



## Michael Jordan Gatorade Framed Poster circa 1992-93



#205

Starting Bid **\$15.00**

The image shows a framed poster of Michael Jordan in his Chicago Bulls uniform. The main image is a stylized, high-contrast illustration of Jordan in a white Bulls jersey with the number 23, holding a basketball. To the right, there are two smaller inset photos: the top one shows Jordan in a white Bulls jersey with the number 23, and the bottom one shows Jordan in a white Bulls jersey with the number 23, both in action. The poster is set against a dark background with colorful confetti.

Retail Value \$30.00

Donated by **Harvey Hess**

Framed Michael Jordan Gatorade Poster. 'Air' Jordan became a legend in the NBA.

\*\*\* On Aug. 8, 1991, one of the most famous commercials of all time debuted: Gatorade's "Be Like Mike." Fans of a certain age are probably already hearing the jingle in their heads. While the commercial is famous, the story of how the spot came to be isn't told as much. But it's just as good as the commercial itself.

\*\*\* Executives at Gatorade, then owned by Chicago-based Quaker Oats, were head-over-heels for good reason -- they'd just stolen their hometown star from Coca-Cola, fresh off his first championship. Quaker paid a hefty price to land Michael Jordan -- a 10-year, \$13.5 million deal and the promise that he would be the beverage's only endorser.