

**Foot  
Locker**

*Just+Don*  
**ALLCITY**

11.19.2021



# ACTIVATION MARKET

NEW YORK, NY



Foot Locker  
Washington Heights  
**ALL CITY**  
GREEN ROOM  
DON C



BREAK ROOM

Foot Locker  
Washington Heights  
**ALL CITY**  
GREEN ROOM  
DON C



# OVERVIEW



InHouse executed a full build out of Don C's "All City" launch at the Foot Locker in Washington Heights. This was an invite only event where guests enjoyed a conversation between Hot 97's Laura Stylez and Don C.

The activation was inclusive of a branded stage, seating, audio, deejay, event host, and additional activation elements which included a branded vinyl backboard placed behind the stage, branded vinyl wrap on all 10 windows, and a heat press station for custom tote bags. A photo moment featuring the "All City" branding was strategically installed near the main activation area.

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





# CREATIVE & DESIGN CONCEPTS

1. TALENT ACQUISITION & MANAGEMENT – InHouse selected the talent and negotiated all rates, handled communications, and management of talent deliverables.
2. BRANDED PREMIUM BLACK VINYL WRAPPED ACRYLIC STAGE - 8' x 12' x 16" stage outfitted with "All City" branding.
3. VINYL BASKETBALL BACKBOARD – mounted behind stage for aesthetic purposes.
4. SEATING FOR HOST, TALENT, & GUESTS –white 32" L x 33" D chairs with chrome for both Event Host and Talent. Resin White Folding Chair with cushion (spaced out) for guests.
5. BRANDED WINDOWS – complete vinyl install on all 10 windows creating a designed backdrop for on stage discussion as well as additional visibility around the store.
6. DJ BOOTH & ALL NECESSRY AUDIO – customized 4 ft. deejay booth featuring All City branding as well as a full 4 speaker sound system and 2 wireless mics.
7. SOCIAL MEDIA ASSET CREATION – designed and created branded social media assets in square and story formats to increase awareness around the event.
8. CUSTOM TOTE BAGS – outfitted with Foot Locker and All City branding. Distributed to guests upon entry to the activation. Bags included a 4x6 card stating : "If you'd like to voluntarily share your experience at the event with others by posting online, please use the following hashtag at the beginning of each of your posts: #InvitedbyFootLocker"
9. HEAT PRESS STATION – station consisting of 2 heat press machines, 2 staff , 6' All City branded station. All guests in attendance were able to bring the bag they received at the entrance to this station for further customization including full color vinyl hits of the All City elements.
10. PHOTO MOMENT – branded 8' x 8' vertical foam core photo moment wall featuring All City branding and mounted with ground supported metal bracket (photo moment was placed in front of the activation area) giving an opportunity for guests to take pictures before being seated.
11. FOOD & BEVERAGE STATION - 6' iced cafe con leche with oat milk, almond milk, skim milk or half & half, regular & brown Sugar, (1) case water, including, mini vegan & non vegan empanadas, mini vegan & non vegan rice bowl, mini mac & cheese bowls.
12. BRANDED COOKIES - assorted pre-packaged premium All City themed cookies (pre-packaged with ingredient list visible to consumers). All cookies were made 100% vegan.
13. 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 stations will wear gloves and a mask at all times.
14. SOCIAL DISTANCING SIGNAGE & PPE - social distancing signage to ensure that all guests and staff adhere to current safety guidelines.
15. CONTENT CAPTURE TEAM - – InHouse will have a content capture team onsite. Deliverables include: Recap videos highlighting the activation and talent, Impact Photos, and a Recap Deck.





target

FOR RENT

718

80

Bus



JUST DON ALL CITY - 11.19.2021

# TALENT ACQUISITION & MANAGEMENT



Laura Stylez

@laurastylez 

225k followers



DJ Saige

@djsaige

18.4k followers



DJ Fattingaz

@djfattingaznyc

37.6k followers

*All talent will arrive by 5:30pm, 1 hour prior to invite time*



# BRANDED STAGE, HOOP, & SEATING



**Foot Locker.**



**FACE COVERINGS  
ARE REQUIRED**

PLEASE PRACTICE  
SOCIAL DISTANCING



**6 FEET APART**



*Just Don*  
**ALL CITY**

**Foot Locker**  
Washington Redskins



*Just Don*  
**ALL CITY**



# BRANDED DJ BOOTH & ALL AUDIO





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# SOCIAL MEDIA ASSET CREATION



*Just+Don*  
**ALL CITY**

**Foot Locker**

Washington Heights

**11.19.21**

**608 W 181 ST. NEW YORK, NY 10033**

**6:30PM**

RSVP MANDATORY  
*FACE COVERINGS REQUIRED*

If you'd like to voluntarily share your experience at the event with others by posting online, please use the following hashtag at the beginning of each of your posts:  
**#InvitedbyFootLocker**



# CUSTOM TOTE BAGS





# HEAT PRESS STATION



# BRANDED PHOTO MOMENT



# PHOTO BOOTH PICS



# FOOD & BEVERAGE STATION





# BRANDED COOKIES



# SIGNAGE & SANITIZATION STATION



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