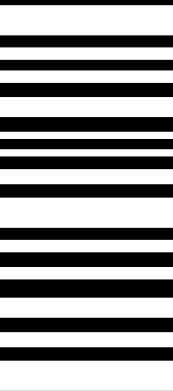




FOOT LOCKER DMV IVERSON GRAND OPENING

9.23.22 - 9.24.22

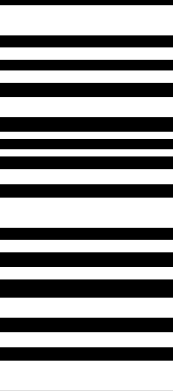




9.23.22

9.24.22

9.9.22 - 9.10.22

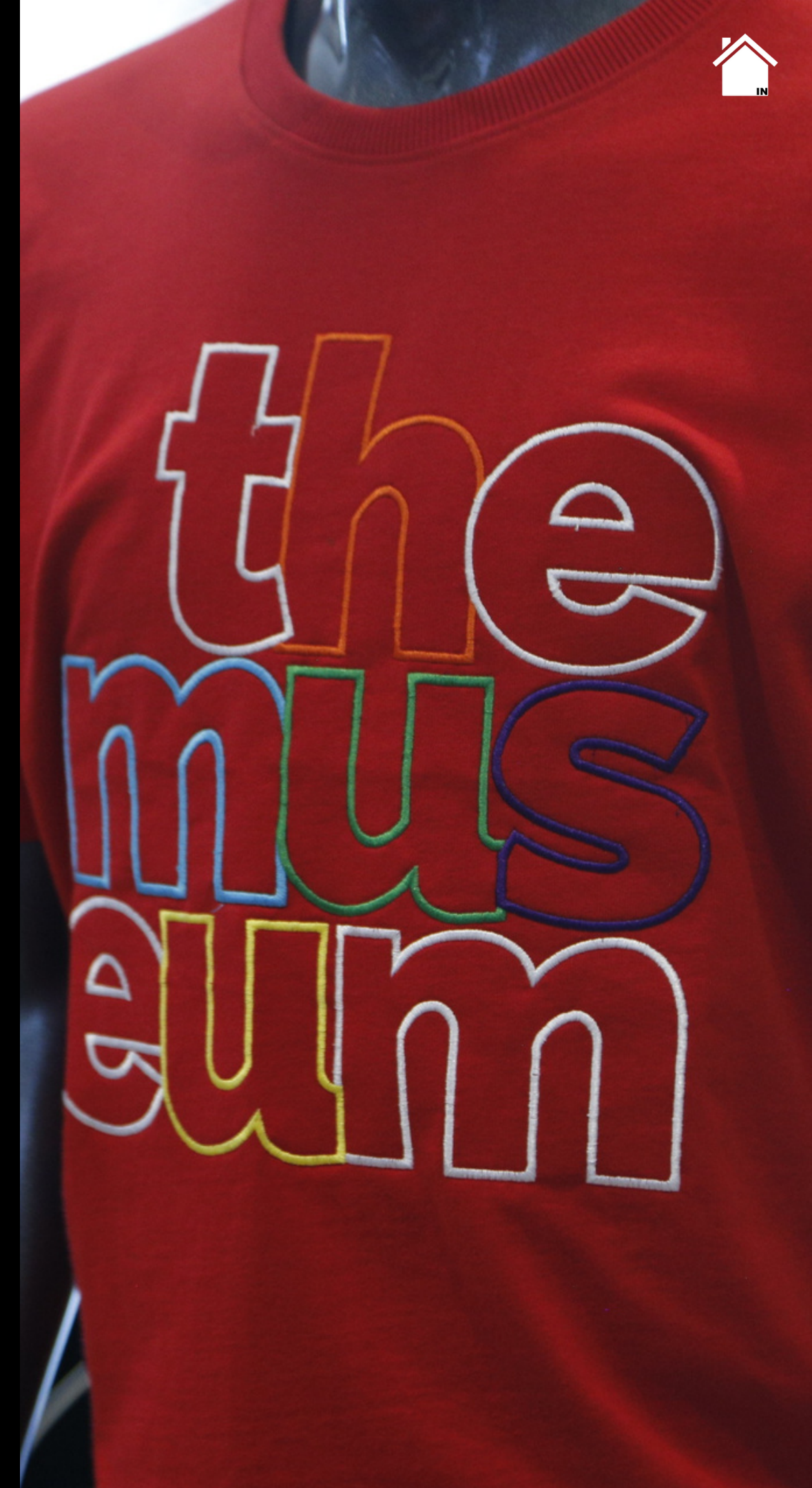


OVERVIEW

InHouse curated all design, production, and technical aspects related to the grand opening of the Foot Locker Iverson Community Store. InHouse worked with direction and guidance from Bricciana Strickland to deliver and execute a premium quality consumer experience, supporting the retailers grand opening initiative.

9/23/22 - 9/24/22 were designated as the "Grand Opening Weekend" consisting of a Homegrown Night, Community Giveback, Product Giveaways, and inclusion of Brand Ambassadors. 9/23 was designated as a "Homegrown" night.

All creative, design, and production was executed by InHouse.





DJ Mickey Rockz
9/23: 11am - 3pm



DJ Reggie Reg
9/23: 3pm - 7pm



DJ 59
9/23: 7pm - 10pm



DJ Kidd Fresh
9/24: 11am - 2pm



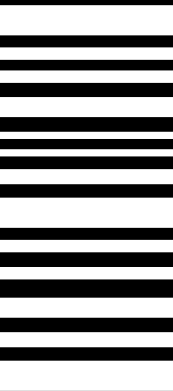
DJ Problem Child
9/24: 2pm - 4pm



DJ Luxe
9/24: 4pm - 7pm

WEEKEND DJs

9.23.22 - 9.24.22





SEPTEMBER 23RD

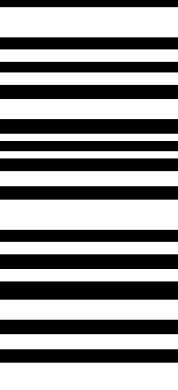


GIVEAWAYS, DJs, & F&B

Activation Elements:

- DJs All Day (11am - 7pm) (Branded Booth & Audio)
- Basketball Inspired Photo Moment
- F&B: Local Food Truck (12pm while supplies last, up to 100 meals) (Proposed F&B: Garlic Sensation)
- F&B: Local Cookie Vendor: The Great Cookies (Up to 90 Guests)
- (100) Foot Locker DMV Totes
- (100) Foot Locker DMV T-Shirts
- (50) Mini Basketballs

9.23.22 - 9.24.22



SEPTEMBER 23RD

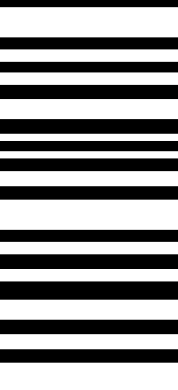


HOMEGROWN NIGHT

Activation Elements:

- DJs (7pm - 10pm) (Branded Booth & Audio)
- Basketball Inspired Photo Moment ****PhotoBooth with Prints*****
- F&B: Local Cookie Vendor: The Great Cookies (Up to 90 Guests)
- 4ft Branded F&B Station with Server
- Assorted non-alcoholic mocktails in branded containers
- Heat Press Station (7pm - 10pm)
- Photo Moment with Photo Booth & Prints
- (20) Co-Branded Gift Capsule Boxes (For Community Partner)
- (50) Foot Locker DMV | The Museum Branded Totes
- (40) Homegrown Partner Apparel (The Museum) (Included in capsules & neutral tote)

9.23.22 - 9.24.22





SEPTEMBER 24TH

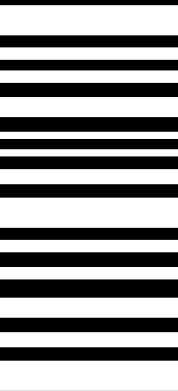


GIVEAWAYS, DJs, & F&B

Activation Elements:

- DJs All Day (11am - 7pm) (Branded Booth & Audio)
- Food Truck (12pm while supplies last, up to 100 meals)
- F&B: Local Cookie Vendor: The Great Cookies (Up to 90 Guests)
- Heat Press Station (11am - 2pm)
- Photo Moment
- (100) Foot Locker Totes
- (50) Mini Basketballs
- (20) Co-Branded Gift Capsule Boxes (For Community Partner)

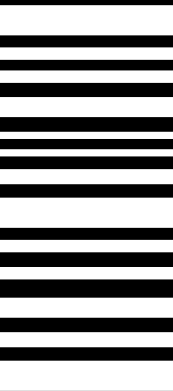
9.23.22 - 9.24.22



BRANDED GIVEAWAYS



9.23.22 - 9.24.22



BRANDED CAPSULE

Inclusive of:

- Premium Black Box (Co-Branded FTL DMV | The Museum) + Bottom Right Team Jersey with Player Number and last name
- Branded Metal Water Bottle
- Neutral Tote (Co-Branded FTL DMV | The Museum)
- FTL DMV Branded Hand Towel
- (1) Item from The Museum Apparel Collection



9.23.22 - 9.24.22

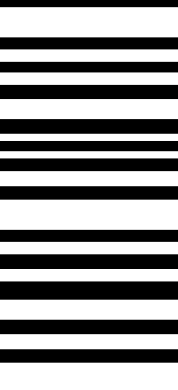
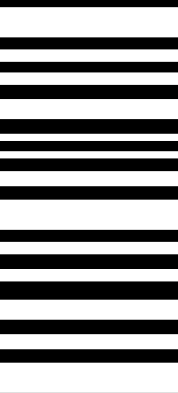


PHOTO MOMENT



9.23.22 - 9.24.22

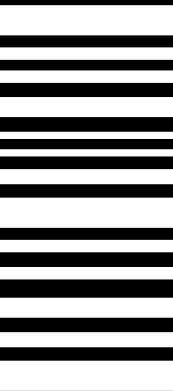




DJ BOOTH & AUDIO

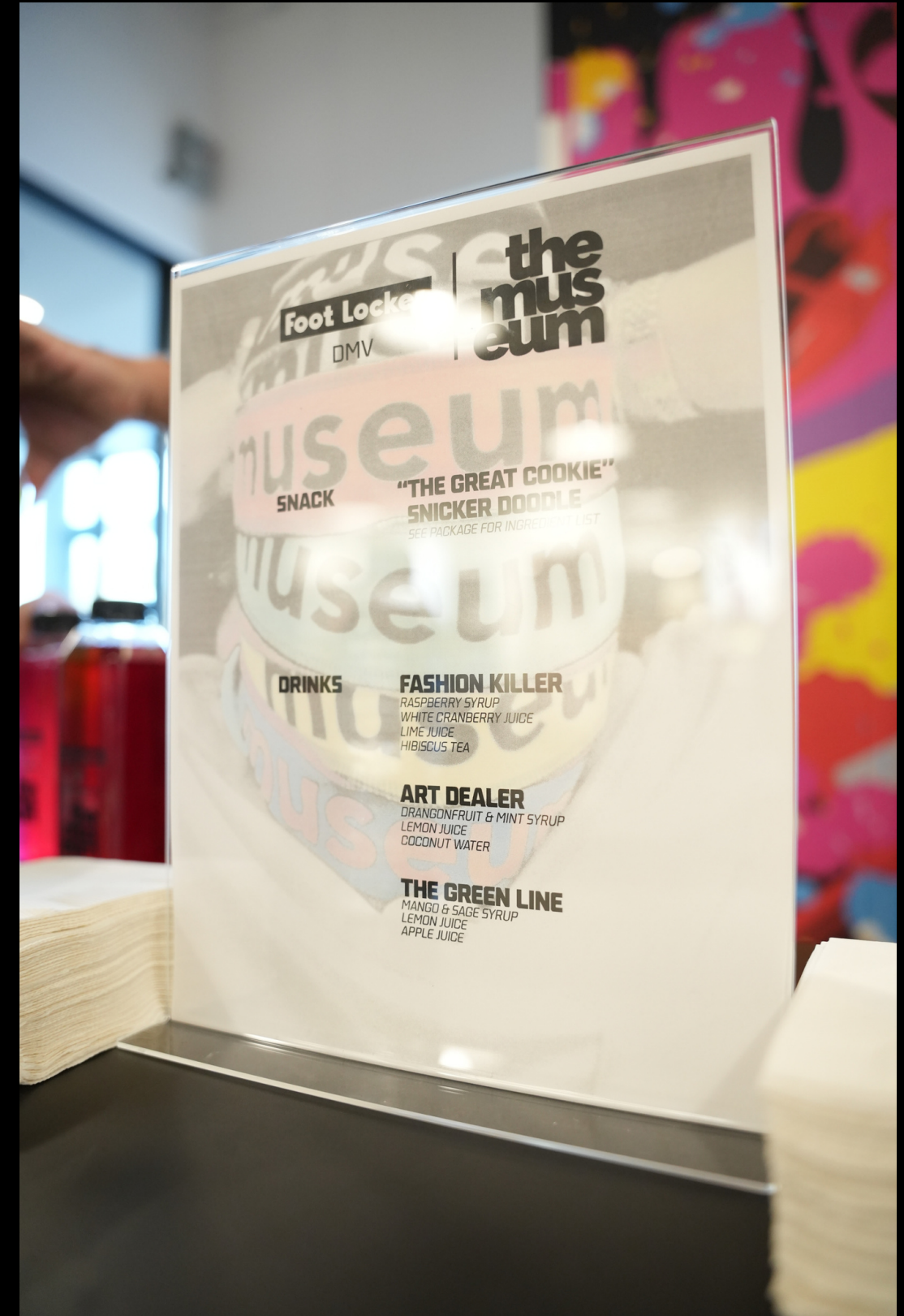


9.23.22 - 9.24.22

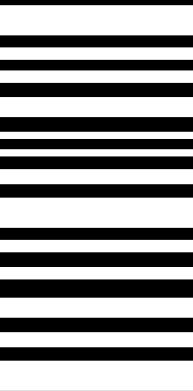




FOOD & BEVERAGE

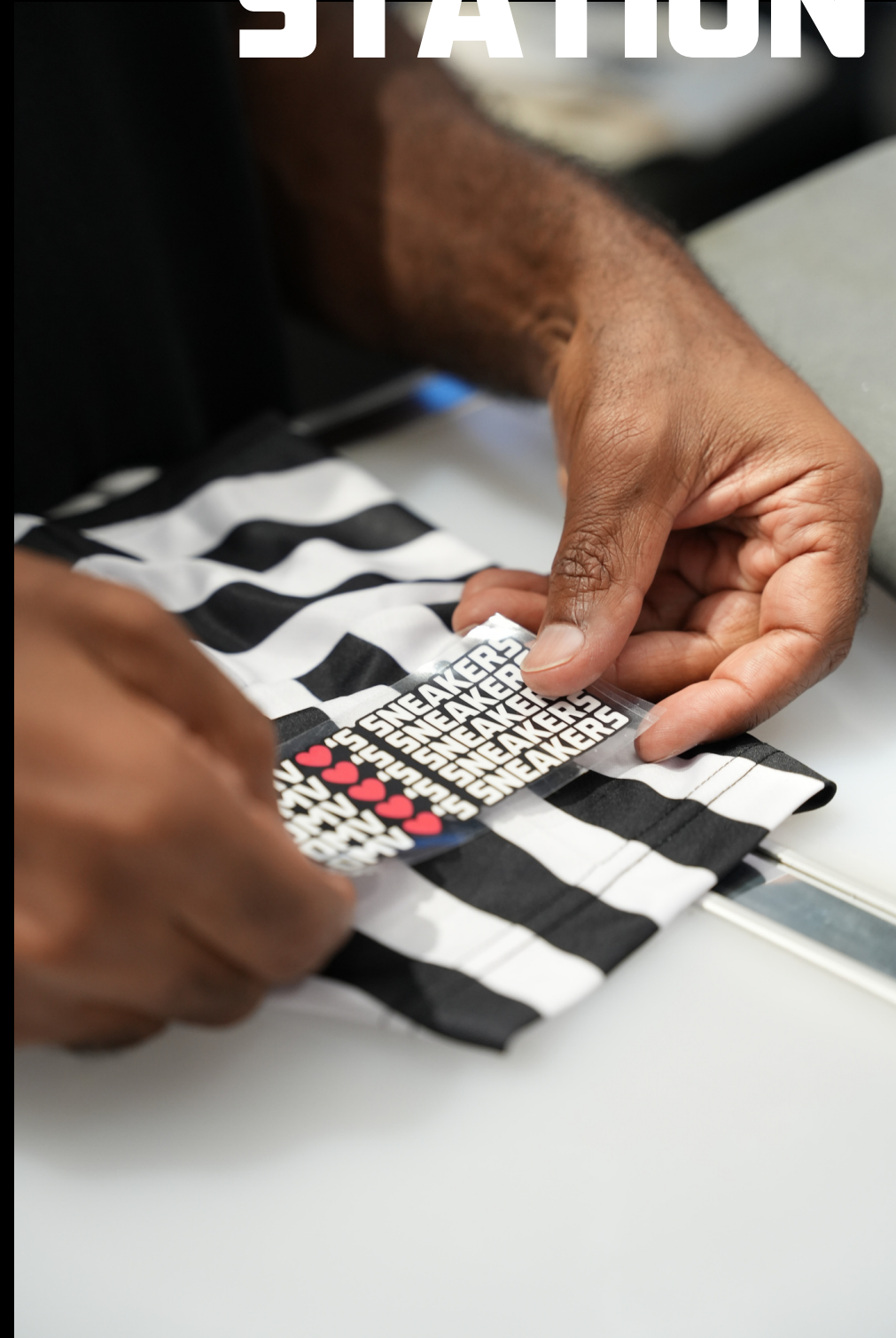


9.23.22 - 9.24.22

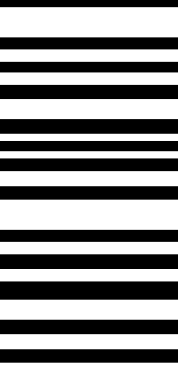




HEAT PRESS STATION



9.23.22 - 9.24.22

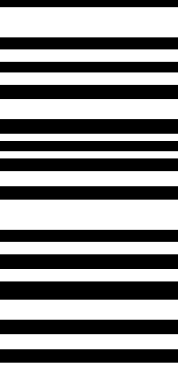




HEAT PRESS PATCHES



9.23.22 - 9.24.22





9.23.22 - 9.24.22





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