
The Athletes Code

POWERADE.

Powerade understands that being an athlete isn't just about physical prowess; it's also about mental strength. We're here to protect athletes on their athletic journey, helping them prioritize their mental well-being so they can come back even stronger. We are committed to the following principles:

Right to Pause

Athletes can pause their partnership commitments with Powerade to focus on their mental well-being. This gives them the time and space they need to refuel so they can return to their sport stronger.

Unwavering Support

We're all in when it comes to supporting athletes. That means fully protecting them if they need to pause to prioritize their mental health, without the threat of losing their sponsorship.

Confidentiality

We treat anything shared about an athlete's mental health with the utmost care and respect, keeping it confidential and sensitive.

With The Athletes Code, our goal is to create a new benchmark in the sports industry and culture where taking time to recover is seen as a sign of strength, not weakness.

This contractual provision will protect every Powerade athlete if they need to pause, so they can focus on their mental well-being without the risk of losing their sponsorship.