

Foot Locker

FORUM FRIDAYS PRESENTS: CENTER COURT CONVERSATIONS

06.25.2021



ACTIVATION MARKET

PHILADELPHIA, PA



OVERVIEW



InHouse worked closely with Foot Locker to create Center Court Conversations, a conversational series exclusive to Adidas Forum Fridays. InHouse designed this outdoor activation for local creators to engage with students from the communities in which Foot Locker serves.

This activation featured a conversation piece between up and coming local Philly rapper, Kur and Philadelphia 76ers in-arena host, Christian Crosby. Following the conversation, Kur surprised the students with a short performance of some of his songs. Other activation elements included food and beverage from Ms. Dawn and Whimsicle, two black-owned caterers based out of Philly.

Through this activation, InHouse provided each guest with a brand new pair of Adidas Forums, a Foot Locker Mask, an Adidas x Foot Locker t-shirt, a \$100 gift card to Foot Locker, as well as a BBQ lunch and popsicles from Ms. Dawn's & Whimsicle.

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





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MASTERY Charter School

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SUPPORTING PARTNERS



NONPROFIT PARTNER



At Mastery Charter Schools, all students learn the academic and personal skills they need to be truly prepared for postsecondary success and able to pursue their dreams.

Mastery Charter Schools have a strong emphasis on disrupting systemic racism and inequities that limit student's choices. They nurture a culture where all staff, students, and families are seen and valued.



CATERING PARTNERS

*Details by
Ms. Dawn*

Ms. Dawn's Kitchen was opened in Burlington, NJ. The art of food incorporated with business has been both rewarding and difficult at the same time; as she put it "owning and operating a restaurant has been one of the hardest jobs I have ever had but it was lessons learned daily and so many blessings that made me focus on what is important in my life".

Ms. Dawn closed her restaurant and shifted her focus to full-time catering where she could be hands on with clients. "I love my customers and they become family! They call us time after time.



The Whimsicle Team is aware of the national childhood obesity epidemic and the significant health problems, psychological, and social issues that can be triggered by childhood obesity.

It is our mission to ultimately change the perception of the popsicle and to strive for a healthy-eating movement; in an innovative way that the world can enjoy. By incorporating fruit pops, fashion, art, and music, the Whimsicle movement looks forward to promoting a unique and healthy lifestyle across the globe.



CREATIVE & DESIGN CONCEPTS

1. **TALENT MANAGEMENT & ACQUISITION** – selected multiple reputable talent within the Philly community to get involved in this activation. Those that participated included, Dreamchasers artist, Kur and Philadelphia 76ers in-arena host, Christian Crosby, both of whom partook in the conversational piece of the activation. DJ Aktive and his son, DJ Skip also partook in the activation by curating the music and performing live DJ sets throughout. Local graphic artist and customizer, Malo was also onsite assisting with the Giveback efforts.
2. **CUSTOM STAGE** – premium white acrylic stage featuring custom “Adidas | Foot Locker” co-branding.
3. **DIRECTOR’S CHAIRS** – co-branded director’s chairs used by talent for the interview portion of the activation.
4. **CUSTOM BASKETBALL COURT** – co-branded Adidas | Foot Locker custom design installed on the basketball court by designer Malo Visions.
5. **CUSTOM BASKETBALL HOOP** – co-branded custom “Adidas | Foot Locker” basketball hoop.
6. **SWAG STATION** - 10’ x 10’ pop up tent “Foot Locker” tent with “The Giveback” mesh wall tent backdrop. Used for distribution of swag bags to guests.
7. **SWAG BAGS** – packed to include a fresh pair of adidas Forums, Foot Locker branded mask, custom co-branded “Adidas | Foot Locker Philly” t-shirts, and one \$100 dollar Foot Locker gift cards. A swag bag was distributed to each guest.
8. **FOOD & BEVERAGE** - local Black and Women led caterer Ms. Dawn was on site to provide lunch for the students. Whimsicle, a local popsicle vendor in Philadelphia was also onsite providing the students with a healthy dessert option after lunch.
9. **DJ BOOTH & AUDIO** – custom built 4ft DJ Booth co-branded “Adidas | Foot Locker”
10. **SOCIAL DISTANCING SIGNAGE & PPE** - branded social distancing signage to ensure that all guests and staff adhered to current safety guidelines.
11. **CONTENT CAPTURE TEAM** - full photo and video team onsite to capture and deliver high resolution recap photo and video.



TALENT MANAGEMENT & ACQUISITION



@kur7947 ✓
263k followers



@christiancrosby ✓
101k followers



@djaktive ✓
70.4k followers



@malo97
11k followers



@djskip
1,600 followers



TALENT ENGAGEMENT



8,898 views · Liked by djsharad

djaktive Today son son is rocking with @footlockerphilly outside philly let's featuring @christiancrosby and Dreamchasers @kur7947 🙌

[View all 64 comments](#)



Liked by djsharad and 298 others

djaktive Thank you @footlockerphilly @adidasoriginals good vibes this pass weekend at @mastery_housepickett for the kids 🙌👍

[View all 16 comments](#)



115 likes

djskip21 Thank you @footlockerphilly I had good time rocking for Dreamchasers artist @kur7947 #Djskip21 @footlockerphilly

[View all 12 comments](#)





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CUSTOM STAGE



DIRECTOR'S CHAIRS



CUSTOM BASKETBALL COURT



CUSTOM BASKETBALL HOOP





SWAG STATION



SWAG BAGS



FOOD & BEVERAGE



DJ BOOTH & AUDIO





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