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USVI Track and Field Star Michelle Smith Signs Brand Deal with Adidas

Virgin Islands sports ambassador Michelle Smith partners with Adidas in a multi-year collaboration, bringing exclusive merchandise and new opportunities for fan engagement

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USVI track star Michelle Smith

The V.I. Track and Field Federation announced on Wednesday that Michelle Smith, a prominent sports ambassador for the U.S. Virgin Islands, has signed a Name, Image, and Likeness (NIL) partnership with global sportswear giant Adidas.

The collaboration represents a major step in Smith's career, pointing to new opportunities for both the athlete and the brand.

Smith, a freshman at the University of Georgia, has quickly made a name for herself in the world of track and field. Her exceptional skills and dedication have earned her widespread recognition, and this partnership with Adidas further solidifies her status as a rising star in the sport, said the VITFF.

“I am incredibly excited to partner with Adidas,” Smith shared in a statement. “Their commitment to excellence aligns perfectly with my values and aspirations. I look forward to representing their brand and engaging with my supporters in new and innovative ways.”

The multiyear partnership will see Smith collaborating with Adidas on a variety of initiatives. This includes exclusive merchandise, promotional events, and social media content aimed at bringing her unique blend of performance and style to her growing fan base.

Adidas also expressed enthusiasm about the new partnership. "We are proud to support Michelle Smith's journey and look forward to the upcoming years," the brand stated.

This NIL deal marks an exciting new chapter for Smith, as she balances her burgeoning athletic career with her academic pursuits at UGA.

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