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**Endorsements In Sports**

**By Jordi Shoman**

The sporting industry has developed into what is perhaps the biggest global phenomenon in recent

history. With that came the establishment of many popular teams with huge fan bases willing to dole out hordes of money in order to just see their favorite team play and possibly get some souvenir with which to remember the game. Many other individuals flock to the stores to purchase gear worn by their favorite player upon noticing their endorsements on television. More and more sports personalities are appearing in commercials supporting some product or brand these days and influencing what sports fans purchase.

The trend towards endorsements in sports is perhaps no more evident anywhere else than in the basketball world. Basketball superstars constantly sign deals guaranteeing them thousands upon thousands of dollars to back a particular product. Since the middle of the 1980s sneaker deals have become an increasingly popular targeted product as well. At the present time there are a multitude of players selling their own signature brand of shoes. The market for these products is enormous also and accompanying these sneakers is a whole host of other sports replica items like jerseys that seemingly fly off the shelves of apparel stores. Baseball hats, various sports equipment and other such items are also quite popular among consumer at the present, especially those wishing to show support for their favorite sports teams.

Many hockey players and football stars offer up their services to endorse products also. Everything from automobiles to soft drinks to batteries has been marketed through a sports personality. This type of gimmick works quite well for advertising as well, acknowledging that many sports fans will attribute these products with success and greatness upon noticing their favorite player backing these items and as such, these fans set out to purchase these products.

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### **My Collection Of Sports Cards**

**By Triston Huntsmin**

I have never been too keen on collecting things. I am sort of a simple guy at heart, so I love having only what I need. I have one running collection, however, that only seems to get bigger as the years go on. Sports cards. I really love gathering, trading and owning sports cards.

My love for sports cards began as a young child. My dad would reward me with sports cards when I did well at my chores or when I studied well for school. It was one of the only rewards he offered, and it quickly became the only reward that I was interested in. I remember the joy of buying my first binder to hold my sports cards in. I had saved my allowance for a couple of months and could finally buy the special sports cards holder that I had been looking at in the sports cards store.

As I got older, I phased in and out of looking for new sports cards, but I continually cherished my sports cards collections and I spent many hours of free time looking at them and memorizing everything I could about them. Some of my brothers and my friends made fun of me for loving my collection of sports cards so much, but I didn't care. I collected cards from baseball and basketball players mostly, but I've got small collections of cards from a variety of players.

When I had my own children, I could hardly wait to begin sharing my love for sports cards with my sons. I bought them sports cards within a week of their births and I continued to start small collections of cards with them. As they have gotten older, they have truly started to love sports cards like I do. Some of our best times together and our best conversations are surrounding our collections. No one else seems to understand their value quite like we do.

Once a year I take my three sons to a huge exhibition that is focused solely on sports cards. We bring our big binders and we make purchases and trades all weekend long. It is our favorite weekend of the year. We have a great time together and I love that I have something in common with my sons. They love asking my advice about particular trades and purchases, and I love giving my advice to them about sports cards.

It is never too late to start a collection of sports cards. It is a fun hobby that will keep you entertained for years to come.

Triston Huntsmin is a father and a car dealer that loves to collect sports cards in his free time. See

<http://www.sportscardshub.info>

for more details.



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