isn't just about slapping a logo on a jersey; it's a statement of quality and innovation, something you'd tell your youth teams to strive for both on and off the field. Their involvement doesn't stop at clubs. National team, they've solidified their presence on the global stage especially during the electrifying atmospheres of the World Cup. You can still recall the buzz when players representing their countries performing feats of wizardry with the ball, all while sporting the distinctive Nike design. The influence of Nike in soccer extends to sponsoring premier athletes. Stars such as Cristiano Ronaldo and Neymar Jr. have become faces of the brand, embodying the skill, flair, and sportsmanship you admire. Their personalized boots, merchandise, and ad campaigns go beyond the pitch, adding a layer of aspiration for fans and young players alike. You've seen the gleam in the eyes of the kids you coach when they lace up boots similar to those worn by their heroes—it's a powerful connection. Beyond the limelight of professional leagues and world cups, Nike also invests in grassroots initiatives to foster talent and passion for soccer. You've witnessed the impact these programs can have, inspiring the next generation and providing them with the tools to succeed. It's a holistic approach to sport that you, as a coach and providing them with the tools to succeed. It's a holistic approach to sport that you, as a coach and providing them with the tools to succeed. It's a holistic approach to sport that you, as a coach and providing them with the tools to succeed. It's a holistic approach to sport that you, as a coach and providing them with the tools to succeed. It's a holistic approach to sport that you, as a coach and providing them with the tools to succeed. It's a holistic approach to sport that you, as a coach and providing them with the tools to succeed. It's a holistic approach to sport that you, as a coach and providing them with the tools to succeed. It's a holistic approach to sport that you, as a coach and providing them with the tools to succeed. It's a holistic approach to sport the tools to succeed the impact them with the tools to succeed the impact the impact them with the tools to succeed the impact t fan, can truly appreciate. You've laced up your sneakers more times than you can count, feeling that familiar rush of adrenaline with each stride on the track. It's no surprise that when you think about running, Nike often comes to mind. They're not just a brand; they're an integral part of the running community, sponsoring events and athletes that push the very limits of endurance and speed. Their presence in the world of running is as unmistakable as the iconic Swoosh on a runner's shoe. Nike sponsors marathons across the globe, from the streets of major cities like Chicago and Berlin to the historic routes of the Boston Marathon. It's not just about the elite athletes gunning for the finish line; these sponsorships support thousands of amateur runners who set personal goals and strive to cross the same finish lines. Nike's commitment is evident in their innovative gear designed to help you beat your best time, with shoes like the Vaporfly series becoming almost a staple in marathon running. Taking it from the roads to the track, Nike's presence is palpable. They back some of the world's most prestigious track and field events where you've watched athletes shatter records and achieve new personal bests. Nike's own Prefontaine Classic stands as a testament to their dedication to the sport, bringing together international track stars in a competition that honors the legendary American runner Steve Prefontaine. Their influence trickles down to the grassroots level as well, where they foster young talent through sponsorships of school track teams and running clubs. You've probably seen the excitement in the eyes of your own youth team when they put on kits with the Nike logo, feeling connected to the same spirit that drives world-class athletes. Nike's partnership with the Young Athletes Foundation ensures that the future of running is bright, investing in programs that inspire the next generation to hit the ground running, quite literally. In running just as in soccer, Nike's reach extends to the individual athletes who inspire millions. Elite runners like Eliud Kipchoge and Shalane Flanagan have donned the Nike colors, setting astonishing records and embodying the brand's ethos of perseverance and performance. Each step they take on the world stage brings them closer to legendary status, and you can't help but feel a part of their journey when you're tuned in, cheering them on to another victory. As you dive deeper into the world of sports sponsorships, you'll find that Nike's presence on the tennis courts is as prominent as their footprint on the running tracks. Nike has been a major player in tennis for decades, sponsoring some of the most prestigious tournaments and top-ranked players in the sport. Imagine the iconic swoosh that graces the outfits of tennis superstars — it's almost as integral to the game as the racket and the ball. Whether it's the clay courts of Roland Garros or the grand slam titles. Your love for the game has undoubtedly had you cheering for legends like Serena Williams and Rafael Nadal, both of whom have worn Nike on the biggest stages in tennis. These partnerships go beyond the threads, as Nike often consults with athletes to create performance gear that meets the rigorous demands of professional tennis. It's a collaborative process that ensures each player is equipped to perform at their best. Here's a peek at the kind of influence Nike has in tennis: Sponsors premier tennis events, including Grand Slams Collaborates with top-ranked players for personalized gear Innovates with new technologies in footwear and apparel for the court You know the thrill of competition, the adrenaline rush of a match point, and the glory of a well-earned victory. It's the same drive that pushes Nike to innovate and partner with the best in tennis. They recognize the dedication it takes to succeed and that's why they offer cutting-edge gear designed to enhance athletic performance. You've coached youth and understand the importance of good equipment in developing talent. Nike's sponsorship in tennis also extends to nurturing the next generation — funding programs, and hosting clinics with professional athletes that inspire young tennis stars to reach for their dreams. Watching a young athlete's progression is rewarding, and seeing them equipped with the right gear can make all the difference. Nike's investment in these young talents ensures the future of tennis remains bright and competitive. As a sports enthusiast, you know that golf is a game of precision and style, and Nike's sponsorship in the sport is no exception. Their foray into golf has been as impactful as their presence in running and tennis. They've taken the green by storm, sponsoring golf tournaments around the globe and backing some of the most prestigious athletes in the game. You'll find Nike's swoosh on the apparent with their association with Tiger Woods. Just as they did with Serena in tennis, Nike crafted a line of golf shoes and clothing with Woods, solidifying their commitment to excellence in the sport. Tiger's audacity and skill matched with Nike's spirit of innovation made for a partnership that many of you admire and talk about the gear; it's about the message of determination and the embodiment of passion. Remember those iconic commercials? They weren't just selling products; they were instilling a Love for the Game. Now, as you coach your youth sports teams, you foster the same spirit; Nike's push to inspire resonates with the lessons you pass on to the next generation of athletes. It's not just about winning; it's about the love of the play, the respect for the turf, and the aspiration to be your best. Nike's commitment goes beyond individual sponsorships as well. They've invested in the development of the sport by hosting amateur events and supporting golf clinics worldwide. This nurtures young talent and provides opportunities for them to grow within the sport. Much like what they do in tennis, these programs lay the groundwork for passionate youths to become tomorrow's champions. Evolving with the times, Nike's golf apparel and gear has incorporated cutting-edge technologies. Your players might not notice the aerodynamics of a golf shirt, but they feel the difference when the fabric keeps them cool under pressure. The right gear can't make the champion, but it sure can help them focus on the shot. You know it's as much about confidence as it is about comfort when they're out on the course. You've seen how Nike's presence in running, tennis, and golf isn't just about branding—it's about pushing the boundaries of what athletes can achieve. Their dedication shines through every marathon finish line, each ace served on the tennis court, and every swing on the golf course. By supporting the sports community from the ground up, Nike isn't just a sponsor; they're an integral part of that legacy. So here's to the power of sport, and to a company that knows how to play the game. Nike has a significant impact on running, marked by its sponsorship of marathons, track and field events, and support of elite athletes. The brand is influential in promoting and developing the sponsorship of marathons, track and field events, and support of elite athletes. The brand is influential in promoting and developing the sponsorship of marathons, track and field events, and support of elite athletes. involvement helps elevate the profile of the sport and provides players with high-quality apparel and equipment. In golf, Nike sponsors tournaments and backs leading athletes, like Tiger Woods, and is involved in the development of the sport. The company produces golf apparel and gear featuring advanced technologies to improve performance and comfort. Nike supports the development of golf by hosting amateur events, sponsoring golf clinics worldwide, and investing in advanced golf apparel and technology to enhance player performance enhancement and comfort, reflecting the brand's commitment to excellence in the sport. Nike is recognized for its dedication to excellence and support for athletes from all walks of life. The corporation has a long history of sponsoring athletes who embody Nike's principles and ethos. These athletes act as brand ambassadors, demonstrating the value of hard work, dedication, and tenacity. Nikesponsored athletes are more than simply excellent athletes; they are people who are passionate about their sport and driven to achieve. They push the limits of what is possible, inspiring others to do the same. These athletes represent a diverse range of sports, including running, basketball, soccer, and golf. Being a Nike-sponsored athlete entails more than simply donning the renowned swoosh emblem. It is about being a member of a worldwide athletic community that encourages and motivates one another. Nike sponsors athletes and offers them access to cutting-edge training facilities, specialized coaching, and cutting-edge sports technology. This support enables these athletes to attain their greatest potential and achieve their objectives. Nike-sponsored athletes play an important part in the creation and testing of new goods. Their opinions and insights help Nike develop new and performance-enhancing gear for athletes of all levels. These athletes are more than just endorsers; they are valuable partners who help to the company's long-term success. When you see a Nike-sponsored athlete, you know they represent the spirit of excellence and drive. These athletes represent what is possible with hard effort and commitment. They motivate us to push ourselves and strive for excellence, both on and off the field. So, the next time you see a Nike-sponsored athlete, take a moment to recognize the passion and devotion they represent. They are more than simply athletes; they are ambassadors for a company that represents excellence. Also Read: Current UFC Champions Nike is well-known for its strategic collaborations with high-profile sportsmen, and one of its most notable sponsorships is with professional basketball star Giannis Antetokounmpo, Antetokounmpo, Antetokounmpo, popularly known as the "Greek Freak," is regarded as one of the NBA's best players and has grown into a global phenomenon. Nike's choice to collaborate with Antetokounmpo was a smart one, aligning their brand with his great talent and marketability. He not only has outstanding basketball abilities and the property of the proper agility, but he also emits a genuine and modest demeanor that appeals to people all over the world. This mix of on-court domination and off-court appeal has made him an ideal fit for Nike's brand identity. As a Nike-sponsored player, Antetokounmpo has access to the brand's cutting-edge athletic technologies and clothing. Nike collaborated closely worldwide popularity to launch effective marketing initiatives. Nike has effectively presented Antetokounmpo's amazing path from humble origins to NBA superstardom via a variety of commercial endeavors, including ads, social media campaigns, and community participation. This storytelling component has connected effectively with customers, reinforcing Nike's ideals of determination, endurance, and greatness. The Nike deal has not only helped Antetokounmpo's relationship with Nike has allowed him to assist many humanitarian efforts, notably those aimed at impoverished youngsters and encouraging access to sports and education. This humanitarian side adds substantial value to Nike's partnership with Antetokounmpo, demonstrating their common desire to make a good difference. Russell Wilson, the well-known NFL quarterback, is among the finest athletes enthusiastically sponsored by Nike. Wilson's extraordinary career, characterized by exceptional talents and relentless commitment, is ideally aligned with Nike's aim to empower athletes throughout the world. Wilson, as a Nike-sponsored athlete, exemplifies the ideals and ideas that the well-known sportswear company upholds. Wilson, known for his quickness, intellect, and leadership on the field, has been a regular standout throughout his career. From his early days in college, when he led the Wisconsin Badgers to a Rose Bowl triumph, to his present position as the Seathawks' franchise quarterback, Wilson has repeatedly proved himself to be one of the league's most accomplished athletes. Nike's backing of Wilson extends beyond his on-field achievements. As a role model for ambitious athletes, Wilson recognizes the importance of leveraging his position to effect positive change in the community. His humanitarian endeavors, like as the "Why Not You Foundation," which seeks to empower and inspire today's children, are completely consistent with Nike's commitment to social responsibility. Nike and Wilson have partnered on some projects that demonstrate their common principles. The Nike Wilson Training Collection, for example, offers athletes high-quality, performance-oriented exercise gear to help them train more effectively. This partnership demonstrates both sides' dedication to quality and innovation. Furthermore, Wilson's inclusion in Nike's marketing efforts strengthens the brand's status as a sports industry leader. His charm and honesty have captivated followers all across the world, pushing them to exceed their limits and achieve greatness. Wilson's engagement in Nike's marketing efforts strengthens the brand's status as a sports industry leader. His charm and honesty have captivated followers all across the world, pushing them to exceed their limits and achieve greatness. highlighting the top athletes in the globe. Nike sponsors several famous athletes, including Chris Paul. As a professional basketball world. His collaboration with Nike reinforces his position as a top athlete. Nike's sponsorship of Chris Paul is consistent with the brand's objective to empower and inspire athletes globally. Paul exemplifies Nike's fundamental principles of determination, excellence, and perseverance. His excellent skills on the floor have made him a prominent figure in the basketball world and a source of motivation for aspiring sportsmen. Nike's connection with Paul extends beyond product endorsements. The company actively supports Paul in his pursuits, offering him tools and opportunities to advance his sports career. This cooperation allows Paul to display his ability on a worldwide scale and reach a larger audience. Nike's support of Chris Paul extends beyond the basketball court. As a brand ambassador, Paul takes part in a variety of community and humanitarian events. He utilizes his position to make a good difference by encouraging inclusion, diversity, and social responsibility. Nike, a well-known athletic company, has a long history of supporting elite athletes in a variety of sports disciplines, including tennis star Rafael Nadal. Nike and Nadal's collaboration has been mutually beneficial, with both companies enjoying remarkable success together. Rafael Nadal, also known as "Rafa," is a Spanish tennis player who is largely recognized as one of the best athletes in tennis history. He has won multiple championships and established himself as a formidable force on the court. Nadal's game is defined by his unwavering desire, superb footwork, and powerful strokes that astound opponents. This distinct set of abilities has won him a spot among the world's finest athletes. Nike and Nadal's cooperation has been defined by a common dedication to excellence and a desire for innovation. Nike has outfitted Nadal with cutting-edge clothing and technology, allowing him to perform at his peak in each match. This relationship has allowed Nadal to focus entirely on his game and push the boundaries of his talents. Nadal's performance while wearing Nike's famous equipment has helped to increase the brand's reputation and solidify its position as a sports industry leader. His exploits on the tennis court have been supplemented by his off-court personality, which has made him a role model for aspiring sportsmen all around the world. Nadal's humility, sportsmanship, and unrelenting work ethic are ideally aligned with Nike's fundamental principles, making him an excellent brand ambassador. Nike Sponsored Athletes Nike has long been at the forefront of athlete endorsements and sponsorships, and one of its most well-known collaborations is with soccer star Cristiano Ronaldo. As one of the world's most accomplished and recognized athletes, Ronaldo perfectly exemplifies Nike's commitment to greatness and performance. Ronaldo has become a real sports star because of his amazing abilities and unwavering dedication. His relationship with Nike began in 2003, shortly after he joined Manchester United. Nike spotted his enormous potential and signed him to a long-term sponsorship agreement that has lasted to this day. This cooperation has been mutually beneficial, with Ronaldo becoming one of Nike's most visible advocates. Nike has successfully strengthened their brand image and resonated with sports fans all around the world because of their ingenious marketing efforts and Ronaldo's unrivaled performance on the field. In addition to his on-field accomplishments, Ronaldo's off-field demeanor and philanthropic work are consistent with Nike's basic principles. He has been actively involved in several humanitarian causes, including education, health, and social justice. Nike's support for Ronaldo goes beyond the pitch, demonstrating their dedication to utilizing sports as a tool for positive change. Nike has taken advantage of Ronaldo's large worldwide fan base to engage customers and increase sales with their partnership. Ronaldo's great popularity and impact have helped raise Nike's profile, motivating many people to chase their sports goals while wearing the famous Nike swoosh. As we look ahead, it is clear that Nike will continue to invest in their connection with Cristiano Ronaldo's persistent commitment to perfection and ability to fascinate audiences across the world make him a vital addition to the Nike brand and its objective to encourage players at all levels. Who are the most influential Nike-sponsored athletes? The Fame of being a sports star sure has its perks. It enables athletes to close million-dollar deals to help promote the products of billion-dollar corporations like Nike. This article looks at the most famous athletes sponsored by Nike and their various deals with the sports giant. The 2019 and 2020 NBA MVP has sure seen an astronomical rise in fortunes since his rise in the NBA. Giannis Antetokounmpo's renewed Nike contract saw him earn an annual payment of \$9 million. This is a huge boost, especially when you consider the fact that his previous deal was a paltry \$20,000 per annum. The Greek Freak's freak T-shirt was the fastest-selling apparel on Nike's official online store Nike.com. Nike has since released his first signature shoes that have been doing pretty well, especially when you consider the competition from the likes of Curry and James. Russell Wilson is a quarterback and an XLVIII Super Bowl Champion for the NFL's Seattle Seahawks. With a combined following of 12 million people across all three major social media platforms, Russell is one of the most influential athletes in the NFL. Apart from his \$140 million four-year contract with his Jersey for the Seattle Seahawks, he has a similar contract with Nike that has seen him earn about \$35 million annually since 2016. No wonder he wears that Nike Swoosh, which has become synonymous with his Jersey for the Seattle Seahawks. His merchandise sales are still one of the best in the entire NFL, and his start-up company Trace Me was also bought by Nike. Chris Paul has been one of the best point guards in the NBA for more than a decade. It was no surprise that Nike came calling with a contract way back in 2006. Under the Jordan subsidiary, his line of sneakers, the Jordan CP3, has been very successful and currently on its 12th iteration. Despite having to compete with signature sneakers like Kevin Durant and LeBron James, the Jordan CP3 models have been quite successful. Plus, having a combined following of over 22 million on social media has also helped. Carmelo Anthony Is the first athlete to sign under the Nike Jordan brand. One of three promising prospects signed when the Nike brand was at a very low point and was dominated by the German brand Adidas. By the following year, he was the face of the Nike Jordan brand and began his designs called the Jordan Melo line of sneakers. The Melo M series being discontinued for some reason after the 13th model was released in 2017. Wikimedia Russell Westbrook is no doubt one of the biggest superstars in the NBA. The 2017 MVP signed a ten-year bumper contract extension with his massive contract extension with the Washington Wizards, Russell Westbrook is one of the highest-paid NBA players. With a combined 25.3 million followers on the major social media, Tiger Woods doesn't seem like he deserves a spot on this list. But that couldn't be farther from the truth. In 2019 when Woods sank the last putt to win his fifth Masters Tournament, several Nike's online stores sold out several Nike's online stores sold out several Nike's online stores sold out several Nike's online stores. Nike pocketed 22.5 million dollars in sales that very day. Nike has been Woods's chief sponsor since 1996, which was the same year Woods turned pro. In his first year in professional golfing, Woods signed his first contract with Nike's Golf brand for \$40 million. He has signed several more since that time; even when several problems hampered Woods' career for over ten years, Nike stuck with him. Their 24-year relationship has been mutually beneficial for both parties, which is why he takes the 6th spot on our list of famous Nike-sponsored athletes. You'll also Like:Tiger Woods Net Worth Flickr The only tennis player on this list, Nadal alongside Federer, holds the joint record for the most Grand Slam Singles in the world. Rafael Nadal has already achieved legendary status in the world of tennis. Since the Spaniard's career began two decades ago, Nike has been one of his biggest sponsors. His last contract with Nike saw him earn an annual sum of \$10 million to display Nike's Swoosh on the tennis court. He has since renewed his contract with Nike, but very little is known about his present contract. Wikimedia One of the biggest Superstars in the NBA, Kevin Durant, has also become one of the hottest players in commercial value. Durant has been a Nike faithful throughout his career. He even turned down a \$70 million deal with Adidas for a \$60 million deal with Nike that earned him his own signature line of sneakers and apparel with the KD brand on it. His social media following is also one of the largest in the NBA, LeBron first signed his first contract with Nike in 2003, right in his rookie season, and it has been a long and lucrative partnership all through. His current deal with Nike was signed in 2015, a lifetime deal reportedly worth over a billion paycheck every year, You'll Also Enjoy: LeBron James Net Worth Wikimedia CR7 is an athlete that needs no introduction. The soccer megastar has proven to be a beast on and off the field. He has the largest Instagram following of over 270 million followers in the world and is by far the most influential athlete Nike has on their books. Like LeBron James, Ronaldo also has a lifetime contract with Nike worth over a billion dollars signed in 2016. Ronaldo has worn well over 68 cleats for Nike, with his vast fan base generating as much as \$474 million for Nike in 2018. With Ronaldo being one of the world's greatest influencers on social media, it is safe to say that he generates way more revenue for Nike than any other athlete on this list. You'll Also Enjoy: Cristiano Ronaldo Net Worth There you have it; the topmost influencers in the planet right now. These athletes aren't just superstars in their chosen sports; they are also some of the best marketable athletes and influencers in the world right now. Their respective partnerships with Nike have been very lucrative for both parties. You'll Also Like:Top-20 Most Influential Women In Soccer

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