Foot Locker

12 DAYS OF GREATNESS

HOLIDAY SNEAKER GIVEBACK

12.20.20 – 12.23.20

ACTIVATION MARKETS

NEW YORK, NY

PHILADELPHIA, PA

NEW ORLEANS, LA

OVERVIEW

InHouse produced three Holiday Sneaker Givebacks for Foot Locker's 12 Days of Greatness in the New York City and Philadelphia regions. These activations helped to drive awareness and a strong community presence around Foot Locker's 12 Days of Greatness.

Following the looting at multiple Foot Locker retail spaces in the North East earlier this year, Foot Locker was left with thousands of pairs of sneakers they could no longer sell. Not letting this deter the brand's giveback spirit, Foot Locker tasked InHouse with finding a way to give the remaining sneakers back to the community while maintaining social distancing and current safety guidelines.

InHouse picked up sneakers from various Foot Locker locations and brought the sneakers back to the warehouse where the sneakers were all sorted, sanitized, and placed into exclusive 12 Days of Greatness sneaker boxes.

The beneficiaries of the giveback included Dyckman Park & LES Girl's Club, in New York and Strawberry Mansion High School in Philadelphia. Nearly 400 pairs of sneakers were distributed to the community via these Holiday Sneaker Giveback activations.

InHouse worked directly with leaders at each of the benefiting organizations to coordinate the sneaker sizes of each individual receiving a pair of sneakers.

There was also a sneaker shipment sent out to New Orleans that was received by a local community leader who distributed the sneakers at a giveback at a local gallery. An additional 150 pairs of sneakers were distributed at this particular giveback.

All production was managed by InHouse.

CREATIVE & DESIGN CONCEPTS

1. SNEAKER DISTRIBUTION STATION – a 10 x 10 branded pop-up tent designated socially distanced station allowing for sneaker distribution. Brand Ambassadors managed the station, timing, and sanitization in between usage.

2. SNEAKER BOXES – InHouse designed and produced custom 12 Days of Greatness branded sneaker boxes which also featured a mention of the social media handles of both @footlockernyc & @footlockerphilly to reflect where the shoes were being distributed as well as where they were sourced from.

3. SOCIAL DISTANICING SIGNAGE & PPE – designed and created social distancing signage to ensure that all guests and staff adhered to current safety guidelines. This signage was inclusive of branded Foot Locker tents, flags, and signs to be used at each activation location. InHouse designed and created a contactless, Foot Locker branded Sanitization Station that functioned as a thermometer and sanitizer dispenser, allowing each guest and staff member to monitor their temperature and keep their hands clean at all times. All staff managing the stations wore gloves and a mask at all times.

4. INFLUENCER ACQUISITION & MANAGEMENT – InHouse selected local influencers from each respective activation market to be a part of the giveback events. The Dyckman activation was hosted by Marco Glorious of the Wendy William's Show and The LES Girl's Club activation was hosted by Hot 97s DJ Saige, a former member of the LES Girl's Club. The Strawberry Mansion activation was hosted by local DJ and influencer Kill Sing as well as local influencer Gillie da King.

5. DJ MUSIC STATION – a 4ft DJ booth outfitted with Foot Locker branding and set to create positive vibes through music.

6. HOLIDAY THEMED SOCIAL PHOTO MOMENT – a branded 6' x 20' designed vertically seemed holiday themed backdrop with Social Photographer. Upon entry to the parking lot, guests had their picture taken to be sent directly by cell phone. Fully contactless, no prints (concept specific to Strawberry Mansion only).

7. HOT CHOCOLATE STATION –outfitted with 12 Days of Greatness Branding where guests received a cup of hot chocolate (concept specific to Strawberry Mansion only).

8. FOOT LOCKER FLAGS – Branded Foot Locker flags placed around the perimeter of the lot to guide guests through the multiple stations in the lot as well as maintain social distancing (concept specific Strawberry Mansion only).

SUPPORTING PARTNERS

DYCKMAN PARK

The Dyckman Park vision is to be a growth catalyst and change agent in the lives of 500,000 inner-city youth. The focus of their dedicated staff is to teach life skills and plant seeds of positivity.

Through athletic experiences, Dyckman staff members are able to create an interactive learning experience that helps youth with their overall academic, social, and career development.

The basketball programs are designed to give Inner City Youth an opportunity to receive hands on assistance in basketball training, academic assistance and life skills with programs available to boys and girls from the ages of 6 -14 years old.

InHouse worked directly with Ken Stevens, the Director of Operations at Dyckman Park and the founder of the Dyckman Basketball Tournament to facilitate this partnership.

THE L.E.S. GIRLS CLUB

THE LOWER EASTSIDE
GIRLS CLUB

The Lower Eastside Girls Club is training the next generation of ethical, entrepreneurial, and environmental leaders. Girls Club members overcome adversity, perceive opportunity, develop self-confidence, make ethical decisions and healthy life choices, thrive academically, embrace leadership, and have the ability to enter college or the workforce as fully prepared and connected adults.

As a community-based organization they work to overcome the fragmentation of youth services through partnerships with non-profit organizations that share their mission, with local businesses, academic institutions, faith-based communities, and with our members' families.

By creating a 'whole-girl' approach – emphasizing a broad range of cultural competencies needed for success – curiosity, poise, happiness, resiliency, compassion, health and job readiness – they use more than academic performance to benchmark our impact.

InHouse worked directly with Erica James and Kelly Webb to coordinate the shoe sizes of all the girls receiving sneakers.

STRAWBERRY MANSION HIGH SCHOOL

Strawberry Mansion High School is a transformative school that is driven to provide an exceptional education and equitable opportunities for all students.

Through career pathways, each student will extend their learning and develop the competencies necessary to compete in the 21st century. Every student will graduate with two viable options: a high-quality diploma and an industry certification. That is the Mansion Promise.

Core values of the faculty and student body include, Hard Work, Pride, Collaboration, Excitement, Results, and Transparency.

InHouse worked directly with Principal Brian McCracken of Strawberry Mansion to determine the shoe sizes of each of the students reeving sneakers.

INFLUENCER ACQUISITION & MANAGEMENT

INFLUENCERS FOR THE HOLIDAY SNEAKER GIVEBACK

InHouse selected key influencers with direct ties to the New York and Philadelphia regions and communities to help drive awareness to Foot Locker's 12 Days of Greatness. InHouse selected the key influencers, negotiated rates, and coordinated all logistics.

Marco Glorious

The Wendy Williams Show

@marcoglorious

26,000 followers

DJ Saige

Hot 97 Mix Show

@djsaige

17,300 followers

Kill Sing

Influencer/DJ

@killsing

5,496 followers

Gillie Da King

Influencer/Rapper

@gillie_da_king

1,600,0000 followers

DYCKMAN PARK

SNEAKER DISTRIBUTION STATION

SNEAKER BOXES

SOCIAL DISTANICING SIGNAGE & PPE

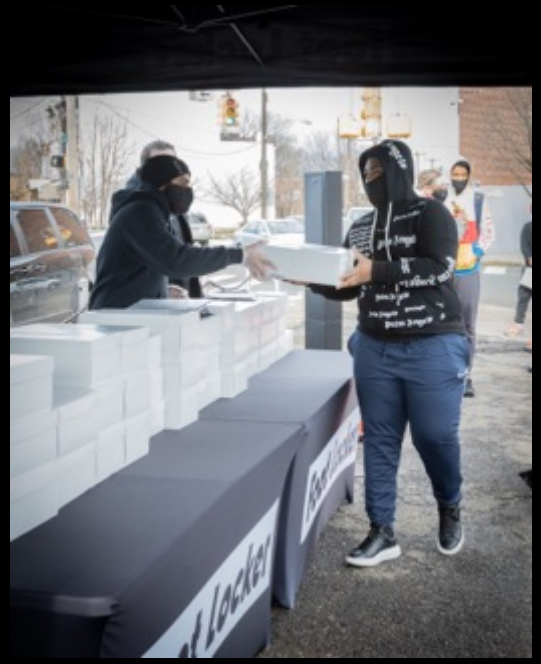
INFLUENCER HOST & DJ MUSIC STATION

DAYS OF GREATNESS
Foot L
BECAUSE

Foot Locker
Foot L
Fo

STRAWBERRY MANSION HIGH SCHOOL

SNEAKER DISTRIBUTION STATION



SNEAKER BOXES

HOLIDAY THEMED SOCIAL PHOTO MOMENT

HOT CHOCOLATE STATION

FOOT LOCKER FLAGS

SOCIAL DISTANICING SIGNAGE & PPE

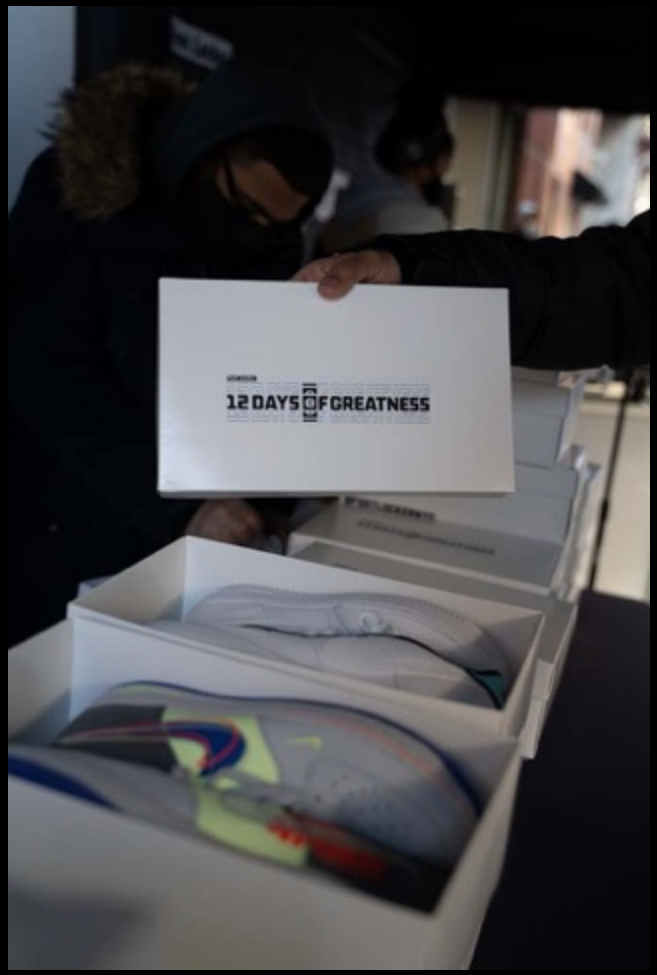
INFLUENCER HOST & DJ MUSIC STATION

Foot Locker
Foot Locker
Foot Locker
Foot Locker
Foot Locker
Foot Locker
12 DAYS OF GREATNESS
Foot Locker
BECAUSE SNEAKERS.
Foot Locker
Foot Locker

THE L.E.S. GIRLS CLUB

SNEAKER DISTRIBUTION STATION

SNEAKER BOXES



SOCIAL DISTANICING SIGNAGE & PPE

INFLUENCER HOST & DJ MUSIC STATION

REACH FOR TH
Foot Locker
12 DAYS OF GREATNESS
JUSA EVENTS INC.
D.B.A. INHOUSE
18 CAIN DRIVE
AINVIEW, NY 11803
USDOT# 2442036

CONTACT US

Sharad Bhavnani
Project Lead
sharad@inhouse.design

Arun Datta
Managing Partner
arun@inhouse.design

Max DeMasters
Director of Community Partnerships
max@inhouse.design

Rohan Samtani
Creative Director
rohan@inhouse.design

Karan Jaspal
Production Coordinator
karan@inhouse.design

Nisha Bhavnani
Director of Business Development & Brand Partnerships
Nisha@inhouse.design

InHouse
18 Cain Drive
Plainview, NY 11735
516.496.2217
@inhousedesignny