

Foot Locker

New York

THE HEAVY HITTERS FOUNDATION



8.17.23



OVERVIEW

InHouse partnered with The Heavy Hitters Foundation to design, produce, and execute our annual Foot Locker Summer Giveback at Dyckman Park. Nike supported the event with product.

The event consisted of NYC block party elements inside the iconic park. Members of the world famous team "The Heavy Hitter DJ's and family donated DJ services, Hosting, and hands to run the entire event.

Additional Elements Included:

- Locally Sourced Caterer to supply a full barbecue
- Locally Sourced Piragua cart with Shaved Ice for that true NYC summer feel.
- Locally Source Ice Cream truck
- Co-Branded backpacks from The Heavy Hitters Foundation
- Nike backpacks
- School Supplies
- Gift Card Giveaways
- Toy Packs for younger attendees
- Co-branded free throw station
- Branded Tents
- Branded Tables
- Co-Branded DJ Booth with Audio System
- A basketball game with members of Dyckman Youth Basketball
- Multiple major record labels supported with additional products , giveaways, and swag
- NYPD Community Affairs support

Attendees were also treated to surprise performances from the internationally known Darell and local sensation, Scarlipp.

All creative, design, & production was executed by InHouse in partnership with The Heavy Hitters Foundation.





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ELEMENTS OVERVIEW



- F&B**
- PIRAGUA CART**
- BRANDED BACKPACK GIVEAWAY**
- MOBILE FREE THROW STATION**
- BRANDED TENTS**
- BRANDED TABLES**
- BRANDED DJ BOOTH & AUDIO**
- EVENT HOSTS**

8.17.23





PROGRAM PARTNER

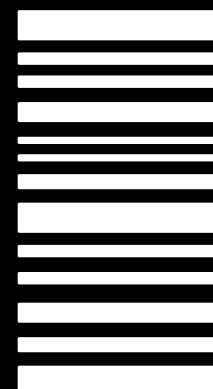
DYCKMAN BASKETBALL



Dyckman Basketball is dedicated to uplifting youth through education, athletic, and cultural activities. Dyckman Youth Enterprises serves more than 500 youth and 300 young adults year-round in the New York Metropolitan area through our various programs. Dyckman's leadership team uses athletics as a catalyst to help address the needs of its constituents in areas of youth leadership, academic readiness, and employment.



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PROGRAM PARTNER



The Heavy Hitter DJs established 1999 one of the most influential groups of trendsetters in entertainment today.

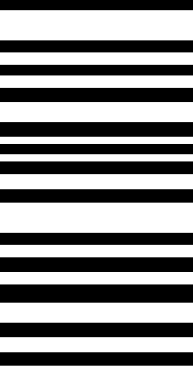
The founder, DJ Enuff, and VP DJ Camillo have built together with DJ Lobo, Laura Stylez, and their team a collective that would introduce audiences to new music through TV and radio. All the while remaining diligent and teaching others to continually advance the craft.

23 years later – The Heavy Hitters are a collective of 117 members highly concentrated domestically and internationally.

The Heavy Hitter DJ family focuses on continually evolving with the music industry, emerging within new markets, increasing diversity and collaboration based on style and background, and remaining true to the universal language of music. Their global lifestyle brand is trusted by consumers to provide entertainment on various platforms such as radio, social media, television, music, and events. The Heavy Hitters continue to break ground in multiple genres of music across the globe. For years, The Heavy Hitters have worked with various corporate brands, such as Pepsi, Apple, Gpen, Beats, Ciroc, Hennessy, Foot Locker, Parent Music Companies such as Universal Music Group, Sony Music Entertainment and Warner Music Group just to name a few. They have increased sales and built brand loyalty for their partners.



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EVENT DJs



MANNY MILLS
@djmannymills



DANA LU
@danalu



DP ONE
@djdpone

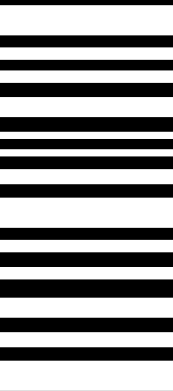


CHRIS G
@chrisgnyc_



DJ DANNY S
@deejaydannys

8.17.23





ATTENDING ARTISTS



SCARLIP
@scar_lip



scar_lip [Follow](#) [Message](#)

243 posts 513K followers 527 following

Scar the star
Artist
Go pre-save "No statements 🤔" link below
scar@monamient.com
forms.sonymusicfans.com/campaign/scar-lip



DARELL
@darell

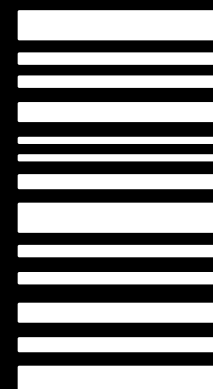


darell [Follow](#) [Message](#)

26 posts 3.8M followers 228 following

DARELL
Artist
DISPONIBLE YA!!!!
EVERYBODY GO TO THE DISCOTEK ÁLBUM 🎧🔥
darell.lnk.to/EverybodyGoToTheDiscotek

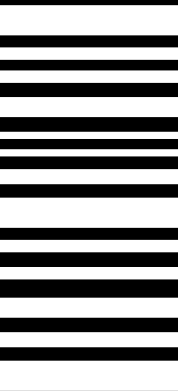
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ATTENDING ARTISTS



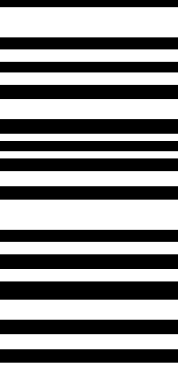
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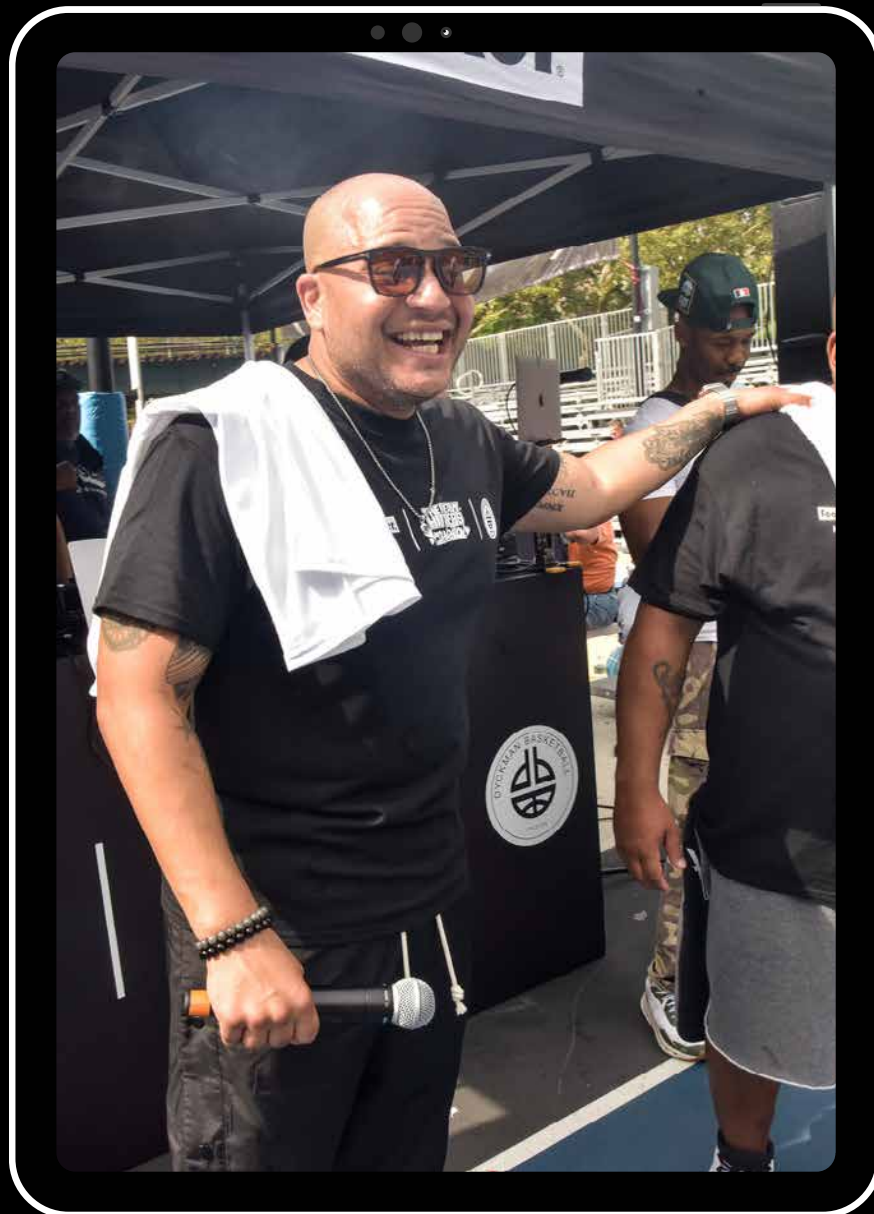
BIG CHECK DONATION



8.17.23



HOSTS



LEN BOOGS

PRETTY LOU



lenboogsonair [Follow](#) [Message](#) [+A](#) [...](#)

432 posts 10.7K followers 2,344 following

Leñ Boogs [+](#) [o](#)

[2,721,844](#)

Media
Media Host// On Air Talent
Apple Music 1 [1](#) NY + [@iheartradio](#) Sag-Afstra [#theheavyhitterdjs](#) [+](#)

[@thebronxpublic](#) [@mrfu_nyc](#)
[linktr.ee/lenboogs](#)



prettylou11 [Follow](#) [Message](#) [+A](#) [...](#)

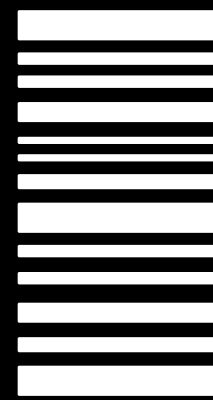
13,918 posts 75.1K followers 2,006 following

The HeavyHitter Pretty Lou™

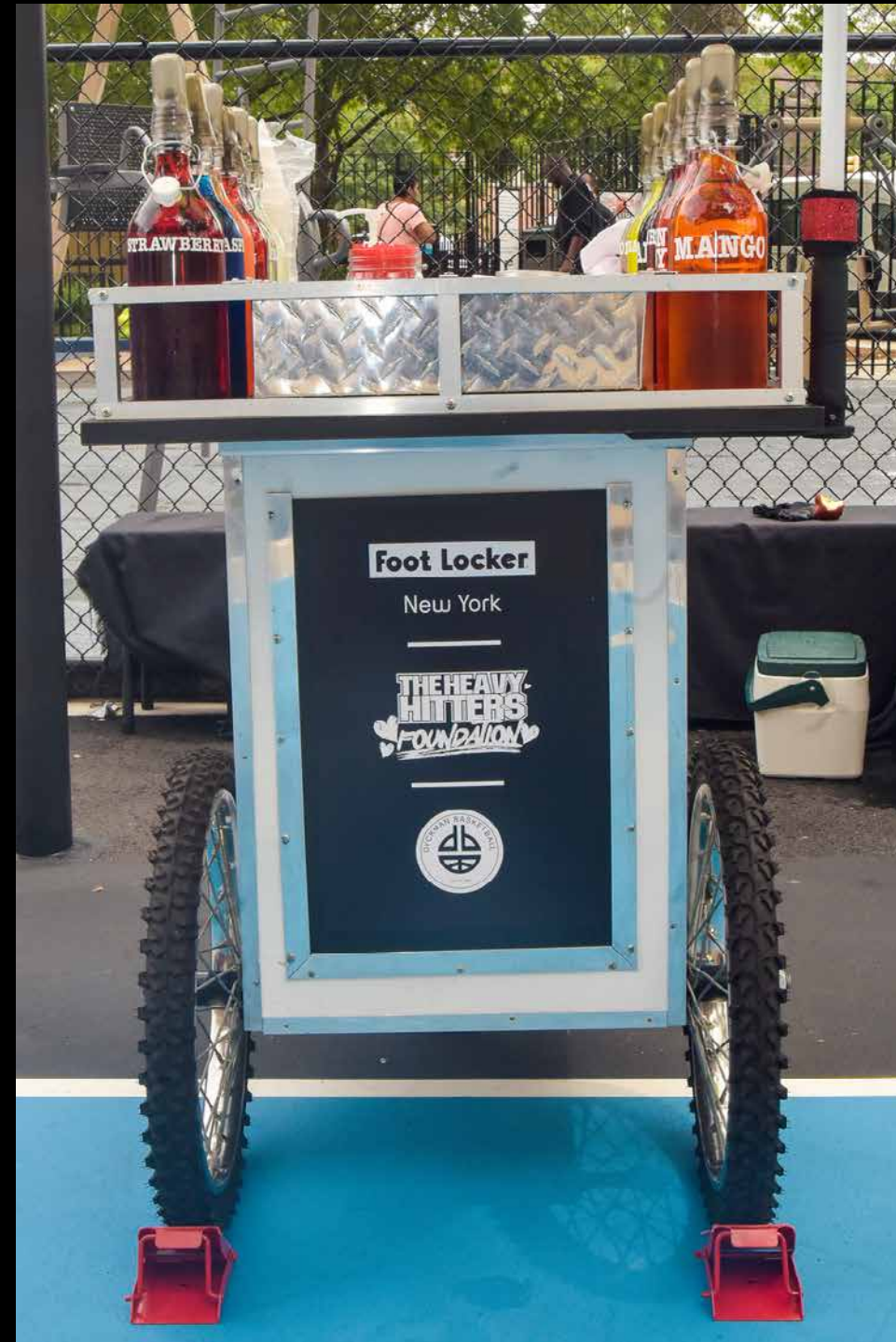
[85,758,641](#)

DJ
RadioPersonality [@hot97/](#) [@slriusxm](#) [@hiphopnation](#) / PARTY MC
Leukemia/CANCER Fighter
TERROR SQUAD
[#THEHEAVYHITTERDJS](#)
Booking RichTerrorSquad@gmail.com

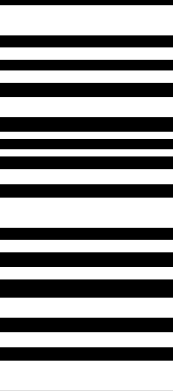
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BRANDED PIRAGUA CART



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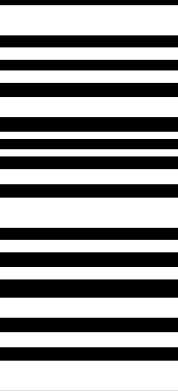




CUSTOM BRANDED T-SHIRT (STAFF)



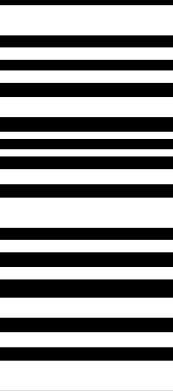
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CUSTOM BRANDED T-SHIRT (GUESTS)



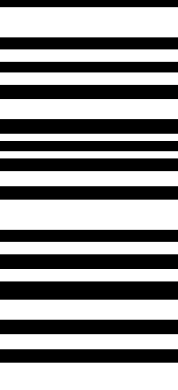
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CUSTOM BRANDED BACKPACKS



8.17.23





ROCNATION

300



ALAMO RECORDS



Y
T
BE
M L



WAL
REC



RCA



ROCN

UMBIA



ALAMO RECORDS

7.23



RCA



ROCNATION

300



republic records



ALAMO RECORDS



FURNITURE



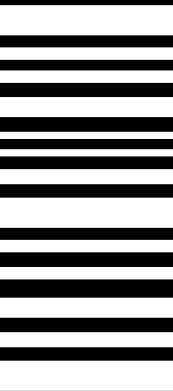
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DJ BOOTH & AUDIO



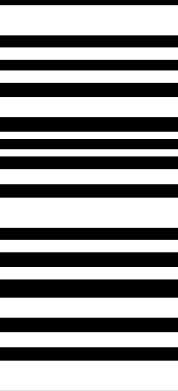
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BRANDED MOBILE BASKETBALL HOOP

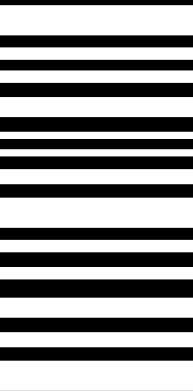


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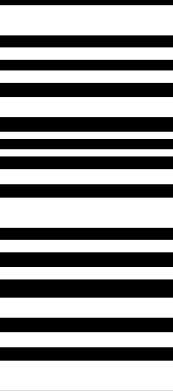
F&B



GIFT CARD GIVEAWAY



8.17.23





8.17.18



HOW TO GET IN TOUCH

Phone Number

516.496.2217

Email Address

whatsgood@inhouse.design

Website

www.inhouse.design

CONTACT INFORMATION

