

# Foot Locker

**SPACE JAM: A NEW LEGACY MOVIE PREMIERE**

**07.16.2021**



# ACTIVATION MARKET

NEW YORK CITY, NY



# OVERVIEW



InHouse designed and executed a Foot Locker activation focused on the new movie release, Space Jam: A New Legacy. This activation took place in the New York City market.

InHouse aims to create a series of impactful Giveback moments as well as create a unique viewing experience for a select group of children. InHouse worked with Dyckman Basketball in NYC to select the guests for this activation. In NYC, InHouse hosted two back-to-back screenings of Space Jam for 20 students each.

Through this activation, InHouse distributed masks, t-shirts, & a basketball to each child. Additionally, one guest was lucky enough to receive a pair of the new Space Jam AF1.

All creative and design was executed by InHouse.



# SUPPORTING PARTNER



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.





**Foot Locker**  
BECAUSE SNEAKERS.

**kidspack**

devour  
delicious  
exciting  
crunchy  
yummy  
lip-smacking

**Foot Locker**  
BECAUSE SNEAKERS.

**NIKE AIR**  
AIR FORCE



**AIR**



SPACE JAM MOVIE PREMIERE - 07.16.2021

# CREATIVE & DESIGN CONCEPTS

1. **PRIVATE MOVIE SCREENING** – coordinated two back-to-back private screenings of Space Jam in New York City a
2. **SWAG BAGS** – designed and produced branded Foot Locker backpacks containing branded t-shirts and masks. A Foot Locker branded basketball was also distributed to each guest in the New York market.
3. **360 PHOTOBOOTH** – instant video photobooth that captured a 360-degree IG ready video for guests. Guests received their video immediately after using the photobooth. Videos were accompanied by a thanks you text. All videos were branded Foot Locker & #BecauseSneakers
4. **FOOD & BEVERAGE STATION** – arranged for Food & Beverage to be provided to all guests in attendance at the Space Jam showings.
5. **SANITIZATION STATION** – 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 station wore gloves and a mask at all time.
6. **SOCIAL DISTANCING SIGNAGED & PPE** - designed and created social distancing signage to ensure that all guests and staff adhered to current safety guidelines
7. **RECAP CONTENT** - dedicated photo & video team onsite for each sneaker Giveback. Inclusive of recap deck, IG reel, & photos.





SPACE JAM MOVIE PREMIERE - 07.16.2021

# PRIVATE MOVIE SCREENING



# SWAG BAGS



# 360 PHOTOBOOTH



# FOOD & BEVERAGE STATION



# SANITIZATION STATION



# SOCIAL DISTANCING SIGNAGE & PPE





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