



BX SPORTS' 20th ANNIVERSARY

Rainbow Dr

BX Sports

www.bxsportsny.com

est. 1997



BX SPORTS PIZZERIA



209449



NO PARKING



WHAT : BX Sports 20th Anniversary Celebration

WHO : The BX Sports Family, Friends & the Community of the Bronx

LOCATION : 2181 White Plains Rd, Bronx, New York

DATE : August 20th, 2017

**PARTNERS : New Balance, North Face, Puma, 47,
Crep Protect & Converse**



CONVERSE



OBJECTIVE(S):

To fully conceptualize, plan and produce BX Sports 20th Anniversary celebration at their original store location.

To ensure multiple brands were well represented at a co-branded event.

RESPONSIBILITIES :

-Partnering with leading footwear & apparel brands to bring the 20th anniversary to life.

-Designing all artwork and creating assets for marketing & branding purposes including social media graphics, printed assets for all store locations, decals for all branded elements of the event & event activation diagrams.

-Marketing Promo pre-event inclusive of working with top NYC influencers & leading radio station (HOT 97).

-Social Media Strategy pre-event focusing on pushing the anniversary celebration and building the event's hashtag #BX20.

YOU'RE INVITED!



20TH ANNIVERSARY PARTY

Sunday, August 20th, 2017

GAMES BEGIN 12PM - 4PM

AN ALL AGES **FREE** EVENT!

2181 White Plains Rd. Bronx, NY • bxsportsny.com



RESPONSIBILITIES CONTINUED :

-Planning & Overseeing Production of each brand activation and build-out for the anniversary.

Activations included :

- New Balance Cleaning Station & Try-On Throne
- North Face Climate-Controlled Mobile Activation Space
- 47's entertainment booth with Celebrity DJs
- Puma Interactive Back-to-School Giveaway Station
 - BX Sport's **first** pop-up Pizzeria
 - Red Carpet Photo Opportunity
- Organizing product giveaways for the community to ensure all guests walked away with something new for the back-to-school season.
- Photography & Cinematography Services

PRE- EVENT
PRE- EVENT

MARKETING PRE-ANNIVERSARY EVENT : BX20 Anniversary Logos were installed in all **eight** BX Sport locations.



MARKETING PRE-ANNIVERSARY EVENT : HOT97 Morning Show Takeover

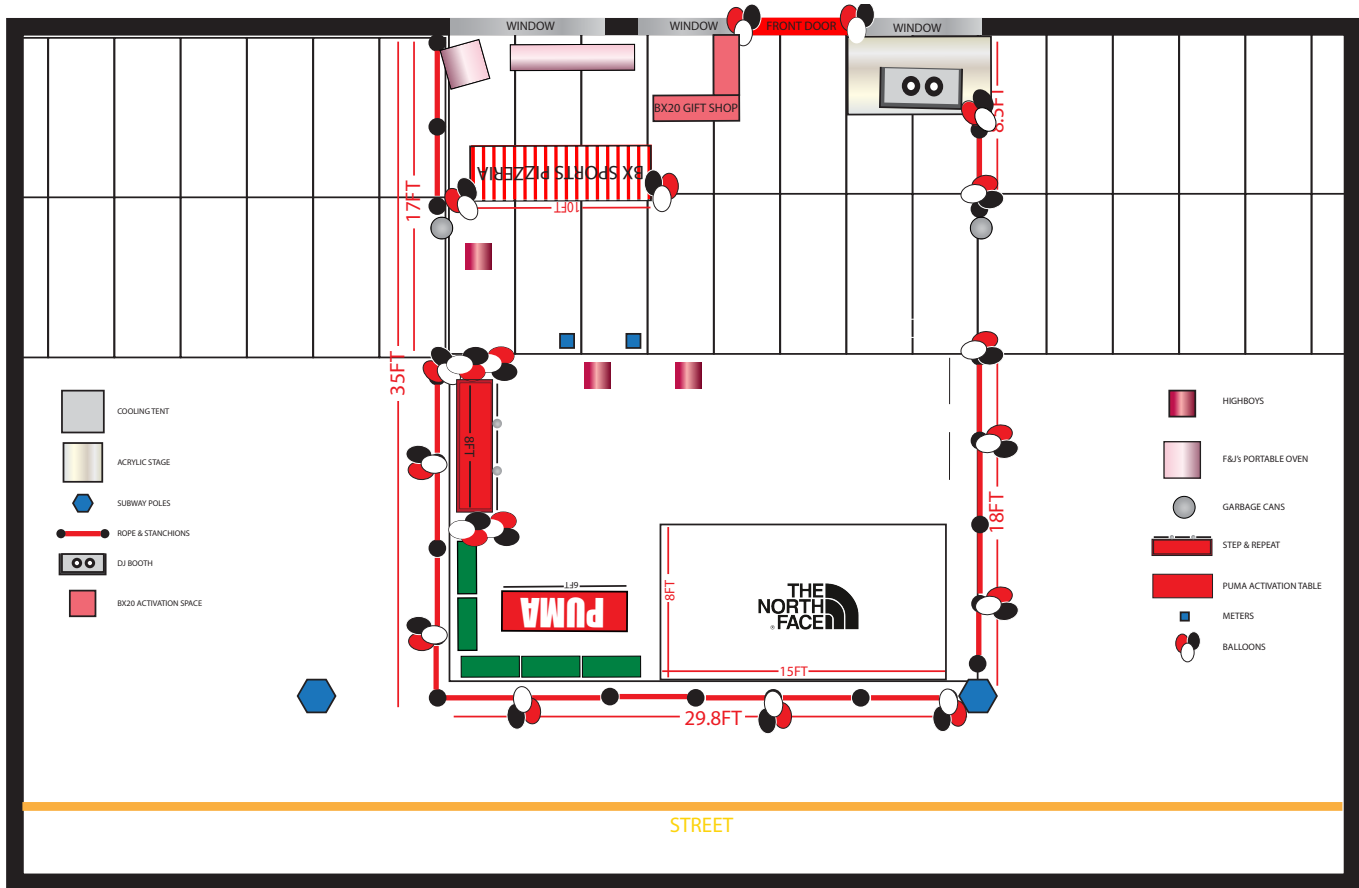


MARKETING PRE-ANNIVERSARY EVENT : New Balance Window Wraps highlighting their new 574S silhouette.



EVENT DAY

CO-BRANDED ACTIVATION DIAGRAM



With several moving components taking place, it was vital to have a detailed diagram to ensure proper flow during the event.



**THE
NORTH
FACE**

**THE
NORTH
FACE**

NORTH FACE : CLIMATE-CONTROLLED MOBILE ACTIVATION SPACE

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120sq ft. of air conditioned space with an interactive wifi photo booth, a cell phone charging station, premium flooring, lounge seating, giveaways, and North Face branded decals.





The image shows a large white sign with a black background. On the sign is the New Balance logo, a stylized 'NB' with three horizontal lines extending from the 'N'. Below the logo, the words 'new balance' are written in a white, lowercase, sans-serif font. Above the sign, a white t-shirt is draped over the edge. The t-shirt features a circular logo with the text 'Sports' in a script font and '20th ANNIVERSARY' in a bold, sans-serif font around the perimeter. The background of the image shows a retail store interior with shelves of shoes, mannequins, and a red carpet.

new balance

NEW BALANCE : CLEANING STATION & TRY-ON THRONE

NEW BALANCE : CLEANING STATION & TRY-ON THRONE



New Balance drew the crowd into the store all day long with their cleaning & try-on activation. While guests were getting their shoes cleaned by Crep Protect products at the cleaning station, they then sat comfortably on the NB throne to try-on the new **574S** model.





STARBUCKS

Nathan's

PUMA 

PUMA : BACK-TO-SCHOOL GIVEAWAYS

PUMA : BACK-TO-SCHOOL GIVEAWAYS

Puma set up to impact the community by giving away back-to-school shoes and backpacks to start off the upcoming **2017** school year on a great note!





Francisco Lindor

New BCS

574

47

2181-83



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STORE HOURS

MONDAY
TUESDAY
10:00AM-7:00PM
SUNDAY
11AM-6:00PM



47 had 2 key focuses for this special occasion. Custom BX20 anniversary dad hats and entertainment with celebrity DJs. With custom hats for all, **47** also made sure the entertainment was keeping the Bronx on their toes all day!



BX Sports
BX SPORTS PIZZERIA

2^{FOR} 6^S
WHOPPER
MEAT & CHEESE
OR
PEPPERONI & MUSHROOMS



20
EST. 1997
BX



BX20 PIZZERIA

Best food for a celebration in the Bronx?
Pizza, of course!

BX Sports had their first pop-up pizzeria
installation and it was a huge success.

The line grew down the block,
and we were able to hand out over **3,000**
slices of pizza to the community.





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