



**CHAMPIONSHIP GAME  
PRE-PARTY**

**A HARLEM EXPERIENCE**





# OVERVIEW



# THE PLAN

**InHouse curated an interactive consumer activation at Foot Locker Harlem by creating energy outside the store driving consumers inside. This was done by creating energy and excitement inside by celebrating NYC basketball, highlighting key Nike Product, and creating activation areas for consumers to interact with staff and product.**





# ELEMENTS OVERVIEW



**CO-BRANDED BASKETBALL HOOP (EXTERIOR)**

**RADIO DJ (EXTERIOR)**

**CO-BRANDED PIRAGUA CART (EXTERIOR)**

**CO-BRANDED COLD DRINKS (EXTERIOR)**

**CO-BRANDED HAND TOWELS (EXTERIOR)**

**NIKE THRONE PHOTO MOMENT (IN-STORE ONLY)**

**SELFIE STATION (IN-STORE ONLY)**

**LACE SWAP STATION (IN-STORE ONLY)**

**DJ BOOTH & AUDIO (IN-STORE ONLY)**

**IMPACT MOMENT (IN-STORE ONLY)**

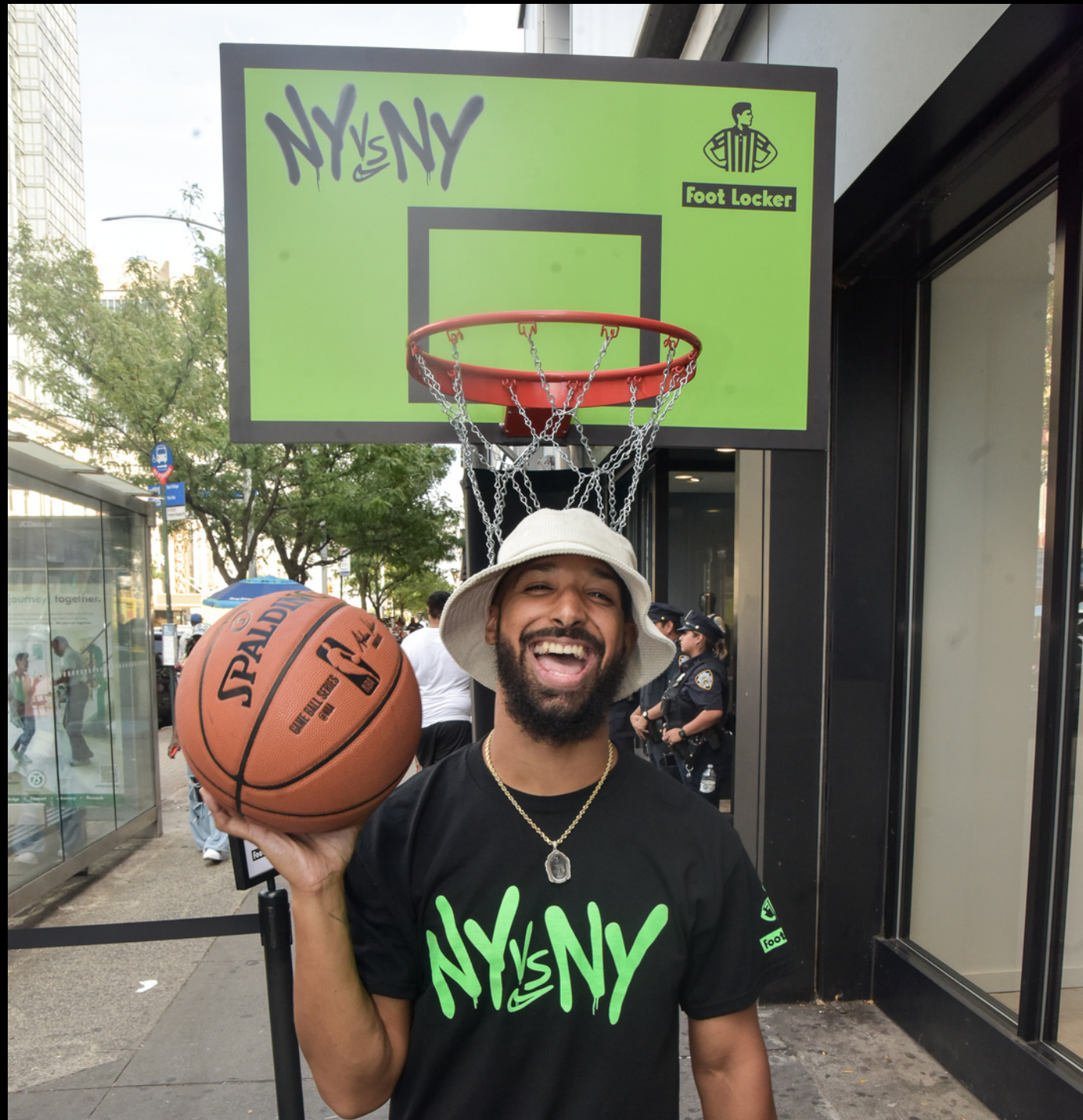
**BRANDED PEDESTALS (IN-STORE ONLY)**

**CONTENT TEAM**

**ALL CREATIVE, LOGISTICS, & EVENT MANAGEMENT**



# BRANDED BASKETBALL HOOP



**Co-Branded Foot Locker Hoop with Local Basketball Personality to compete against community for swag and gift cards (Free Throw Contest, Ball Handling Drills, Etc)**

# BRANDED BASKETBALL HOOP





NY vs NY



NY vs NY  
Foot Locker

NY vs NY  
Foot Locker

NY vs NY  
Foot Locker

NY vs NY  
Foot Locker

NY vs NY



DJ SAIGE



MIKE MEDIUM



djsaige  
103 posts 38.2K followers 1,226 following  
Saige  
dj • producer • creator  
info@hamsaige.com  
@theheavyhitters @saigeszn  
linktr.ee/djsaige



djmikemedium  
2,168 posts 19.9K followers 1,244 following  
DJ Mike Medium 'im  
@shades45 • DJ •  
I play music, no payola  
Upcoming Events  
linktr.ee/djmikemedium

NY vs NY

Personality to Engage Crowd & Bring Energy, Co-Branded DJ Booth, Compact Audio System



RADIO DJ

vs



# PIRAGUA CART

NY vs NY

**Co-Branded Piragua Cart with  
free shaved ice. (includes 1  
server)**





# BRANDED COLD DRINKS



**Co-Branded Cold Drinks - Mixed Drinks (non alcoholic), water, juices, (includes 1 server)**



**NY vs NY**

**ALL DAY GIVEAWAYS WHILE PEDESTRIANS  
WALK PAST STORE:**

**(200) CO-BRANDED HAND TOWELS  
DISTRIBUTED BY BRAND AMBASSADORS  
TO DRIVE AWARENESS & ENERGY**

**HAND TOWELS**



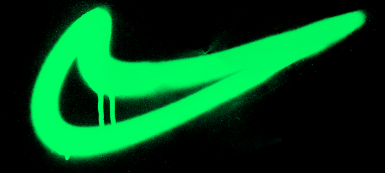
NY vs NY



NY vs NY



Nike Throne for Photo Moment for all guests in-store



vs

**NIKE THRONE**

NY vs NY

# SELFIE STATION

NY vs NY

Selfie Station for Guests to get pics with their kicks & friends -  
Print out is Co-Branded



# LACE SWAP STATION



**All consumers purchasing Nike will have the ability to get new assorted premium colored laces , free lace swapping. Bright colors will be available to tie back to the prominent "Neon" colors in NY vs. NY branding (1 Brand Ambassador included, 4 Branded Tables, 12 Stools, all laces)**

# BRANDED PEDESTALS

**(4) pedestals to display key Nike product in strategic areas.**



NY vs NY

# IMPACT MOMENT



# THE PLAN

**Host SWAGGY SIE along with subjects Kyah Baby, Fergie Baby, & HD BEEN DOPE & LSU Champion Kateri Poole will engage in a discussion highlighting youth basketball in NYC and its connection to HIP HOP. 2-3 Youth basketball teams will be invited and be in attendance. Youth will be able to engage in discussion and take pictures with celebrities. 1 team will be gifted pairs of NY vs NY pack.**





# SWAGGY SIE

**Born and raised in Brooklyn, NY, Sienna “Swaggy Sie” Garraway has not only taken the industry by storm, but has also cemented herself as one of the most notable and illustrious digital content creators and multimedia personalities resonating nationwide. Swaggy Sie has transcended her personality from behind the mic to the center stage of it all, becoming America’s ‘Swaggiest’ multimedia personality.**



swaggysie [Follow](#) [Message](#)

1,031 posts   98.9K followers   3,700 following

Swaggy Sie - The Voice of NOW 🗣️  
Journalist  
I interview dope people.  
Culture, Lifestyle, Hip Hop 🗣️❤️  
On-Air: @SiriusXM @pandora  
@HipHopNation & The Heat  
1913 ▲  
[✉️:Bookings@SwaggySie.com](mailto:Bookings@SwaggySie.com)



# TALENT



NY vs NY



Foot Locker



Lock





# KYAH BABY

**Kyah Baby is a Queens native with a regal vocal delivery that has not forgotten her hip hop roots. Kyah Baby has a grit and hunger that comes out through her fierce lyrics over pseudo- Camron NYC style beats. Her sound is reminiscent of Foxy Brown from the 90s. Her words cut deep and her placement of references gives the listener a mind and ear full of a true lyricist.**

kyah\_baby [Follow](#) [Message](#)



213 posts 104K followers 3,042 following  
KYAH BABY MU'FUKKA  
Artist  
#JUSTICE 🐦 INDEPENDENT ARTIST  
FOR BOOKINGS KYAHBABYMUSIC@GMAIL.COM  
FOR BEATS SUBMISSIONS BEATS4KYAH@GMAIL.COM  
[linktr.ee/KyahBaby](https://linktr.ee/KyahBaby)



# TRAILER





# FERGIE BABY

**Fergie Baby is a respected rapper from Harlem. Not only does Fergie Baby rap, his vibe is considered a lifestyle. He graduated from Penn State University with a Bachelor's degree in Criminal Justice and is a prominent figure in Harlem. Besides hosting shows, Fergie Baby has executed back to school drives and other events for the youth and his community. Determined to rise to the top, Fergie Baby brings an unstoppable work ethic to back up his inherent talent.**



fergie.baby

Follow

Message



44 posts

11.6K followers

2,087 following

GOD IS FROM HARLEM 🌍🎤🎧🎧

Artist

GGU 🌍 @ggu\_thelabel

MGMT: @fame\_combs / @joegawd

8/??/23 🌸🌸

[m.youtube.com/watch?v=-MHHIKY31AQ&pp=ygULZmVyZ2llIGJhYnk%253D&fbclid=PAAaYIpxWUCI](https://m.youtube.com/watch?v=-MHHIKY31AQ&pp=ygULZmVyZ2llIGJhYnk%253D&fbclid=PAAaYIpxWUCI)



# TAL ENT





# HD BEEN DOPE

Rapping from the age of nine, HDBeenDope first started producing and creating his own music when he was 16, initially releasing it onto the Internet. With his intelligent, lyrical style and classic boom-bap-esque hip-hop making waves, it wasn't long before he released his debut album, 2016's PHeace Be the Journey.



hdbeendope [Follow](#) [Message](#)

122 posts   62.9K followers   795 following

**HDBeenDope**  
BeenDope From The 90z  
Everything Labb  
Vlle The Villain  
Text me (not 4 inquires): 718-866-1749  
[hdbeendope.ink.to/WCTS.Extended](https://www.instagram.com/hdbeendope)



# TAL M NT





# KATERI POOLE

**Kateri Played a critical role for LSU during its National Championship season, playing in 35 games and starting six ... Came off the bench through much of the regular season but started in the final five games of the NCAA Tournament for matchups and due to her defensive toughness ... Averaged 4.5 points and 2.4 assists during the season ... Came up big for the Tigers in the National Championship game against Iowa, making both of her three point attempts, including the dagger with 1:11 left in the game to prevent any chance of an Iowa comeback.**



kateripoole [Follow](#) [Message](#)

29 posts 31.8K followers 1,087 following

KP they  
Athlete  
FTF  
LSU WBB - 29:11  
[linktr.ee/kateripoole](#)

Followed by [inhousethesignny](#) and [dyckmanbasketball](#)



# TALMONT



NY  
VS  
NY



Foot Locker.



NY  
VS  
NY



NY vs NY

# DISCUSSION AREA

NY vs NY

- AUDIO SYSTEM, MICS, 13'
- BRANDED BANNER, (4)
- DIRECTORS CHAIRS, (20) Folding
- Chairs, (2) 22" free standing
- signs, (1) Recording sign, (10)
- Airport Stanchions





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# HOW TO GET IN TOUCH

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**Phone Number** | **516.496.2217**

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**Email Address** | **whatsgood@inhouse.design**

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**Website** | **www.inhouse.design**

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# CONTACT INFORMATION





DYCKMAN

DYCKMAN

Foot Locker

Foot Locker

Foot Locker

Foot Locker

DYCKMAN BASKETBALL

DYCKMAN BASKETBALL

Foot Locker

adidas

Foot

NY vs NY

NY vs NY

WELLS TO FEAR

NY vs NY

GOD IS FROM HARLEM

DYCKMAN BASKETBALL

DYCKMAN BASKETBALL

DYCKMAN BASKETBALL

NXXT

DYCKMAN BASKETBALL

adidas

Foot

NY vs NY

NY vs NY

WELLS TO FEAR

NY vs NY

GOD IS FROM HARLEM

DYCKMAN BASKETBALL

DYCKMAN BASKETBALL

DYCKMAN BASKETBALL

NXXT

DYCKMAN BASKETBALL

adidas

Foot

NY vs NY



125 St & Frederick

HONEY BOTANICALS  
Indian Ayurvedic Hair Care  
African Bodycare

black & beautiful

CITY ROCKS NEW YORK

CITY ROCKS ON EVERY BLOCK

LET'S GO

Foot Locker New York

POLO

STANK

