

Foot Locker

THE GIVEBACK MIAMI: KICKS & CUISINE

05.03.2021



ACTIVATION MARKET

MIAMI, FL



OVERVIEW



InHouse produced a Foot Locker Giveback event called Kicks & Cuisine. This activation took place at Gibson Park in Miami. This giveback helped to reinforce Foot Locker's continued commitment to community.

This activation was done in partnership with the Overtown Youth Center, a local nonprofit helping the underserved and Empowered Youth, another local organization who prepared the meals.

InHouse leveraged local and respected members of the Miami community to assist with Kicks & Cuisine. Members included local sneaker influencer PR Sneaks, DJ A Fly Guy, as well as NBA Champion and founder of the Overtown Youth Center, Alonzo Mourning.

Meal givebacks continue to be a part of the brand's DNA and allowed for the distribution of 30 fresh hot meals and 100 pairs of sneakers to the community.

All design and production was executed by InHouse.





SUPPORTING PARTNERS



OVERTOWN YOUTH CENTER



The Overtown Youth Center (OYC) is a youth development program that provides comprehensive services to at-risk youth – from kindergarteners to 25-year-olds – and their families, all of whom live in some of the most underserved neighborhoods in South Florida.

Through its comprehensive model of educational, health, enrichment and exposure opportunities, the services OYC provides foster hope, promote lifelong learning, guide youth development, and strengthen family wellness.

Their main GOAL is to be an integral part of the community, by giving the youth and families in Miami’s Overtown neighborhood and surrounding areas – environments replete with risk factors – wide-ranging educational and exposure experiences that will lead them to lifelong success. They also aim to help children develop resilience, and we provide them with all the tools they will need to become competent, productive adult members of society.

The Overtown Youth Center was founded in 2003 by NBA Hall-of-Famer Alonzo Mourning and real estate developer Martin Z. Margulies. Its purpose was to create a safe haven for the children living in Overtown. For 17 years, OYC has been providing holistic programming to the youth it serves to help them rise above the living conditions in which they find themselves.

The Center has an excellent track record of accomplishing its stated goals. Among its proudest accomplishments is the fact that, since its inception, it has graduated 100% of its high-school seniors and it continues to send most of its graduates to colleges in Florida and other States.



EMPOWERED YOUTH



Empowered Youth was founded in 2006 as a mentoring program inside the Miami-Dade Detention Center and became a nonprofit in 2008. Since then, they have worked hard to provide support, resources and opportunities to inner-city young men from every 'hot spot' neighborhood in Miami.

In 2008, the program moved out of the Miami-Dade Detention Center and launched the Empowered Youth Neighborhood Diversion Program in Liberty City. The goal was to provide a safe and neutral place for young men born into violence and poverty to heal and redirect their lives.

Young men who had been involved in the system were most often court-referred to Empowered Youth, where they are provided with wrap-around services that include: mentoring, a life skills/character development curriculum, and community partners who provided the spectrum of mental health and addiction services.

In 2010, the Culinary Career Track was launched to provide training and job opportunities to our students to address the overwhelming issue of poverty. Their Culinary Program has flourished—with a stunning success rate in the 90 percentile.

Always in the Giveback spirit, Foot Locker was able to provide the organization with a donation of \$2,500.



CREATIVE & DESIGN CONCEPTS

1. **INFLUENCER ACQUISITION & MANAGEMENT** - InHouse selected the influencer, negotiated rates, and coordinated all logistics.
2. **DISTRIBUTION STATION** – 10' x 10' pop up tents outfitted with Foot Locker branding, designated socially distanced station allowing for guests to receive a pair of kicks. Additional branded items included branded consumer facing tablecloths and a "GIVEBACK" branded mesh wall in the tent for further brand visibility.
3. **PRE-PACKAGED HOT MEALS** – InHouse sourced 300 hot, pre-packaged meals to be served for this Giveback. The meals were cooked by Black and female led caterer, Details by Ms. Dawn.
4. **MASKS** – designed & produced 250 masks featuring "Foot Locker Miami Branding".
5. **SNEAKERS** – provided 100 pairs of sneakers to be distributed during this activation
6. **SNEAKER BOXES** – customized sneaker boxes outfitted with the handle for @footlockermiami.
7. **SOCIAL MEDIA ASSETS** – designed and created branded social media assets in square and story format for Foot Locker to increase awareness around the event.
8. **DJ BOOTH & AUDIO** – DJ booth and all necessary audio. DJ booth was outfitted with "Because Sneakers" branding.
9. **SOCIAL DISTANCING SIGNAGE & PPE** – branded social distancing signage to ensure that all guests and staff adhered to current safety guidelines. This signage is inclusive of branded tents and signs was used at each outreach location.
10. **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 wore gloves and a mask at all times.
11. **CONTENT CAPTURE TEAM** – InHouse had a content capture team onsite. Deliverables include: 60 second video highlighting the activation and the cultural cuisine, Impact Photos, and a Recap Deck.



INFLUENCER ACQUISITION & MANAGEMENT



@pr_sneaks23

115k followers

Foot Locker invited local sneaker influencer, @pr_sneaks23 to serve as hosts of the weekend as well as to assist with the distribution of meals.



@aflyguy

16.5k followers

Local Miami favorite, A Fly Guy was on the set to curate the soundtrack for this Giveback event.



@iamzo33

29.1k followers

Miami Heat NBA Champion and founder of the Overtown Youth Center was onsite to assist with the Giveback event as well provide overall joy to local Miami Heat fans.



ENGAGEMENT



Liked by djjuicy and 465 others

pr_sneaks23 Miami 🌞 Monday (5/3) we're back in the community and teaming up with @oycmiami 🔥 ... more

View all 14 comments

3 days ago



Liked by djjuicy and 986 others

pr_sneaks23 @footlockermiami the giving back to the community event at Gibson Park... more

View all 78 comments

narvaezstephani 🍌🍌



Liked by footlockermiami and 71 others

aflyguy You know what's really REALLY dope? It's being able to start my birthday week off with some philanthropic vibes. I used to be an assistant manager at the World Foot... more

View all 6 comments

footlockermiami 🔥🔥🔥

inhousesesignny ❤️

2 days ago



DISTRIBUTION STATION



PRE-PACKAGED HOT MEALS



MASKS



SNEAKERS




SOCIAL MEDIA ASSETS



Foot Locker
Miami
THE GIVEBACK
5.3.21
9:30am-11:30am
**@FOOTLOCKERMIAMI WILL BE PROVIDING
FREE HOT MEALS FOR THE COMMUNITY
FIRST COME FIRST SERVED**
MUSIC BY: @AFLYGUY
HOSTED BY: @PR_SNEAKS23
**GIBSON PARK 401 NW 12TH ST, MIAMI, FL 33136**



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Miami
THE GIVEBACK
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DJ BOOTH & AUDIO



SOCIAL DISTANCING SIGNAGE & PPE



SANITIZATION STATION





DEPARTMENT OF PARKS AND RECREATION
PARK RULES AND REGULATIONS

1. Respect these rules for your own safety.
2. Observe the speed limit of 15 miles per hour.
3. Do not park or stand on the sidewalk or street.
4. Observe the rules for the use of bicycles and skateboards. They may not be used on the sidewalk or street.
5. All animals, including dogs, must be on a leash and under the control of their owner.
6. The park is an open area. Please do not litter.
7. Do not use alcohol or drugs in the park.
8. Do not use a vehicle in the park.
9. Do not use a vehicle in the park.
10. Do not use a vehicle in the park.

PET WASTE
TRANSPORTS
DISPOSE - COVER AND CLEAN UP
AFTER YOUR
PET
IT'S THE LAW
TO OBEY TO AVOID
FINE
City Ordinance 12-10



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