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To: Ann Condon
Subject: Custom Athletic Jewelry - A Great Sales Opportunities

Dion DIGEST

Creative Jewelry Solutions for Recognition, Promotion and Motivation

February 2019 Issue

Sales Opportunities in the Sports/Athletic Arena

Opportunities for custom recognition jewelry for sports team and athletic events are much greater than you might initially think.

One obvious application for custom jewelry in this market is the championship ring. Teams at all levels are awarding their players rings. College teams give out championship rings in most sports, as well as many high school teams, minor league teams, etc. You don't have to be a professional athlete to get a championship ring these days!



Championship ring awards are just the tip of the iceberg. Lapel pins, money clips and other jewelry are being used for all sorts of reasons.

Some popular jewelry give-aways are money clips & bag tags for golf tournaments. The PGA gives these out to players, staff and officials, but also local charity tournaments are giving away these commemorative items that golfers can adhere to their golf bags or take with them wherever they go.



Lapel pins are used for countless purposes and events. They are great as handouts at tournaments, races, rallies and more. Youth sports teams trade pins with other teams at regional, state and national tournaments. Charitable sports fundraisers use lapel pins and other jewelry items to promote and commemorate the event. Often a few designs of pins or other accessories are created to identify officials, players and others.

If you haven't already, consider pursuing the athletic/sports market. As the snow melts, spring sporting events are already getting underway. For product ideas [Click Here](#).

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