



Custom Sports Backpacks: The Perfect Corporate Gift for Your Adventures

Immersing yourself in nature is regenerating. It restores your strength and brings you calm. However, many people, living in cities, have a hard time finding a green space where noise and hustle can be left out. Sometimes, they leave for the mountains or the hills during the weekend or the holidays to enjoy a moment of relaxation. It is the only way they have to connect with nature and disconnect from the commitments of their daily routine.

However, planning a trip, a hike or a bike ride, too, requires some effort. Having everything you need with you can be decisive in how you will enjoy your day. If you do not have the essential accessories at hand or if you carry uncomfortable objects, your day can take a turn for the worst. So, what was supposed to be a relaxing morning can easily become a moment of stress and discomfort. Quite the opposite, then, of what you hoped to achieve.



If you plan to give your customers or employees a **corporate gift** which they can use in their spare time, a product that makes it pleasant can be a winning idea. From common [personalised water bottles](#) to [personalised caps](#), there are several items that can brighten up the days of your team or your audience. You will just need to find a comfortable and useful **promotional product** to create a gift with guaranteed success. **Custom sports backpacks**, for instance, are among the

must-have accessories for travel and hikes. They are very comfortable for sportsmen, such as cyclists, as well. Besides being essential and ensuring maximum comfort while you are away from home, they are useful for a specific purpose. This makes them a special gift. By customising them with your logo and giving them to your customers, you will give your brand the chance to travel with them on every small or big adventure.

Personalised Backpacks and Custom Sports Backpacks: Usefulness and Promotional Impact in a Single Corporate Gift

[Personalised backpacks](#) have been a part of our lives since we were children. We immediately find a way to use them. We choose the **rucksack** to go to school or [personalised kids backpacks](#) to go to the kindergarten, to a friend's house, or to a dance or a music class. Some models are suitable for work, such as [branded laptop backpacks](#) or [personalised anti-theft backpacks](#). These are perfect for those who are often on business trips and must carry valuable accessories in complete safety.

Sports backpacks, too, can become [personalised travel accessories](#) and can be used both in your free time and for work. For tourist guides in mountain areas, for instance, a **sports backpack** is a must for their hikes. If the agency personalises it with its logo, this corporate gift will certainly promote it to the whole group of hikers.



Not Only Useful, But Versatile Too: When to Use Custom Sports Backpacks

While they are perfect for your days out of town, custom sports backpacks are as versatile as the standard model. For this reason, they can be used in different contexts. This quality makes them perfect as **corporate gifts** even for customers and employees who do not like trips and excursions. The assortment includes sporty options, ideal for those who love hiking, as well as light and casual versions. The latter could be the right choice if you do not know your target's habits well or if your target is very varied. Backpacks that are small and have a simple design will no doubt meet the tastes of all the recipients of your **promotional product**.

This way, even the less adventurous customer or employee can take advantage of your corporate gift. They can use it to go to work or to visit a new city. Besides, a custom backpack will always be a high-level **travel accessory**. In sports models great attention is paid to comfort, since they are designed for situations that are not usually easy, such as long walks along mountain trails. If you give them as corporate gifts to your customers or employees, these latter will be able to use them in various contexts and appreciate them for how they will make their moments of everyday life or leisure comfortable.

Print Your Logo on Custom Sports Backpacks: What Are the Advantages and How to Get the Best Result



To spread your brand, a **promotional product** will need your logo. Printed or embroidered, your company symbol will be in the eyes of your customers or those around them whenever the product is used. The advertising effect will be determined by three factors. First, the frequency with which your item will be used. Secondly, how beneficial it will prove to be. Last but not least, by the aesthetic rendering of your logo. This, in turn, is influenced by:

- The clarity of the writing or image: a motto which is well readable and a subject that is easy to distinguish will convey your identity immediately.
- The colour impact: it is important to choose the colour of both the object and the print. The contrast they will create will greatly affect the visibility of the logo. For this reason, if the image must have the same colours as the brand, you'd better choose the background colour based on the colour of the print to be applied. On the contrary, if the logo does not have to be of specific colours, you can select the shade you prefer for the background and then choose the best colour for the print;
- The size of the print: it goes without saying that the larger the logo, the greater the distance from which it will be visible. At the promotional level, this results in a higher advertising impact, since it will reach and attract a larger number of people.

Considering these hints, sports backpacks have at least two great advantages. First, there are a lot of colours available. Thanks to this variety, you will have a wide margin of choice to make your logo stand out. Secondly, the huge size of the printing area will allow you to apply the image or writing you wish in a format that is clearly visible even at a distance.



How to Turn Custom Sports Backpacks into the Perfect Promotional Product: From the Choice of the Model to Personalisation

If [personalised rucksacks](#) and backpacks have beneficial properties for sponsoring a brand on the one hand, on the other being able to make the most of them will be very important for the success of your promotional intent. It will be necessary to choose the model, i.e. functionality, colour and design, and the mode of customisation, i.e. size, colour and technique with which to create the logo.



The choice will depend on the recipient. For instance, a group of passionate hikers or cyclists will love a waterproof and professional backpack. Instead, if your target is heterogeneous – no matter whether it is your customers or your employees –, a simple model will be more appropriate. Then there are small extras that can be convenient for everyone, such as a headphone output.

As far as customisation is concerned, visibility is of the utmost importance. As well as [custom picnic backpacks](#) or [promotional cooler backpacks](#), sporty versions too feature a large print surface. Taking advantage of it in the best way will be the key to carrying your logo around. Plus, you will be offering your customers or employees an accessory which is undoubtedly useful and top-quality.