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### Drake night: Free shirt given out at Raptors game sold on eBay for \$200

The black, long-sleeved shirt, with a golden Raptors logo on the front and an owl on the back, have been listed on eBay and Kijiji anywhere from \$100 to \$200.



LUCAS OLENIUK / TORONTO STAR

Rapper Drake shook hands with Raptor John Salmons prior to Saturday's game. The Raptors won 96-80 over the visiting Brooklyn Nets.

By: [Zoe McKnight](#) Staff Reporter, Published on Mon Jan 13 2014

They got the Drake-inspired shirts for free, but some enterprising Raptors fans were able to sell them online for \$200.

During Saturday's sold out [Toronto Raptors-Brooklyn Nets home game](#), 20,000 long-sleeved black shirts, emblazoned with a gold Raptors logo on the front and Drizzy's owl logo on the back, were given to fans at the Air Canada Centre.

A few took their shirts and charged prices ranging from \$100 to \$200 online to Drake fans, who weren't interested in the NBA game.

"People called me and they asked me for tickets for the Drake game, not the Raptors game," said Burhan Ehsan, president of Raptorfan.com, which bulk buys tickets.

He said Drake fans were willing to pay double the face value of the ticket price simply to see the homegrown celebrity at the ACC.

Ehsan said he got his hands on 40 shirts and already sold 10 on Kijiji for between \$90 and \$120 to people as far away as Calgary, New York City and parts of California.

"Forget hilarious. It's more like ridiculous. I think it's a fad," he said. But "Drake's big, the city loves him."

“Everybody knows when Drake does something in Toronto, it’s a big deal.”

Saturday’s game, which the Raptors won 96-80, was Drake Night, honouring the Toronto-born Grammy winner who became the team’s global ambassador last fall. The rapper introduced the starting lineup, and gave away shoes at half time.

Fans can still get a free shirt if they buy a ticket (starting at \$49 each) in the “Drake 416 zone,” section in the lower bowl of the ACC by the DJ booth for Raptors games this month.

Or spend twice that on online sites like Kijiji and eBay for the shirt alone.

Just 4,000 shirts remain to be handed out, meaning the limited edition swag is only going to increase in its appeal.

Selling at that price is “unbelievable to me,” said Shannon Hosford, senior vice president, marketing and communications, for Maple Leaf Sports and Entertainment.

“I saw people walk by (the shirts and not pick them up at the gate) on Saturday night and thought, ‘You’re going to regret that,’ ” she said.

“You can put your shirt on eBay and pay for a ticket,” she joked.

The shirt was designed in collaboration with Drake and is part of his OVO —October’s Very Own — line of merchandise.

“That’s why it’s so popular. That’s why everyone’s going crazy for them,” Hosford said.

Black and gold is reportedly one of the colour schemes [under consideration](#) for an overhaul of the Raptors’ logo and rebranding plans for the 2015-16 season. But don’t necessarily bet on black and gold, despite the popularity of Drake, Hosford said.

“We haven’t made any decisions on the rebrand yet. Everything’s on the table.”

“We don’t want to just say it’s black and gold because of our association with Drake. We really need to think about what’s right for our brand and the team.”

Drake is “open” to any ideas and hasn’t insisted on black and gold, she said.

No public announcement is expected until 2015 although a decision will be made by MLSE this year.