



I.D.K. BLOCK PARTY

August 27th, 2022



OVERVIEW

InHouse facilitated Foot Locker's involvement with IDK's Block Party at The Oak Crest Community Center in District Heights. Foot Locker took over a small area at the block party for brand visibility.

InHouse provided F&B and giveaways on behalf of Foot Locker. InHouse to capture pre event & post event recap content and deliver to FTL DMV. Foot Locker to also select a DJ & Event Host for this activation. The DJ & Event Host will be present to drive energy and awareness around the event.

All creative, design, and production will be executed by InHouse.



Foot Locker
DMV

Foot Lock
DMV

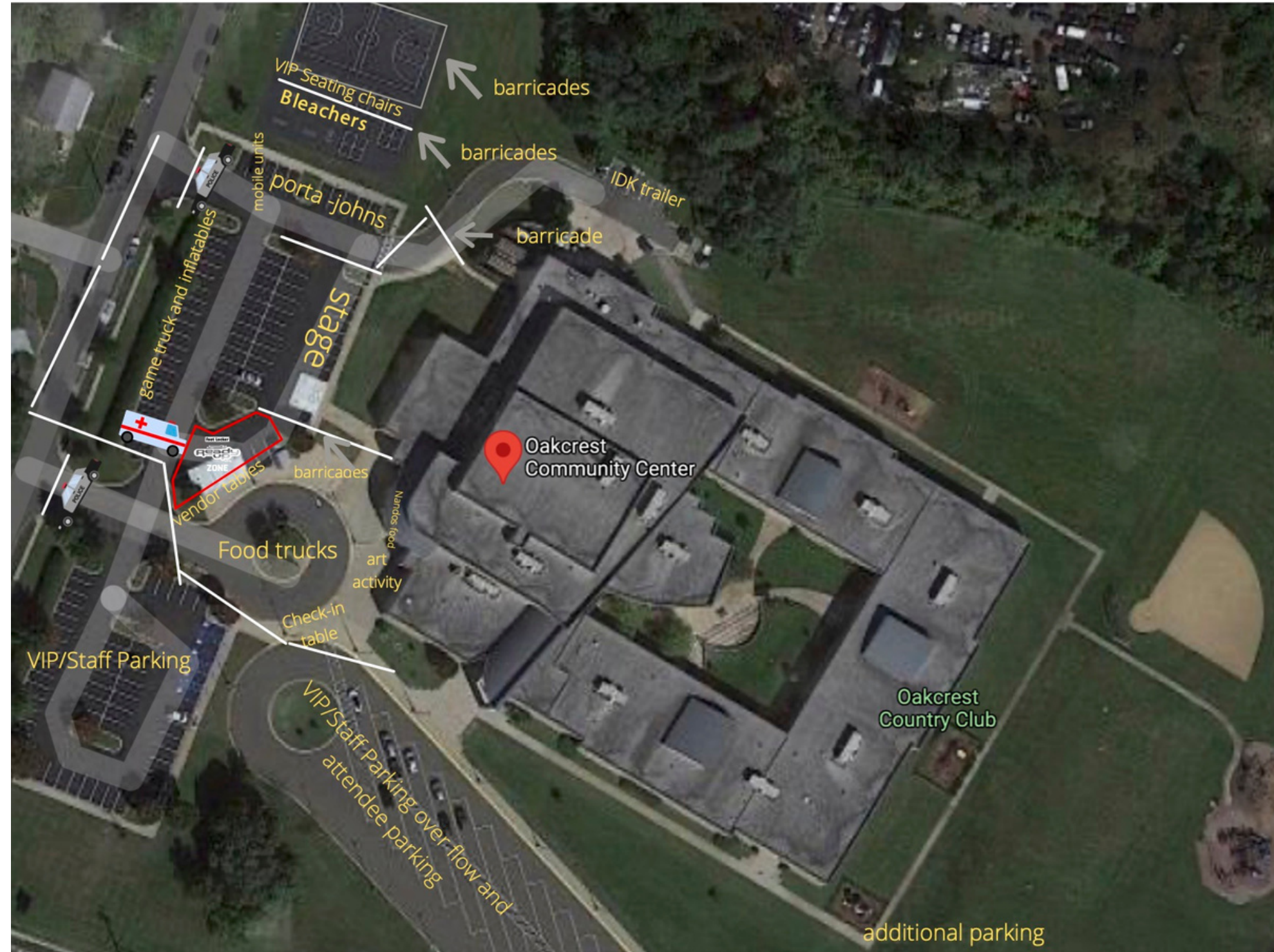
Foot Locker

DMV

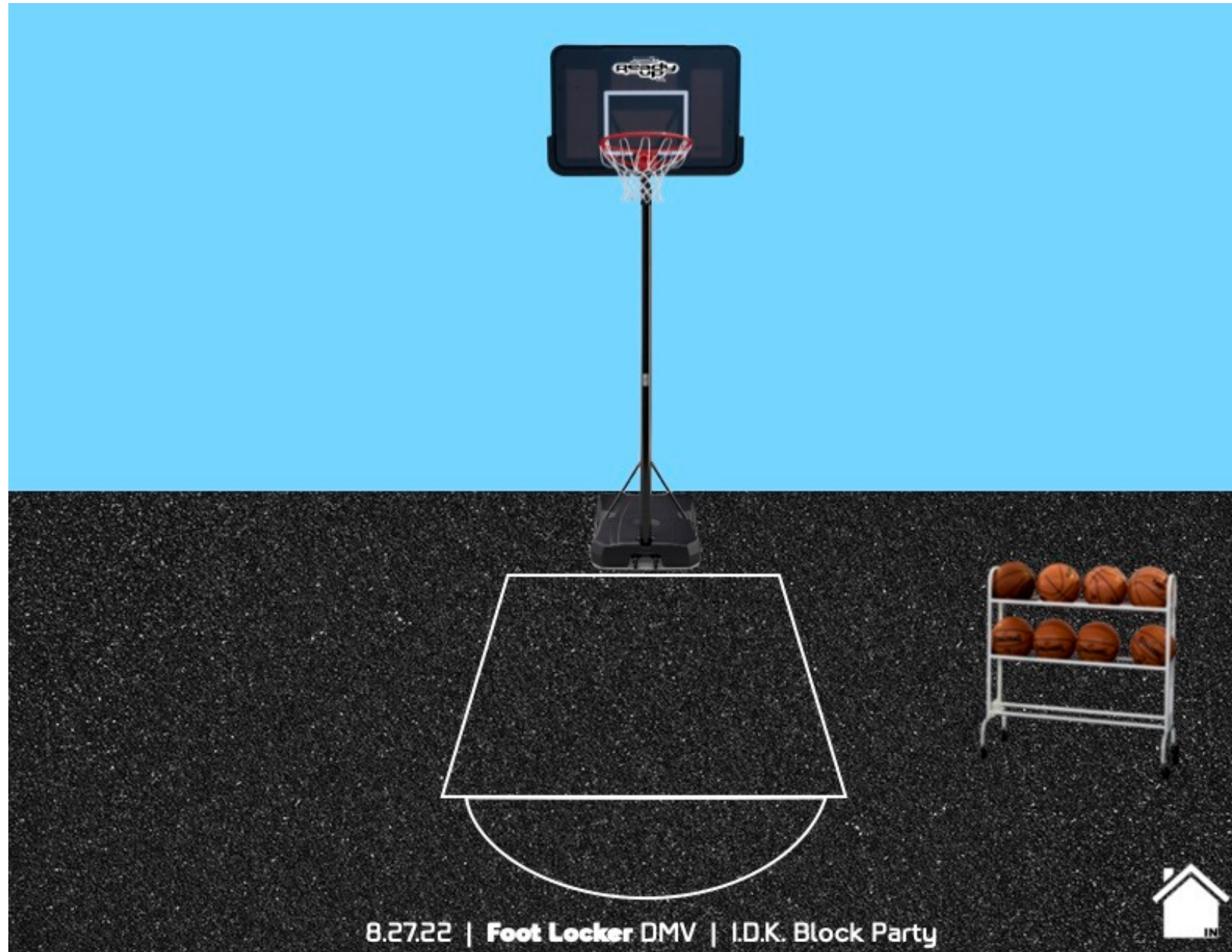
traveler



AERIAL VIEW

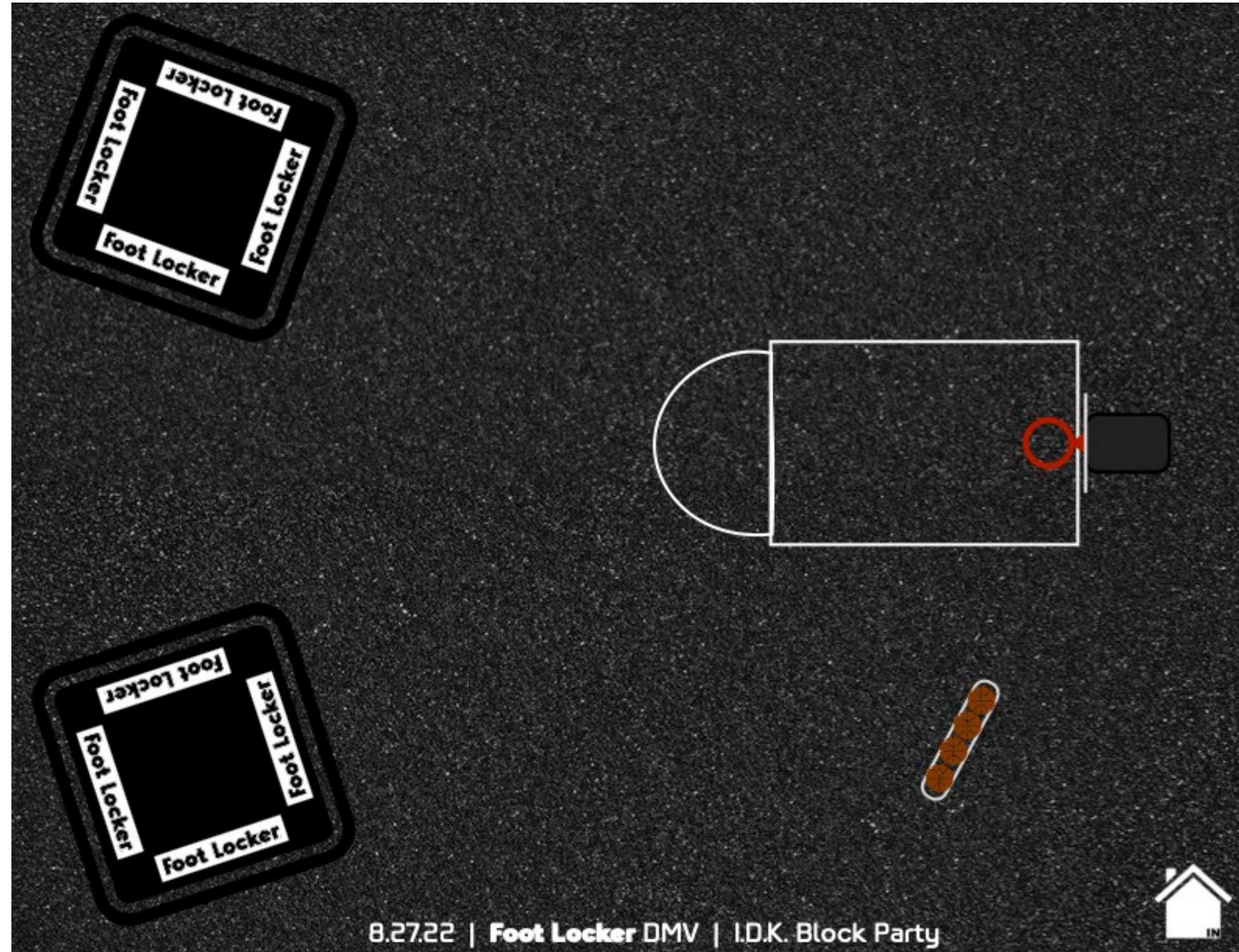


FLOOR PLAN





TOP VIEW



8.27.22 | **Foot Locker** DMV | I.D.K. Block Party





Foot Locker

Foot Locker

Foot Locker

Foot Locker

NO DUNKING
Foot Locker
DMV

STOP

DEPT OF PARKS
CREATION
3-624

BRANDED GIVEAWAYS



Mini Basketball
& Hoop



Totes



FOOT LOCKER®

Foot Locker®

Foot Locker®

Foot Locker®

Foot Locker
DMV
Ready Up

Foot Locker
DMV
Ready Up

Foot Locker

WE BREAK RECORDS
MP3WAXX.COM
@MICKEYROCKZ

Pioneer





Foot Locker
DMV

Foot Locker
DMV

Foot Locker
Foot Locker

Foot Locker
Foot Locker

Foot Locker®





IN

