

**Foot
Locker**

TRUNK OR TREAT AT OXON RUN PARK

10.30.2021



ACTIVATION MARKET

WASHINGTON, D.C.



OVERVIEW



For Halloween 2021, Foot Locker in conjunction with City Council Member Trayon White and non-profit Bullying Is Not Dope co-sponsored a Trunk or Treat event at the Oxon Run Park in Washington D.C. for the local community.

As part of the brand's continued commitment to community through 'The Giveback,' Foot Locker donated \$5,000 via a big check presentation during the event to the Developing Economic Opportunities Community Development Corporation. InHouse designed and produced the Big Check and was onsite for the presentation of the check and to capture recap content.

The activation also featured distribution of candy to the local kids in a controlled and safe environment.





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CREATIVE & DESIGN CONCEPTS

1. **SUPPORTING PARTNERS** - worked with the supporting partners to create the content piece around Trayon White.
2. **BIG CHECK PRESENTATION** – designed and produced the Big Check and was onsite for the presentation .
3. **RECAP CONTENT** – full content capture crew onsite and designed and produced recap content including: (1) Recap Video Edit in 4X5 and 16x9 - under :60, (1) Edited :15-:30 Second IG Story Posts, (50) Impact Images, & a Recap Deck Detailing Event (includes photos of all talent & brand ambassadors for social posts).



SUPPORTING PARTNERS



Trayon White is an American politician, currently serving as a member of the Council of the District of Columbia, representing Ward 8 of the District of Columbia.



A Non-Profit educating families about the importance of bullying solutions while bridging the gap between mental health awareness in the urban communities.



BIG CHECK PRESENTATION







RECAP VIDEO



CLICK IMAGE ABOVE TO VIEW VIDEO

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HAPPY HALLOWEEN



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