

**Foot
Locker**

BACK TO SCHOOL AT DYCKMAN PARK

08.16.2021



ACTIVATION MARKET

NYC



OVERVIEW



To kick off Foot Locker's 2021 Back to School programming in NYC, InHouse designed and produced a giveaway event for the children of the Dyckman Community. Following the event, Foot Locker provided Dyckman Youth Worldwide with a \$15,000 donation through a big check presentation.

InHouse partnered with Dyckman Youth Worldwide to execute a backpack, school supplies, & sneaker giveaway. InHouse also partnered with Hot 97s DJ Saige to curate the soundtrack of the event. Event Host, Suaso was also on site for the activation to engage with the children.

Through this activation, InHouse distributed 300 backpacks filled with school supplies, 120 pairs of sneakers, and over 200 shaved ices to the local community.

All creative, design, and production was executed by InHouse.



SUPPORTING PARTNER



DYCKMAN YOUTH WORLDWIDE



The Dyckman Park vision is to be a growth catalyst and change agent in the lives of 500,000 inner-city youth. The focus of their dedicated staff is to teach life skills and plant seeds of positivity.

Through athletic experiences, Dyckman staff members are able to create an interactive learning experience that helps youth with their overall academic, social, and career development.

The basketball programs are designed to give Inner City Youth an opportunity to receive hands on assistance in basketball training, academic assistance and life skills with programs available to boys and girls from the ages of 6 -14 years old.

InHouse worked directly with Ken Stevens, the Director of Operations at Dyckman Park and the founder of the Dyckman Basketball Tournament to facilitate this partnership.





Foot Locker

THE DRIVE



CREATIVE & DESIGN CONCEPTS

1. **DELIVERY VEHICLE** - Mercedes Benz Sprinter branded "The Giveback" used for transportation of all activation materials and for additional brand visibility.
2. **DISTRIBUTION STATION** - 10' x 10' pop up tents socially distanced station used for distribution of backpacks and sneakers.
3. **BACKPACKS** - designed and produced 300 backpacks outfitted with the Foot Locker NYC logo. Each bag was filled with school supplies inclusive of pens, pencils, and notebooks.
4. **SNEAKER GIVEAWAY** - distributed 120 pairs of sneakers to lucky guests on a first come, first served basis.
5. **BIG CHECK PRESENTATION** - designed and produced a Big Check to be presented to Dyckman Youth Worldwide post-activation.
6. **SHAVED ICE** - distributed 200 flavored shaved ices to guests.
7. **TALENT ACQUISITION & MANAGEMENT** - . InHouse selected the key influencers, negotiated rates, and coordinated all logistics.
8. **DJ BOOTH & AUDIO** - DJ booth outfitted with Foot Locker branding. Hot 97's DJ Saige was on site to curate the soundtrack for this event.
9. **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.
10. **SOCIAL DISTANCING SIGNAGE** - 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.



DELIVERY VEHICLE



DISTRIBUTION STATION



SNEAKER GIVEAWAY



BIG CHECK PRESENTATION



SHAVED ICE



DJ BOOTH & AUDIO



SOCIAL DISTANCING SIGNAGE



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