



BX SPORTS' 20th ANNIVERSARY



BX Sports

www.bxsportsny.com

est. 1997


BX SPORTS PIZZERIA



WHAT : BX Sports 20th Anniversary Celebration

WHO : The BX Sports Family, Friends & the Community of the Bronx

LOCATION : 2181 White Plains Rd, Bronx, New York

DATE : August 20th, 2017

PARTNERS : New Balance, North Face, Puma, 47,
Crep Protect & Converse



CONVERSE



OBJECTIVE(S):

To fully conceptualize, plan and produce BX Sports 20th Anniversary celebration at their original store location.

To ensure multiple brands were well represented at a co-branded event.

RESPONSIBILITIES :

-Partnering with leading footwear & apparel brands to bring the 20th anniversary to life.

-Designing all artwork and creating assets for marketing & branding purposes including social media graphics, printed assets for all store locations, decals for all branded elements of the event & event activation diagrams.

-Marketing Promo pre-event inclusive of working with top NYC influencers & leading radio station (HOT 97).

-Social Media Strategy pre-event focusing on pushing the anniversary celebration and building the event's hashtag #BX20.

YOU'RE INVITED!



20TH ANNIVERSARY PARTY

Sunday, August 20th, 2017

GAMES BEGIN 12PM - 4PM

AN ALL AGES **FREE** EVENT!

2181 White Plains Rd. Bronx, NY • bxsportsny.com



RESPONSIBILITIES CONTINUED :

-Planning & Overseeing Production of each brand activation and build-out for the anniversary.

Activations included :

- New Balance Cleaning Station & Try-On Throne
- North Face Climate-Controlled Mobile Activation Space
- 47's entertainment booth with Celebrity DJs
- Puma Interactive Back-to-School Giveaway Station
 - BX Sport's **first** pop-up Pizzeria
 - Red Carpet Photo Opportunity
- Organizing product giveaways for the community to ensure all guests walked away with something new for the back-to-school season.
- Photography & Cinematography Services

PRE- EVENT
PRE- EVENT

MARKETING PRE-ANNIVERSARY EVENT : BX20 Anniversary Logos were installed in all **eight** BX Sport locations.



MARKETING PRE-ANNIVERSARY EVENT : HOT97 Morning Show Takeover

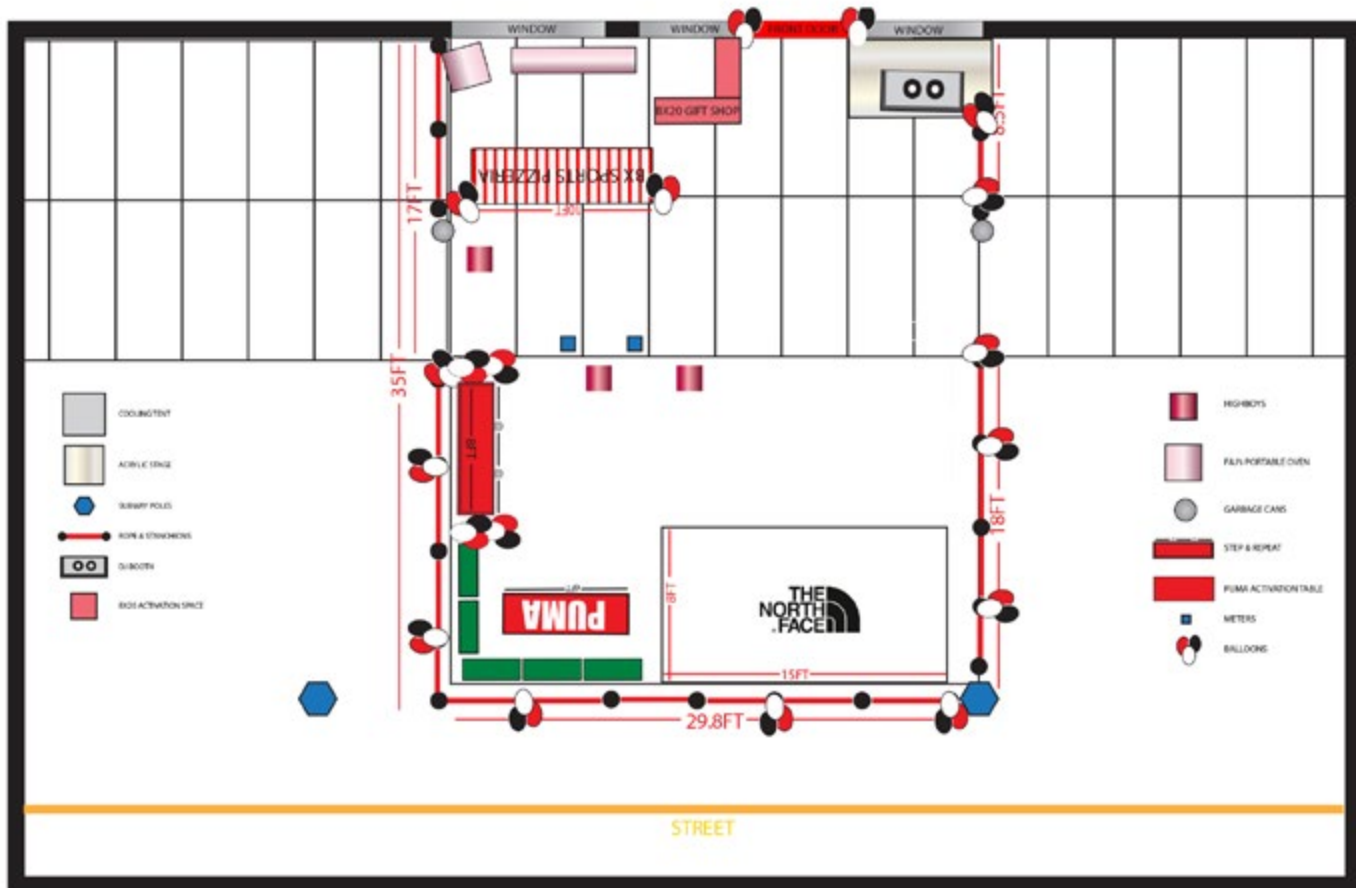


MARKETING PRE-ANNIVERSARY EVENT : New Balance Window Wraps highlighting their new 574S silhouette.



EVENT DAY
EVENT DAY

CO-BRANDED ACTIVATION DIAGRAM



With several moving components taking place, it was vital to have a detailed diagram to ensure proper flow during the event.



**THE
NORTH
FACE**

**THE
NORTH
FACE**

NORTH FACE : CLIMATE-CONTROLLED MOBILE ACTIVATION SPACE

NORTH FACE : CLIMATE-CONTROLLED MOBILE ACTIVATION SPACE

120sq ft. of air conditioned space with an interactive wifi photo booth, a cell phone charging station, premium flooring, lounge seating, giveaways, and North Face branded decals.



A photograph of a New Balance store display. In the foreground, a large white sign with a black border features the New Balance logo (a stylized 'NB' with three horizontal stripes) and the text 'new balance' in a white, lowercase, sans-serif font. A white t-shirt with a circular logo that says '20th Anniversary' is draped over the top edge of the sign. To the right of the sign, a stack of blue and black shoe boxes is arranged in a grid. Each box has the New Balance logo and 'new balance' printed on it. In the background, there are mannequins, shelves with shoes, and a red carpeted floor.

new balance

NEW BALANCE : CLEANING STATION & TRY-ON THRONE

NEW BALANCE : CLEANING STATION & TRY-ON THRONE



New Balance drew the crowd into the store all day long with their cleaning & try-on activation. While guests were getting their shoes cleaned by Crep Protect products at the cleaning station, they then sat comfortably on the NB throne to try-on the new **574S** model.





STARBUCKS

Ames

PUMA®

PUMA : BACK-TO-SCHOOL GIVEAWAYS

PUMA : BACK-TO-SCHOOL GIVEAWAYS

Puma set up to impact the community by giving away back-to-school shoes and backpacks to start off the upcoming **2017** school year on a great note!



2181-83

Francisco Lindor
New York Yankees

574

47

STORE HOURS

MONDAY
THRU
SATURDAY
11:00AM - 7:00PM
SUNDAY
11:00AM - 5:00PM



47 had 2 key focuses for this special occasion. Custom BX20 anniversary dad hats and entertainment with celebrity DJs. With custom hats for all, 47 also made sure the entertainment was keeping the Bronx on their toes all day!





BX SPORTS PIZZERIA



BX20 PIZZERIA

Best food for a celebration in the Bronx?
Pizza, of course!
BX Sports had their first pop-up pizzeria
installation and it was a huge success.
The line grew down the block,
and we were able to hand out over **3,000**
slices of pizza to the community.







AN INHOUSE PRODUCTION