



FOOT LOCKER MONDAWMIN GRAND OPENING

Baltimore

2.25.23 - 2.26.23

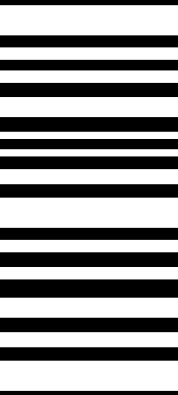




2.25.23

2.26.23

2.25.23 - 2.26.23





2.25.23 - 2.26.23



OVERVIEW

InHouse curated all design, production, and technical aspects related to the grand opening of the Foot Locker Mondawmin 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.

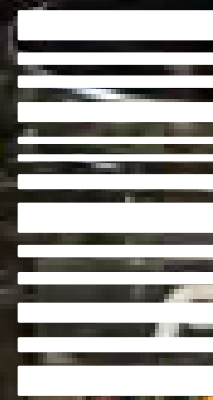
2/25/23 & 2/26/23 were designated as the "Grand Opening Weekend" consisting of Live DJs, Gaming Stations, Food & Beverage, inclusion of Brand Ambassadors, and much more.

2/25/23 was centered around the Ribbon Cutting ceremony and a live mural installation by local artist, Demont Pinder. 2/26/23 was designated as the "Youth Day" in conjunction with Kid's Foot Locker and was driven around the local children of the community. The focus of this date was a hands on art session lead by Demont for students of the youth organization, "Unlimited Potential"

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



2.25.23 - 2.26.23





DJ Dre
@djdre1990
2/25: 11am - 2:30pm

DJ Relly
@djrellytwotimes
2/25: 2:30pm - 6pm

HOST - Coach B
@coach.b
2/25: 11am - 3pm



DJ Holliiwood
@itsdjholliiwood2
2/26: 11am - 2pm

DJ Stylez
@prince_djstylez
2/26: 2pm - 5pm

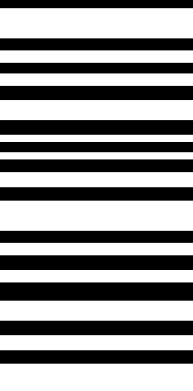
HOST - Coach B
@coach.b
2/26: 12pm - 2pm

WEEKEND DJs

&

HOSTS

2.25.23 - 2.26.23



FEBRUARY 25TH - DAY 1

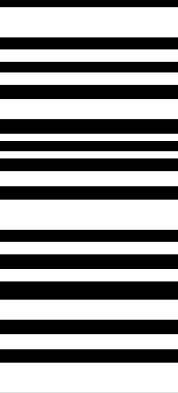


GIVEAWAYS, DJs, & F&B

Activation Elements:

- (2) DJs (11am-2:30pm) + (2:30pm-6pm)
 - (1) Event Host (11am-3pm)
 - -Ribbon Cutting (with local dancers/IG influencers Top Shiners)
 - -NBA 2K23 Gaming Station
 - -Floral backdrop with photo booth for photo moment
 - -Hot Food (Chicken Fingers and Fries) (150 meals)
 - -Live Artist creating Mural during shopping hours
- ***Mural will be hung in store at a later date***
- -Local Vendor to serve banana pudding (Crazy Puddings)
 - -"Champagne Skirt Costume" (used for Pudding service)
 - -Totes (ART (FULL COLOR) (175 pcs)
 - -Hoodies (ART FULL COLOR) (175 pcs)

2.25.23 - 2.26.23



FEBRUARY 26TH - DAY 2

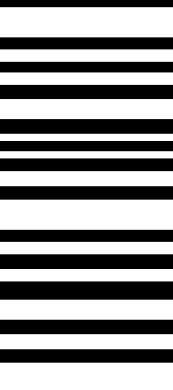


GIVEAWAYS, DJs, & F&B

Activation Elements:

- (2) DJs (11am - 2pm) + (2pm-5pm)
- (1) Event Host (12pm-2pm) (Coach B)
- Local Youth Group (Unlimited Potential) Painting Session with instructor (Demont Pinder) (1pm-2pm)
- Gaming stations
- Popcorn & Cotton candy
- Youth Group gift cards & shopping experience

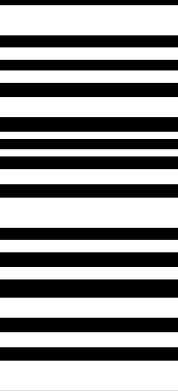
2.25.23 - 2.26.23



RIBBON CUTTING



2.25.23 - 2.26.23





TOP TIER SHINERS



toptiershiners_

16 Posts 11.9K Followers 8 Following

T.T.S. ✨
Artist
creating smiles, laughter, and great entertainment ✨
linktr.ee/toptiershiners

Following Message Email

Suggested for you [See all](#)

- TheRealTiny
theofficialtiny1
Follow
- CEO ✨
_.2ceo
Follow
- Holla's V
grandmaho
Follo



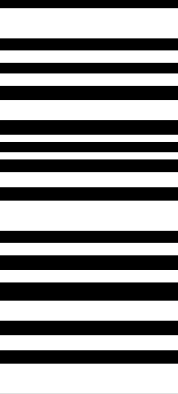
2.25.23 - 2.26.23



KFL: GAMING STATION



2.25.23 - 2.26.23

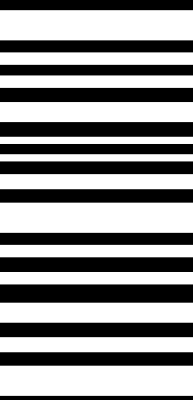




FOOD & BEVERAGE



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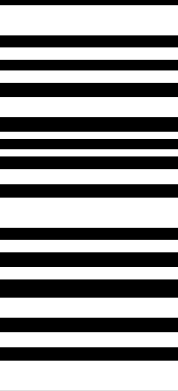




CRAZY PUDDINGS



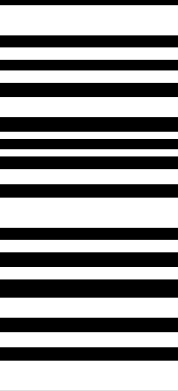
2.25.23 - 2.26.23



POPCORN & COTTON CANDY



2.25.23 - 2.26.23

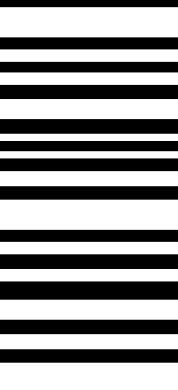




CUSTOMIZATION STATION



2.25.23 - 2.26.23

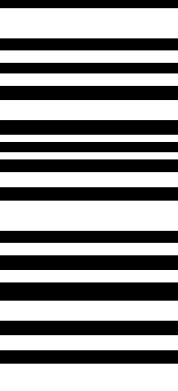




CUSTOMIZATION OPTIONS



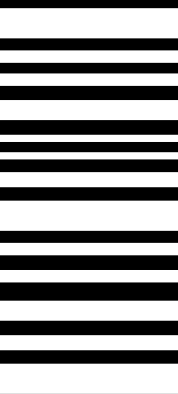
2.25.23 - 2.26.23



TOTES & HOODIES



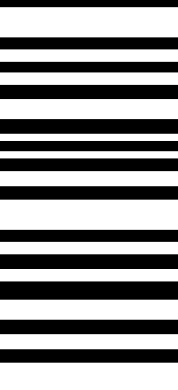
2.25.23 - 2.26.23



CUSTOM DJ BOOTH



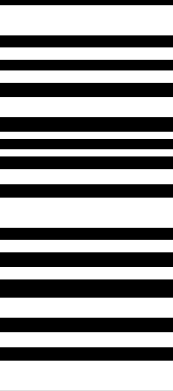
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FLORAL PHOTO MOMENT



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LOCAL ARTIST

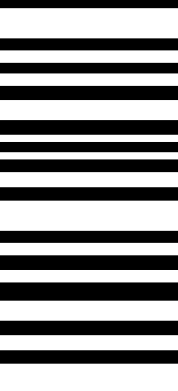
DEMONT PINDER



Demont Peekaso Pinder is a world-renowned international artist who chronicles the history of our times through different media. Through his unique expression you can feel his passion in every visual offering he creates.



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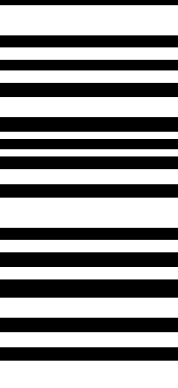




LIVE MURAL



2.25.23 - 2.26.23





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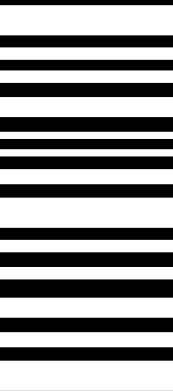




KFL: PAINTING WITH INSTRUCTOR



2.25.23 - 2.26.23



@KidsFootLocker Kids Foot Locker @KidsFootLocker Kids Foot Locker @KidsFootLocker Kids Foot Locker



KIDS FOOT LOCKER @KidsFootLocker Kids Foot Locker @KidsFootLocker Kids Foot Locker @KidsFootLocker Kids Foot Locker



KidsFootL



2.25.23 - 2.26.23







2.25.23 - 2.26.23





FOOT LOCKER DMV: MODAWMIN GRAND OPENING



Kids Foot Locker CRAZY PUDDINGS



WHAT'S GOOD?

Kids Foot Locker

2.25.23 - 2.26.23





SURPRISE GUESTS



YG Tek

@ygteck_noexcusez



Rican Da Menace

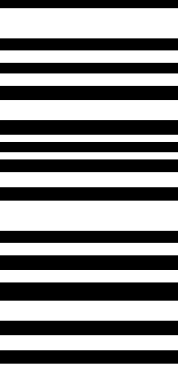
@ricandamenace



Mayor Scott

@mayorbmscott

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GRAND OPENING WEEKEND SALES METRICS

Saturday: \$64K (\$38K in FTL and \$26K in KFL) Traffic +143%

Sunday: \$33K (\$18K in FTL and \$15K in KFL) Traffic +189%



2.25.23 - 2.26.23





HOW TO GET IN TOUCH

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CONTACT INFORMATION

