

# FOOT LOCKER x CITY ROCKS



5.31.23



# Foot Locker®

## New York



# OVERVIEW

InHouse worked with guidance from Foot Locker New York and Marketing Manager, Rozano Bailey to curate an off-site event at All Sportz highlighting Summer Basketball and City Rocks.

The event consisted of a skills and drills session led by City Rocks along with an overall elevated practice experience. Foot Locker provided the necessary tools to create this elevated practice session event at the All Sportz facility in Melville.

Following the conclusion of the skills and drills, each participant was gifted a Foot Locker Gift Card.

A supplementary content piece was shot ahead of the skills and drills event highlighting Coach Anthony Parris and Coach Roy Jimenez of City Rocks.

InHouse captured imagery and video during the event to produce social media ready content highlighting the program.

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



5.31.23

# PROGRAM PARTNER

# CITY ROCKS

In 1993 Jim Hart along with 4 other area coaches fielded 5 City Rocks teams aged 13-17. In their current form the City Rocks field over 20 teams made up from over 200 boys and girls from all over New York. Now entering their 20th season the City Rocks have reached National acclaim and are widely considered a Top 20 AAU program in the USA.

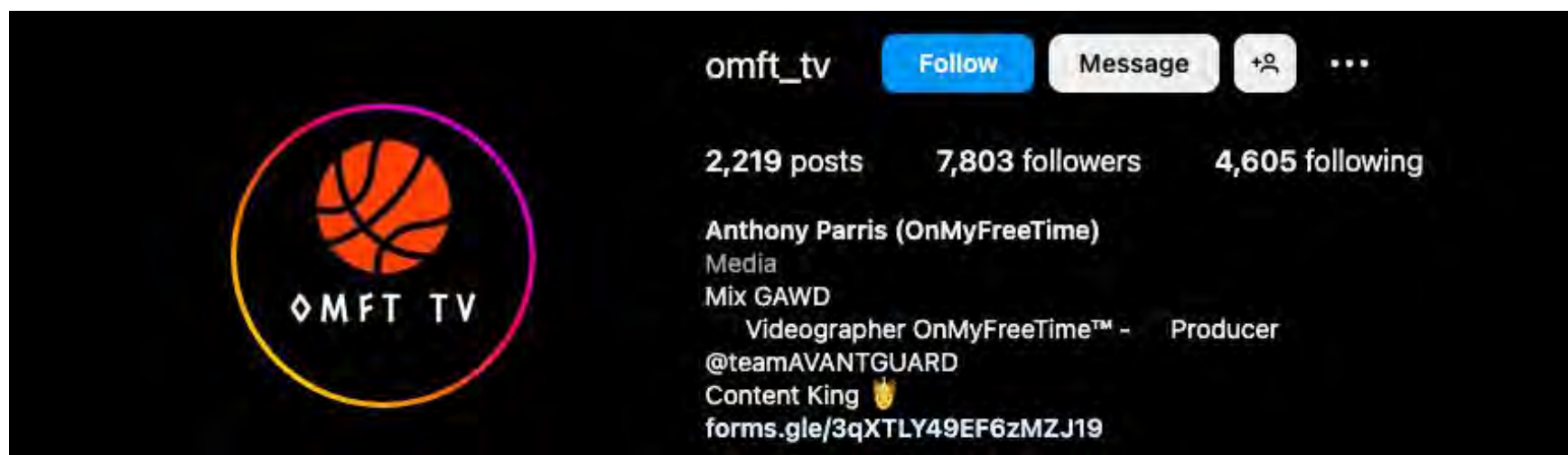




5.31.23

# COACH ANTHONY PARRIS

Content Engagement:  
Current Views: 9,840 and counting  
Current Likes: 264 and counting



# ELEMENTS OVERVIEW



- RECAP CONTENT: PHOTO & VIDEO**
- VINYL INSTALLATION IN KEY STRATEGIC AREAS: (2) BACKBOARDS & (2) DOORWAYS**
- LED BILLBOARDS**
- CUSTOM CO-BRANDED T-SHIRTS**
- COMPACT AUDIO SYSTEM & MUSIC**
- PURCHASE OF BASKETBALL PRACTICE EQUIPMENT**
- FOOD & BEVERAGE**
- CONTENT TEAM**
- ALL CREATIVE, LOGISTICS, & EVENT MANAGEMENT**





# VINYL INSTALLATION

**Foot Locker®**

New York



**Foot Locker®**

New York



5.31.23





# VINYL INSTALLATION

**Foot Locker**

New York



5.31.23

# LED BILLBOARDS

**Foot Locker**

New York

**WELCOMES**



**Foot Locker**

New York

**WELCOMES**




# CUSTOM CO-BRANDED T-SHIRT



# COMPACT AUDIO SYSTEM

**Foot Locker**  
New York

**WELCOMES**







**Foot Locker**  
New York




**Foot Locker**  
New York

**WELCOMES**



SUMMER 2023





AWAY

Foot Locker  
New York

Christian

Kash

5.31.23



---

## HOW TO GET IN TOUCH

---

**Phone Number**

**516.496.2217**

**Email Address**

**whatsgood@inhouse.design**

**Website**

**www.inhouse.design**

---

# CONTACT INFORMATION

