

Foot Locker

JUST FOR KICKS

02.24.2021



OVERVIEW



InHouse conceptualized and launched Just For Kicks, a sneaker giveback program for Foot Locker. Through Just For Kicks, InHouse distributed nearly 500 pairs of sneakers to underserved communities across NYC.

InHouse created and facilitated strong and authentic partnerships within nonprofit, community, and youth organizations. Additionally, InHouse also partnered with schools in underserved communities. These key partnerships allowed InHouse to host a Just For Kicks Giveback at the Boys and Girls Republic. Not only was each Giveback date executed with a community partner, but also a selected influencer from that community to help drive awareness to the Just For Kicks program.

For one of the Just For Kicks Giveback, InHouse worked with DJ Enuff who assisted in the sneaker distribution for children among the The Boys & Girls Republic (BGR) in the Lower East Side, NYC. DJ Enuff is the founder of the world famous, Heavy Hitters DJ crew and has been a personality at Hot 97 for years. DJ Enuff is local to the area and was a part of the programs at the BGR himself during his childhood. This exclusive Giveback with DJ Enuff allowed for the distribution of 103 pairs of shoes to the BGR community.

All design & production was managed by InHouse.



CREATIVE & DESIGN CONCEPTS

1. **TALENT ACQUISITION & MANAGEMENT** – worked directly with Foot Locker’s marketing managers to create a strong influencer team consisting of individuals who are relevant in each respective community. InHouse selected the key influencers, negotiated rates, and coordinated all logistics.
2. **SNEAKER DISTRIBUTION STATION** - a 10 x 10 branded pop-up tent that was a designated socially distanced station allowing for sneaker distribution. Brand Ambassadors managed the station, timing, and sanitization in between usage.
3. **SANITIZATION STATION** - a 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.
4. **SOCIAL DISTANCING SIGNAGE & PPE** - designed and created social distancing signage to ensure that all guests and staff adhered to current safety guidelines. This signage was inclusive of branded Foot Locker tents, flags, and signs to be used at each Giveback.
5. **DELIVERY VEHICLE** – delivery vehicle customized with “THE GIVEBACK” & “#BHM 2021” branding that was used for transportation, delivery of sneakers to Giveback locations, and additional brand visibility.
6. **SNEAKER BOXES** – produced branded Foot Locker sneaker boxes that featured the social media handles of both @footlockernyc or @footlockerphilly.
7. **DJ BOOTH & AUDIO** – a 4 ft. DJ booth customized with Foot Locker branding and set to emphasize positive vibes through music.
8. **CONTENT CAPTURE TEAM** – dedicated photo & video team onsite for each sneaker Giveback. Inclusive of recap deck, video, & photos.





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Foot Locker
THE GIVEBACK

**HEAVY
HITTERS
CREW**



SUPPORTING PARTNERS



THE BOYS & GIRLS REPUBLIC



Lower East Side residents know all too well the challenges facing the neighborhood youth. The Boys & Girls Republic (BGR) has been addressing those challenges with engaging, innovative programs since 1932.

The most unique element of BGR is its self-government model, which enables young people to take an active role in shaping their "society." All BGR participants become "citizens" of the "Republic," running for office, voting for elected officials and keeping order in their community. The program has 14 elected officials, including a mayor, city clerk, judge, prosecuting attorney, comptroller and eight council members. BGR legislation is voted on at council meetings and "citizens" who break the rules are prosecuted at court trials.

All BGR programming is designed to enhance each child's academic progress, social development and emotional well-being.



DJ ENUFF



Ephram Lopez, known professionally as DJ Enuff is a DJ and radio personality from the United States. He mixes on-air for New York's Hip Hop radio station HOT 97 on weekdays from 4pm to 6pm. He is best known as The Notorious B.I.G's official road DJ and also helped break acts like 50 Cent, Kanye West and Future.

INSTAGRAM: @djenuff

FOLLOWERS: 232k 







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