



# REMIX YOUR GAME



**JULY 25TH, 2023**



# OVERVIEW

InHouse worked with Foot Locker DMV Community Marketing Manager, Bricciana Strickland to curate an onsite event highlighting Summer Basketball in partnership with Nike, Kids Foot Locker, and selected local youth from the Boys & Girls Club of Metropolitan Baltimore. The activation theme was "Remix Your Game" and consisted of:

- 1) Skills and drills session led by a local youth basketball coach (Sam Brand)
- 2) Q&A | Skills & Drills with Local Basketball professional Quinn Cook
- 3) Sneaker Customization Station
- 4) Healthy F&B (The Green House Juice Cafe)
- 5) Gifting moment for all participating guests

InHouse captured imagery and video during the event to produce social media ready content highlighting the activation.

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

**REMIX YOUR GAME**  

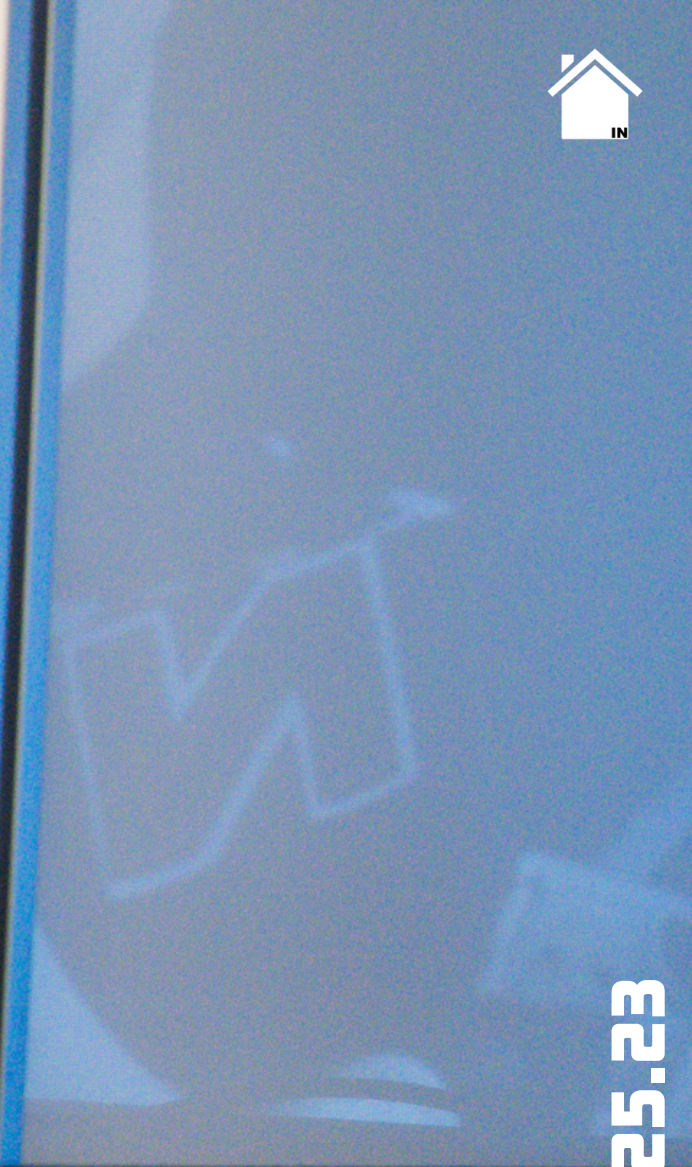




# REMIX YOUR GAME



Kids Foot Locker





# ELEMENTS OVERVIEW

- RECAP CONTENT: PHOTO & VIDEO
- SKILLS & DRILLS WITH COACH SAM
- Q&A WITH QUINN COOK
- SNEAKER CUSTOMIZATION
- LACE SWAPPING
- COMPACT AUDIO SYSTEM & MUSIC
- LIVE DJ
- HEALTHY FOOD & BEVERAGE OPTIONS
- GIFTING MOMENT
- PHOTO MOMENT

7.25.23

# PROGRAM PARTNER

REMIX YOUR GAME  Kids Foot Locker

## BOYS & GIRLS CLUB OF METROPOLITAN BALTIMORE

At Boys & Girls Clubs of Metropolitan Baltimore, the aim is to imagine a world where the determinants necessary to thrive are fully accessible to every young person in the state of Maryland. It takes caring mentors, such as the trained Club staff. It takes a safe place, like our Clubs that are consistently there for the kids they serve. It takes innovative, quality programs designed to empower youth to excel in school and lead healthy, productive lives.



7.25.23





# COACH SAM BRAND

Sam's formula is to model a family structure with the coaching and support staff and take a holistic approach to supporting our student athletes. He offers every aspect of support they need for success with year round academic tutoring, professional strength and conditioning, mental and physical health experts on staff, and a nutrition plan for each member). Even more important than his championships has been his accomplishments getting young people in school for free. he has had 13 scholarship players in his ten years and have maintained a team GPA of over 3.0 for the last five. This coming after taking over a program that had a sub 2.0 gpa in the first year and no division 1 scholarship direct qualifiers in the previous 20.

Sam's mission moving forward is to help build young people in Baltimore City into productive citizens in a positive way through education and coaching the game he loves.





# QUINN COOK

Quinn Cook is a professional basketball player born in Washington D.C.. Quinn made his way through the G-League before entering the NBA. Quinn has won an NBA championship with the Golden State Warriors in 2018.



7.25.23



# HEALTHY F&B: The Green House Juice Cafe

The Green House Juice Café is Charles Villages' premier vegan destination for fresh juice, smoothies & cafe fare. Founded in 2012, the juice cafe has been a consistent neighborhood presence serving as a source of cuisine, community, and cheer for all.



7.25.23



# CUSTOM BASKETBALL JERSEYS



7.25.23



# TRAINING ITEMS



7.25.23



# BRANDED BASKETBALL HOOP



REMIX YOUR GAME Nike Kids Foot Locker

7.25.23



REMIX YOUR GAME  Kids Foot Locker



CONVERSE PLATFORMS

PLATFORMS

THE PERFECT PAIR



WOMEN'S



\$39.99

\$19.99



7.25.23



# DJ BOOTH & AUDIO



7.25.23



# STEP & REPEAT



7.25.23



# SNEAKER CUSTOMIZATION EXPERIENCE



7.25.23

# BRANDED WORK BENCHES



7.25.23



# LACE SWAPPING



7.25.23



7.25.23



# SKILLS & DRILLS WITH QUINN COOK



7.25.23



7.25.23



---

## HOW TO GET IN TOUCH

---

**Phone Number**

**516.496.2217**

**Email Address**

**whatsgood@inhouse.design**

**Website**

**www.inhouse.design**

# CONTACT INFORMATION



# Foot Locker



7.25.23

