

**CHAMPS PARK LANE**

# GRAND OPENING





2.26.22

Preston  
Holloway

North  
Dallas

Bouchard

PARK LANE  
KNOWS  
GAME

Meadow

Dallas  
High

WE



## **OVERVIEW**

*In celebration of the new Champs Sports in Park Lane, Dallas, InHouse designed and produced a multi-faceted Grand Opening activation that was hosted on February 26th.*

*Activation elements included a full customization station for Champs t-shirts and tote bags for eligible customers as well as a premium Gaming Lounge featuring NBA 2K22 on PS5. Additional branded giveaway items were also distributed to customers.*



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**CHAMPS**  
SPORTS  
PARK LANE KNOWS GAME.  
PARK LANE



# **SUPPORTING PARTNERS**

**HOLLYHOOD BAY BAY**



**DJ SHE REAL**





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# CONTACTLESS PHOTOBOOTH



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**CHAMPS**  
SPORTS

**PARK LANE KNOWS GAME.**

STORE PICKUP





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# DJ BOOTH & AUDIO



FEATURING SOUNDS BY:  
**DJ SHE REAL**





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# GAMING LOUNGE



**FEATURING  
NBA 2K22 ON PS5**



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# BRANDED GIVEAWAYS



INCLUDING:

*air pod cases*

*water bottles*

*t-shirts*

*customizable tote bags*

*mini basketball hoop*



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**INFANT 4-10**

**INFANT 4-10**

**KIDS 11-3**

**KIDS**

WELCOME  
CHAMPS  
PARK LANE  
GRAND OPENING  
2.26.22

**2.26.22**



2.26.22



**PRODUCED.  
BY.  
INHOUSE.**



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# ***HOW TO GET IN TOUCH***

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# ***CONTACT INFORMATION***

***2.26.22***