

Michael Phelps



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Michael Phelps' endorsements and how he became famous Ladies and gentlemen, One of the most celebrated sportsmen of the world today is of Michael Fred Phelps (born June 30, 1985), the American swimmer who is possibly the greatest swimmer and one of the greatest Olympians of all time. Michael Phelps' endorsements have suddenly increased after the Beijing Olympics in 2008 where he won eight important gold medals, though his fame was already established before this event. When he completed his Olympics gold rush in the 2008 Olympics, Michael Phelps has become the Olympian with most number of gold medals, i. e. fourteen career Olympic gold medals and his endorsements have improved considerably. There are reports suggesting the fast improvement of Phelps' endorsements following his eight gold-medal haul in the last Olympics. " Having completed his Olympics gold rush, U. S. swimmer Michael Phelps is now poised to make another haul -- this time of the endorsement variety. Phelps already is collecting about \$5 million a year in endorsement checks from companies like Visa -- payments that came after he won six gold medals during the 2004 Olympic Games in Athens, Greece. His performance in Beijing, where he won a record eight gold medals, puts him in line to earn much more." (Endorsements pure gold for Phelps, 2008). According to David Harrow of the National Sports Lawyers Association, Michael Phelps may be at \$30, \$40, \$50 million a year in endorsements and there are various other reports suggesting such huge amounts as his endorsements. It is also obvious that Phelps collected a million-dollar bonus from one his sponsors even before the Beijing Olympics. More than his gold medals, the world records that were broken by Phelps contributed to his fame considerably and he has already broken thirty-seven world records in swimming. Therefore, it is apparent that <https://assignbuster.com/michael-phelps-essay-samples/>

the gold medals that he won in various items of swimming in the Olympic Games, including the Athens Olympics and the Beijing Olympics, and the world records he has broken at the international level have been central to Phelps' journey to fame.

Fame and reputation were always accessible to this world-renowned Olympic champion and his international titles and record breaking performances have earned him acclaim at the international level. Thus, his great performances in sports have earned him important titles such as the World Swimmer of the Year Award in 2003, 2004, 2006, 2007, and 2008 and the American Swimmer of the Year Award in 2001, 2002, 2003, 2004, 2006, 2007, and 2008. Many of his achievements are unsurpassable and the awards he has achieved so far are numerous. Although there have been important scandals to demerit his endorsements throughout his career, nothing has worked out too nasty for him and he has got more goals ahead of him. Michael Phelps' endorsements today are at its zenith, following his great performance in the Beijing Olympics last year, and his fame has been on the rise for the last one decade. Given the fact that his current performances can improve the fame he has already achieved, it is indubitable that Phelps' endorsements also will improve in the years to come.

Thank you.

Reference

" Endorsements pure gold for Phelps." (2008). CNN. com. Retrieved 12 October 2009, from <http://edition.cnn.com/2008/US/08/18/phelps.endorsements/index.html>