

# ADIDAS & DSG

DRIP Launch Activation



**PROCAMPS.**

# EAST COAST PRO

August 2-5, 2021; Hoover, AL



**PROCAMPS.**

# OVERVIEW

## Run of Show:

Bag Prep & Product Organization: July 28-29

Setup: July 30-31

Distro: August 1

Lounge: August 2-4

## Product Display:

Pipe and Drape around entire area

Center space dedicated to Launch fixture display

Circular draped area for product reveal

Multiple projectors and light assemblies

Printed Acrylic Co-branded signage

Signage/Banners throughout with branding

Potentially need carpet/flooring (aesthetic purposes)

## Lounge Elements:

Music Playing

Unveil/Display

Photo Booth

Bean Bag Gaming Area

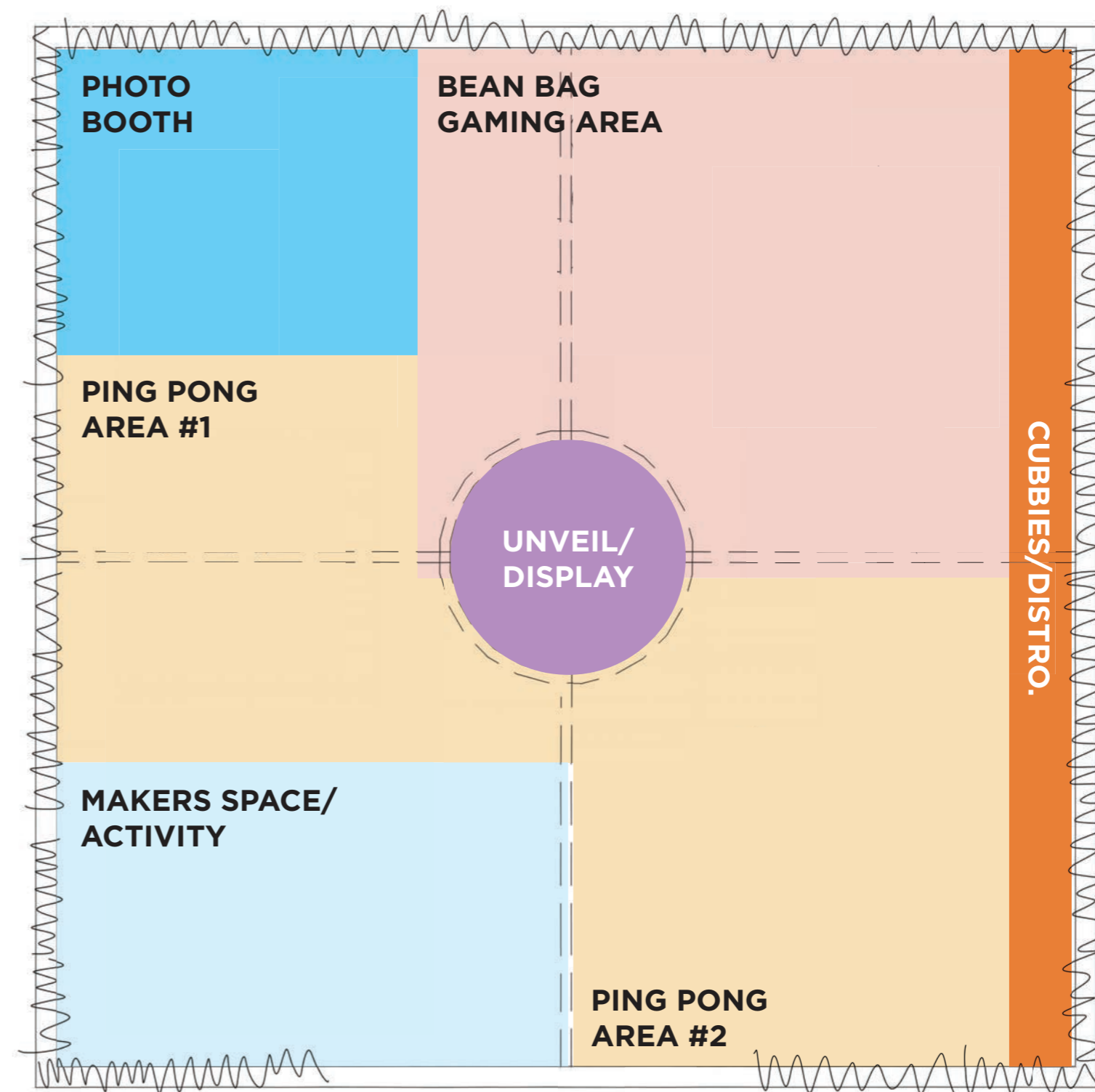
2 Ping Pong areas

Makers Space

Cubbies

Video Games

TVs for branding during unveil and games in lounge



# CLEAT UNVEIL

Can stick with the circular area with a curtain drop, but adjust the display.

**Option 1:** Adjusted shoe chandelier to include bats, gloves, balls etc. due to not enough product for the full display. Need to keep the emphasis on the cleats.

**Option 2:** Dripped Out podium/display. Can be a single display or a tiered display.

OPTION 1



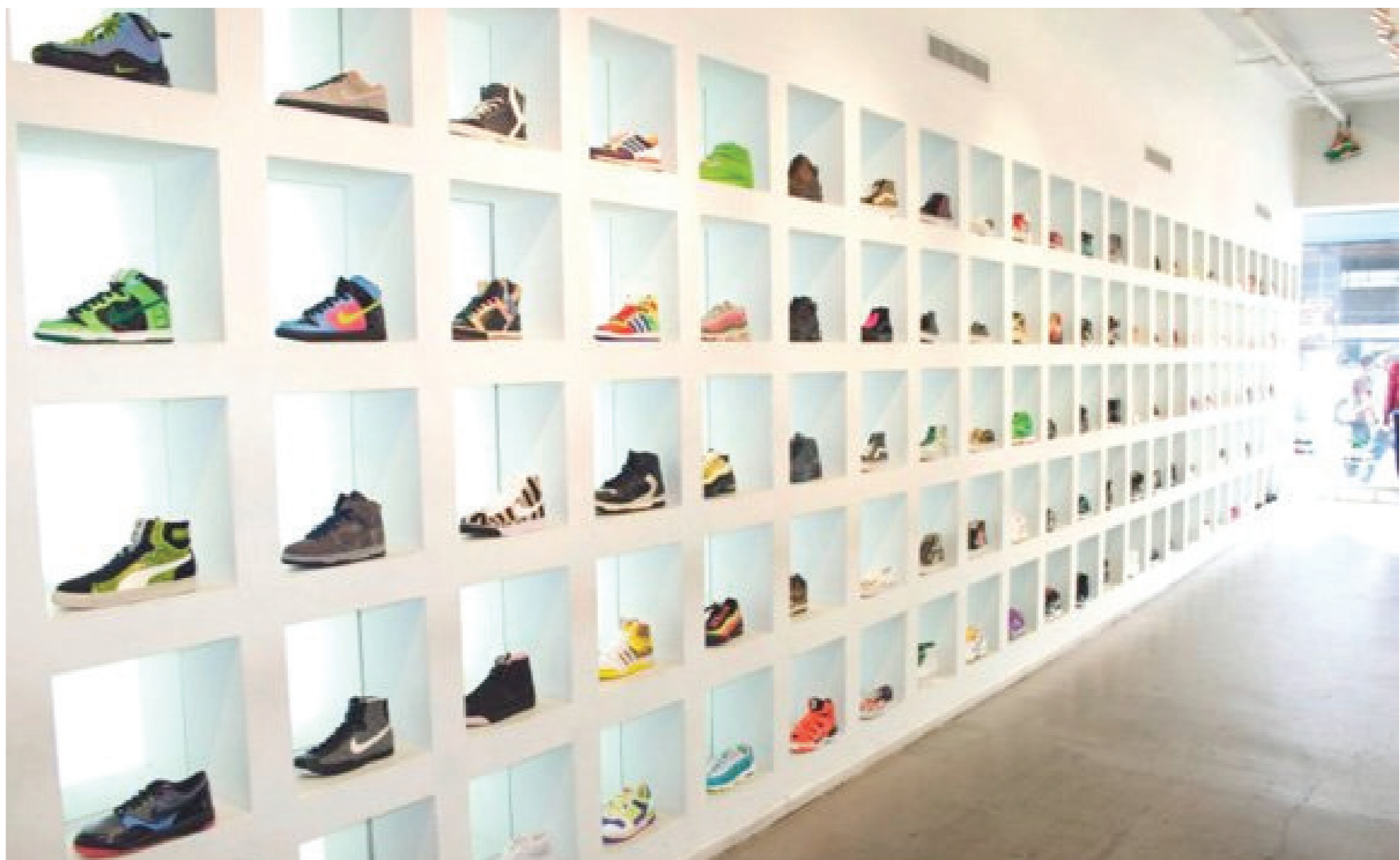
OPTION 2



# DISTRO.

## Cubbies/Lockers for Distro:

One of the walls will be covered in cubbies or lockers for the cleats to be distributed from. These can be open cubbies or lockers that would be co-branded and wrapped with the toolkit. After distro, we can fill the cubbies with misc. items like paint dripped baseballs, gloves, logos/icons, etc.



# ENGAGEMENT OPTIONS

### Screen Printing:

We bring in a screen printer to print posters and provide paint, branded stickers, paint brushes, and misc. baseball items to decorate the posters. The screen printer would print the dripped out logo or co-branded logos and the athletes can decorate

### Maker Lab:

Use icons from the toolkit to create customized pieces. Can choose between sleeve, bucket hat, bandana?

### Drip Painting:

Athletes can come in and drip paint their own baseball. These will be displayed in the open cubbies while they dry, then can be collected at the end of the event. Logo and icon stamps can be incorporated into this.



# PHOTO BOOTH

A corner of the room will be dedicated to photos during the big reveal timeframe, then can be transformed into the lounge area afterwards with the addition of bean bag chairs, ping pong tables, etc.

**Option 1:** Lights arranged in a cool way with logos.

**Options 2:** Branded “box” with cool lighting.

**Option 3:** Green screen with branded background added

**Option 4:** Paint drip wall with co-branding

OPTION 1



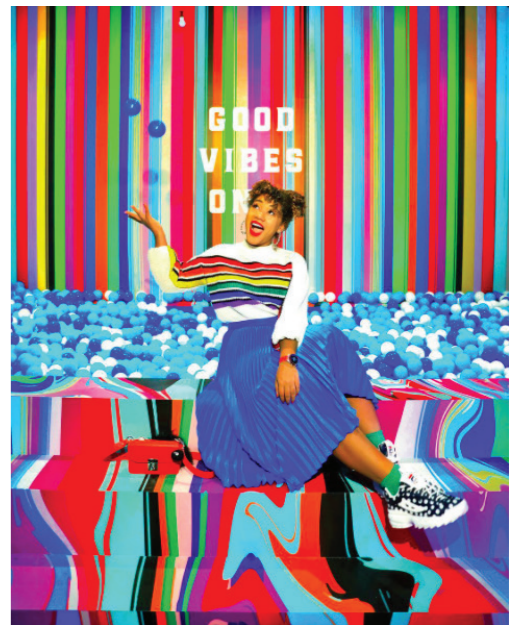
OPTION 2

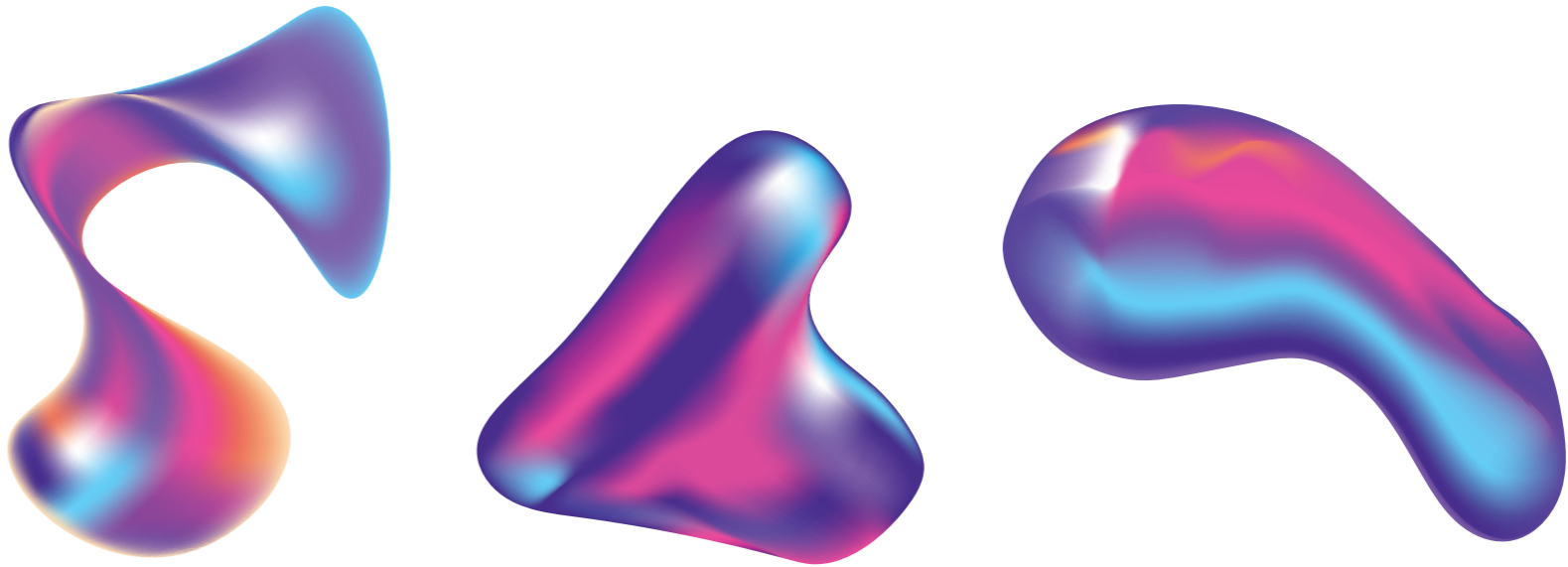


OPTION 3



OPTION 4





# BRANDING

Logos projected on the walls  
12'x20' piped vinyl signs (dependant on space)  
Alternate option is plywood boards with posters  
and icons glued on  
Foamcore drips printed to hang from pipe and drape





# LLSWS

August 8-10, 2021; Greenville, NC



**PROCAMPS.**

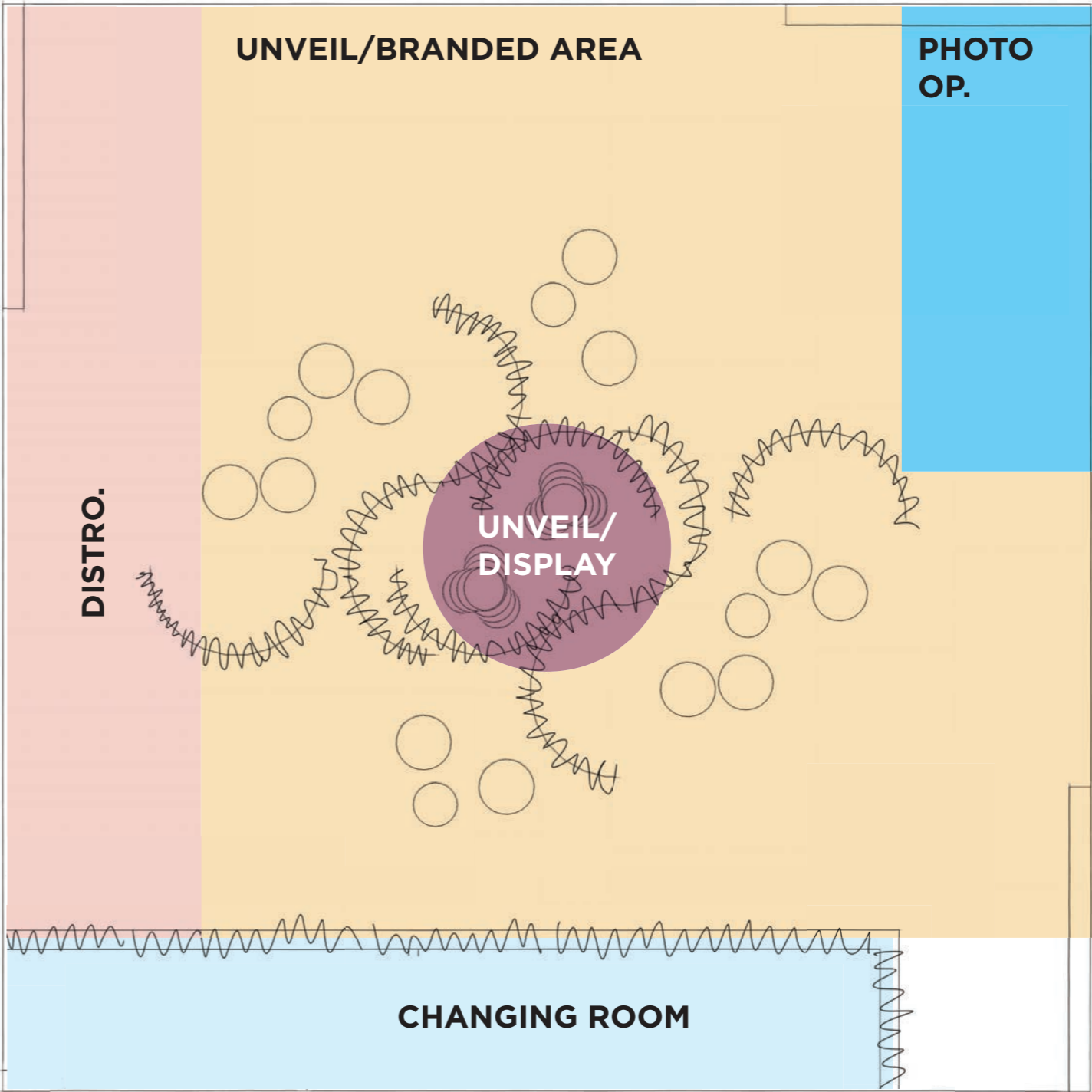
# OVERVIEW

**Run of Show:**

Setup: August 8  
Distro: August 9-10

**Product Display:**

- Music Playing
- Pipe and Drape changing room outside of main space
- Pipe and drape reveal area
- Multiple projectors and light assemblies to layer ambient and branding details
- Printed Acrylic Co-Branded Signage
- Posters to place throughout space
- Drip stickers for floor
- Bean bags/seating around display
- Potentially need carpet/flooring (aesthetic purposes)



# CLEAT UNVEIL

Can stick with a curtain drop, but adjust the display.

**Option 1:** Adjusted shoe chandelier to include bats, gloves, balls etc. due to not enough product for the full display.

**Option 2:** Dripped Out podium/display. Can be a single display or a tiered display.

OPTION 1



OPTION 2



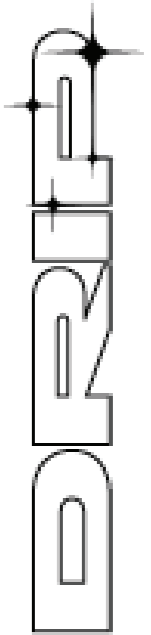
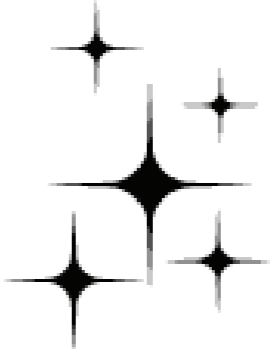
## DISTRO.

Athletes will enter the space and go to the pipe and drape changing room to change into their base layer. After dressed, they will enter the main area and see manequins wearing their uniforms and their jerseys and hats will be on display either on a table or hanging in front of pipe and drape. Once fully dressed, athletes will gather around the center curtain which we will drop for the shoe unveil. Shoes will then be brought out for BOH for athletes.



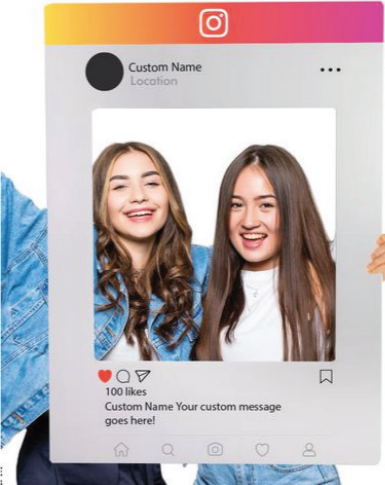
# BRANDING

Logos projected on the walls  
 12'x20' piped vinyl signs (dependant on space)  
 Foamcore drips printed to hang from pipe and drape  
 Balloon displays for top of large signs and photo op.



# PHOTO OP.

Branded backdrop with logos and a balloon display with Instagram/branded frames and props (dripped bat, icons, logos, etc.)



# LLBWS

August 13-17, 2021; Williamsport, PA



**PROCAMPS.**

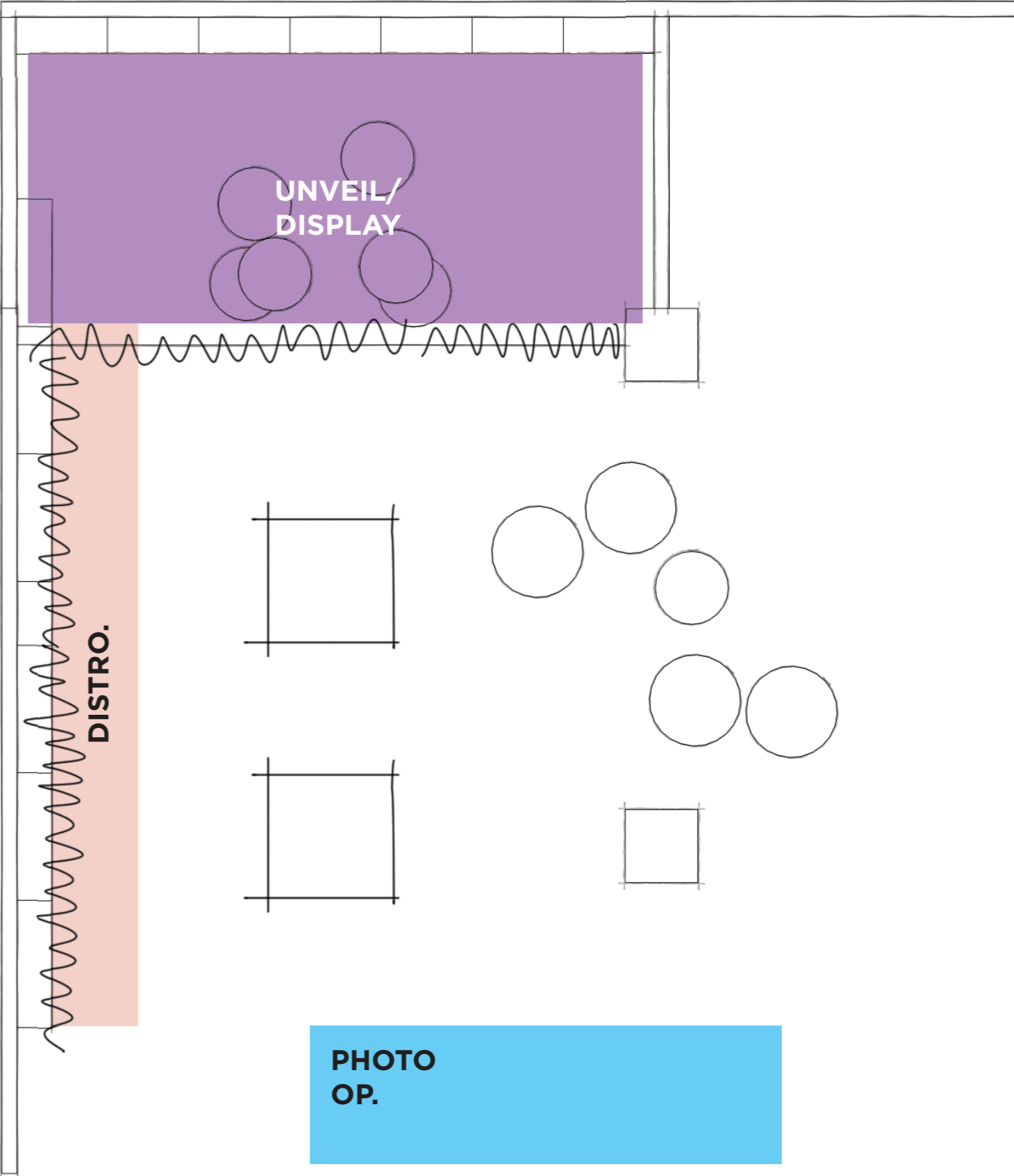
# OVERVIEW

**Run of Show:**

Setup: August 13  
Distro: August 14-17

**Product Display:**

- Music Playing
- Pipe and Drape around area
- Back space dedicated to Launch fixture display
- Draped area for product reveal
- Multiple projectors and light assemblies
- Printed Acrylic Co-branded signage
- Branded floor stickers
- Signage/Banners throughout with branding
- Seating (Bean bags, blocks, etc.)
- Potentially need carpet/flooring (aesthetic purposes)





# CLEAT UNVEIL

Can stick with a curtain drop, but adjust the display.

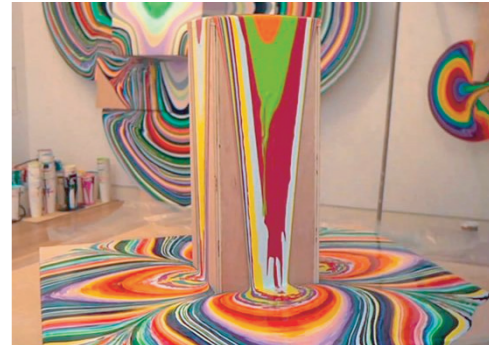
**Option 1:** Adjusted shoe chandelier to include bats, gloves, balls etc. due to not enough product for the full display.

**Option 2:** Dripped Out podium/display. Can be a single display or a tiered display.

OPTION 1



OPTION 2



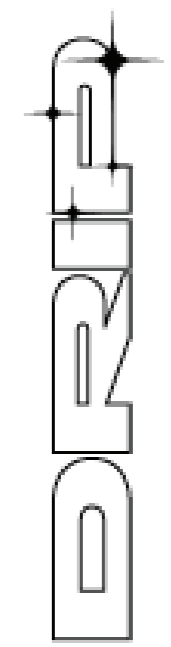
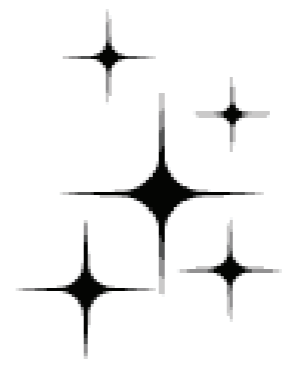
# DISTRO.

Manequins will be wearing their uniform when they walk into the space. We will then wheel out their jerseys and hats on a rack for them to grab. Alternatively, we can do a wall of jerseys. After they're dressed, we will open the curtain to unveil the shoes then cart the shoes out to start distributing to players.



# BRANDING

Printed Acrylic Co-branded signage  
Foamcore drips printed to hang from pipe and drape  
Posters to hang throughout the space



# PHOTO OP.

The Infinity mirror doubles as a photo op with branded frames and props (dripped bat, icons, logos, etc.).

