

MICHAEL SCHELPE V. AQUAEDGE NUTRITION
GENERAL FACTS

Michael Schelpes retired from competitive swimming after the 2024 Paris Olympics and is widely regarded as one of the greatest swimmers in history. Since retirement, he has focused on mental health advocacy, youth swimming initiatives, and selective brand partnerships.

AquaEdge Nutrition is a rapidly growing sports nutrition company preparing to launch “HydraMax,” a new electrolyte drink aimed at competitive swimmers and endurance athletes. Six weeks ago, AquaEdge approached Michael Schelpes about becoming the public face of the HydraMax launch campaign.

After several preliminary conversations, the parties agreed to meet for a formal negotiation regarding a potential endorsement partnership. The parties expect the agreement to address: compensation, in-person appearances, social media obligations, exclusivity restrictions, and contract length.