

College Basketball Merchandise

College Basketball is big business. There is a lot of money to be made, and it's not just going into the pockets of overpaid pro athletes.

The demand for college basketball apparel, memorabilia and footwear continues to grow. Fans of all ages purchase autographed caps to promote their favorite players, and they're taking a nostalgic turn and buying basketball jerseys of their own college teams. This demand is met by the modern generation of kids that live on the fashions launched by their favorite basketball stars.

When the NCAA tournament begins in March, the demand for college basketball merchandise goes through the roof. Suddenly, everyone is in the market for college caps, jerseys, shorts, logos, headbands, wristbands and team logo merchandise.

Basketball shoes are in particular demand, as all fans want to sport the shoes endorsed by their favorite athletes. Nike, Reebok and Adidas have all fueled this fire by marketing shoes named for popular basketball stars. Ever since Chuck Taylor endorsed his first pair of Converse sneakers back in 1923, children have been tireless pleading with parents to buy shoes carrying the name of their favorite athletes. The high voltage advertising that accompanies basketball game telecasts only fuels the "gotta-have" basketball fever.

The arrival of the Internet has made college basketball merchandise even more accessible. Buyers can now purchase anything and everything online, from college flags, banners, hats, helmets and jackets, to shoes, shorts, watches, jewelry and more. Autographed photographs of favorite players, and photos from historic matches can be easily purchased online. You can even buy a watch that was worn by a coach or a star player.

The Internet has made it extremely easy for fans to find basketball merchandise particularly associated with their choice of college. Some sites offer custom-made basketball uniforms, so a fan merely enters his or her size requirements to get a "regulation" jersey, jacket or shorts. There are folding chairs available in college colours, stainless steel and pewter travel mugs, thermoses, snack helmets # virtually anything you want is emblazoned with college basketball logos and ready to be picked up by hungry fans. Even desktops are getting into the college basketball merchandise groove, and the tech-savvy fan can now purchase an optical mouse in his or her choice of college colours.

Online auction sites are great sources for college basketball merchandise. Hundreds of retailers put up basketball memorabilia on the auction sites, and wait for the fans' best bids. If you're in the market for memorabilia you'll need to bid with caution, as there is an influx of fake memorabilia on the market. Check the seller's return policy and feedback rating before agreeing to make your purchase.

From the day the big tourney kicks off in March, and right through Christmas, college basketball merchandise means big money for marketers. If you have a college basketball fan in your life, you'll never be short of great gift ideas.