



ELI LUNZER PRODUCTIONS

Presents

ENTER

Deck.
@LEAGUEFITS LOUNGE
PRESENTED BY SLAM

Company. Version.
ENTER **2.0**

Year.
2019

Contact.
Events@elilunzerproductions.com



NBA ALL-STAR

Date: February 16, 2020

Where: Chicago, IL

About:

The National Basketball Association All-Star Game is a basketball exhibition game hosted every February by the National Basketball Association and showcases 24 of the league's star players. It is the featured event of NBA All-Star Weekend, a three-day event which goes from Friday to Sunday.

Why:

The NBA All-Star game brings together the worlds of sports, music, lifestyle and fashion for a week of activities culminating in the actual game which will feature the best of the best in the NBA. Being apart of this week is important to get in front of the best of the best in talent.



STRATEGIC PARTNERS

MEDIA DELIVERABLES

SLAM x PUMA | 2020 NBA All-Star Weekend Proposal | LeagueFits Lounge powered by PUMA

- **Branding/Creative Elements**

- LeagueFits logo to be featured prominently throughout lounge activation footprint and throughout marketing materials (SLAM to provide logo)
- LeagueFits to have creative input on design/execution of lounge activation and content

- **Media Deliverables**

- SLAM to create custom social media package including pre-event, mid-event, & post-event promotion. Final deliverables dependent upon investment level (exact # of posts TBD but will live across SLAM O&O handles such as SLAMonline, LeagueFits, and SLAMKICKS)
- SLAM to create custom video content package. Final deliverables dependent upon investment level

- **Potential Programming Ideas**

- LeagueFits x PUMA to install co-branded tunnel entrance/walk-in
- LeagueFits to host fashion-focused panel featuring PUMA talent/basketball influencers (Clyde Frazier, Jalen Rose, RJ Barrett, etc.) and moderated by SLAM talent (Nick Young). SLAM & PUMA to develop editorial direction
- SLAM to build PUMA Basketball art gallery/exhibition. Exact install TBD but ideas include:
 - History of PUMA influence in the NBA
 - History & Influence of Clyde Frazier's fashion
 - Evolution of PUMA basketball performance sneakers

SLAM





@LEAGUEFITS

Handle: @LeagueFits

Followers: 339k

About:

The @LeagueFits instagram account has become the go to account to find all your NBA player fashion photos. People religiously follow the account to find out who is wearing what so they can imitate and also find out the next trends are.

@LEAGUEFITS



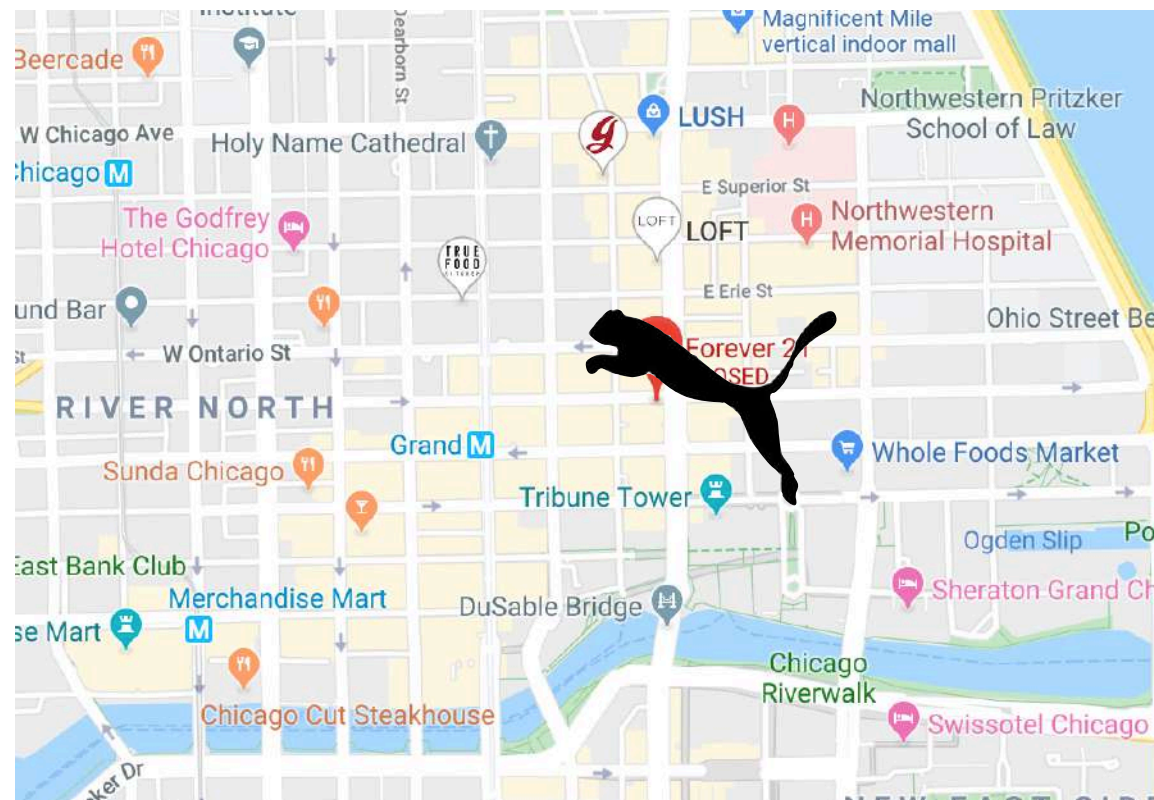
SAMPLE LOCATION



MOODBOARD

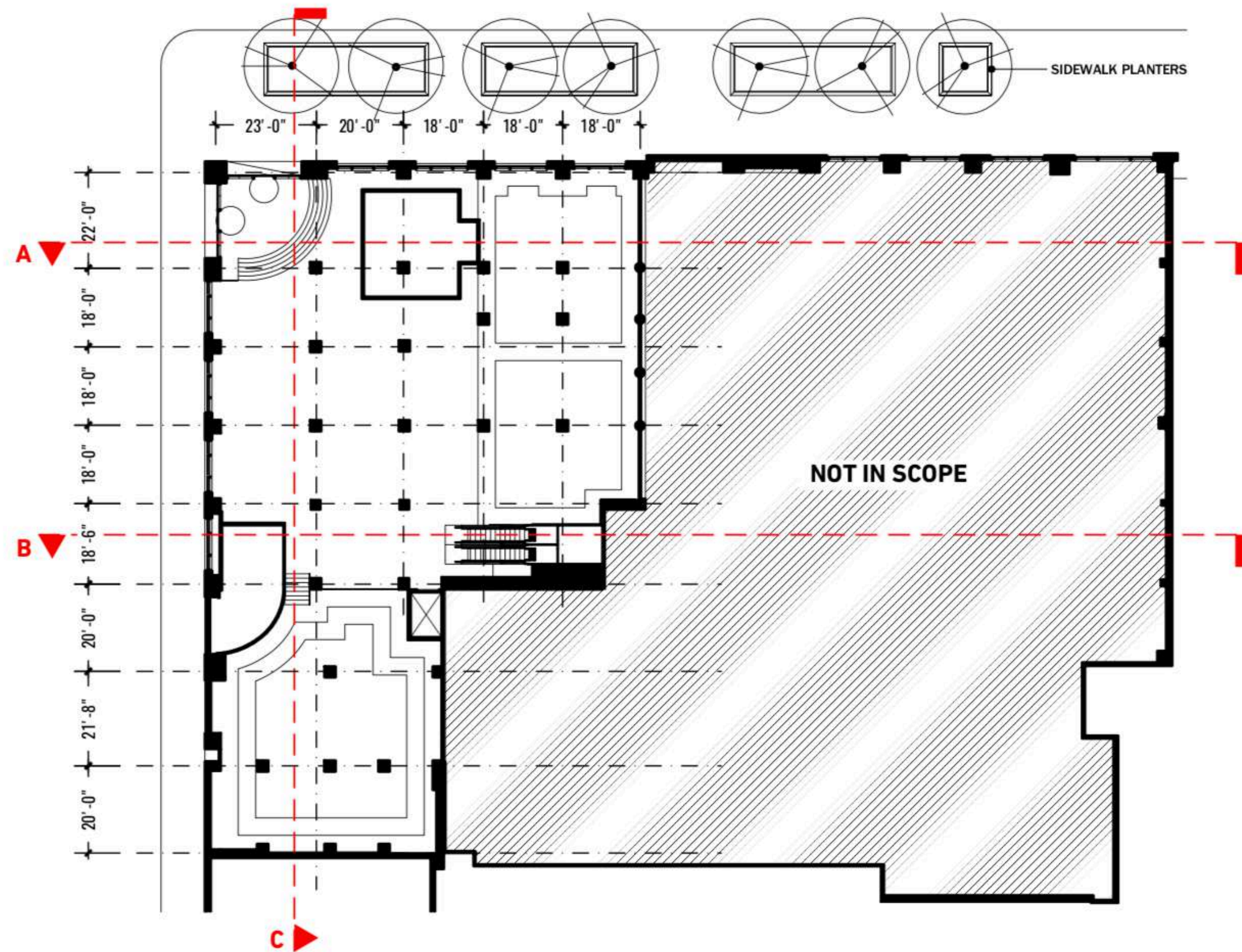
540 N. MICHIGAN AVENUE

ADDRESS: 540 N. Michigan Ave.
Chicago IL 60611



OBJECTIVE





FLOORPLAN

**WHERE ARE
WE GOING...**

THE @LEAGUEFITS LOUNGE PRESENTED BY PUMA

Dates - February 15th & 16th, 2020

Timing - 12-6pm

The @LeagueFits Lounge presented by PUMA will be a one stop shop for everything and anything related to All-Star featuring a media lounge, gamers lounge, gifting, hospitality and more.

OBJECTIVE



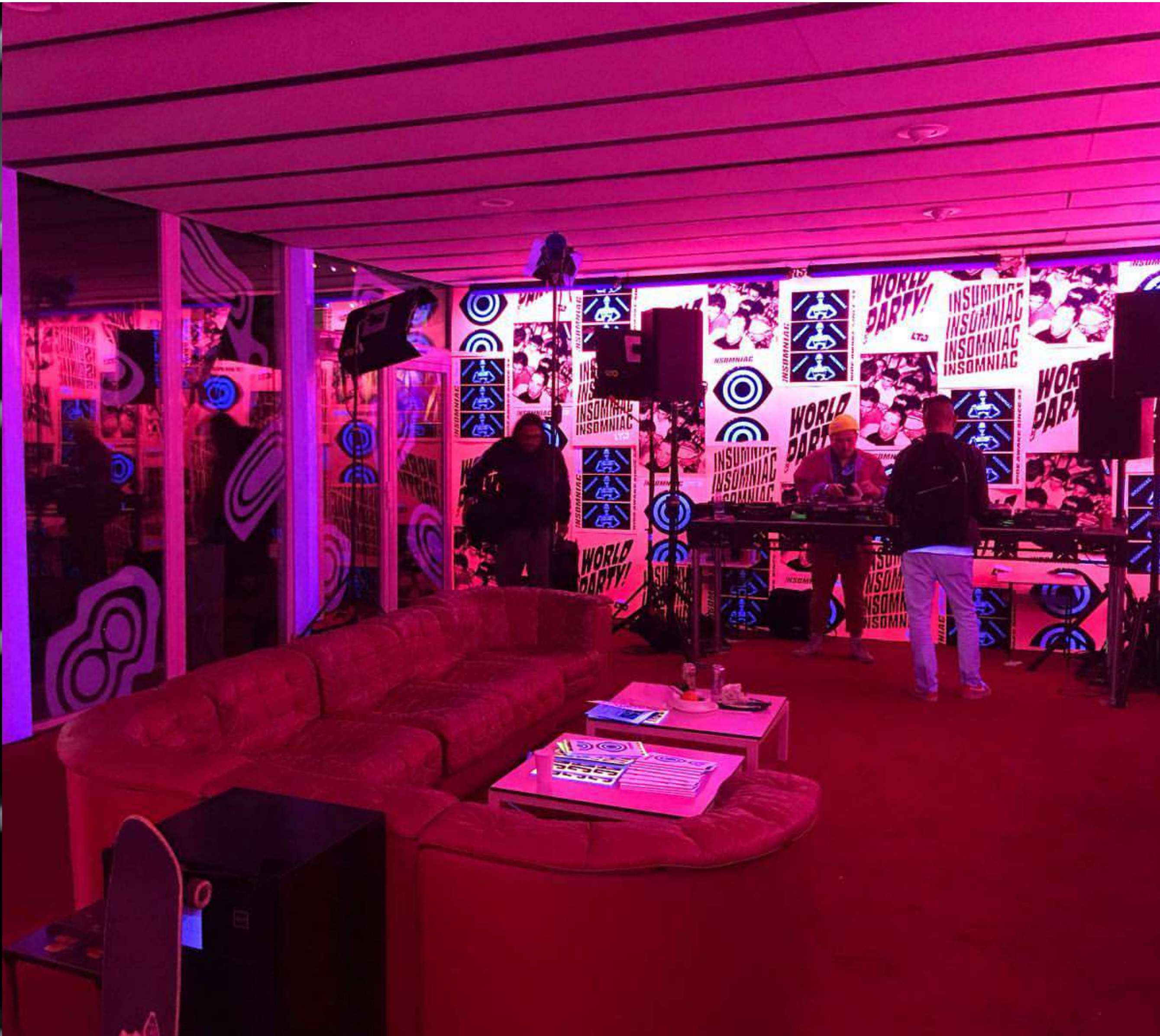
ADDITIONAL TACTICS

PHOTO STUDIO

Brands will have the opportunity to create vignettes within the property showcasing the brand in a unique way and acting as a focal point for all guests.

MEDIA & GIFTING LOUNGE

Celebrities, athletes, influencers and tastemakers will be given an area to be interviewed on site courtesy of SLAM Magazine.

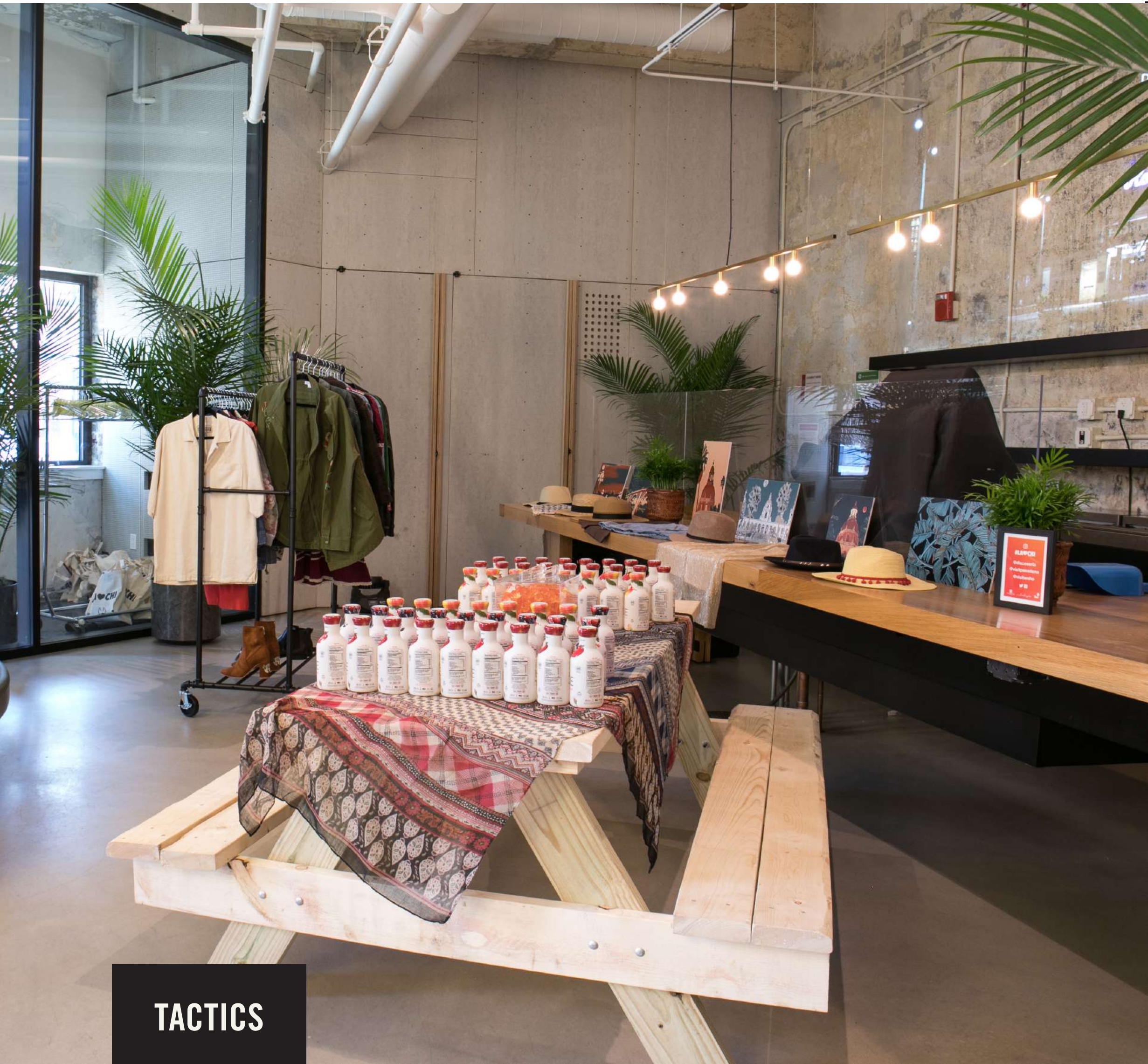


SAMPLING ACTIVATIONS

Brands partners will have the opportunity to build out custom activations within the lobby of the hotel for guests to interact with. These can be fully branded and catered to each brands specific objectives.

GAMERS LOUNGE

A fully set up gamers lounge kitted with the various game systems, monitors, chairs and more will be set up for the guests to play, have fun with and stream.



**INVITED
GUESTS**

INVITED GUESTS

Kyle Kuzma
Angie Martinez
Belly
Big Boy
Charlamagne The God
Jerry Lorenzo
Rhuigi Villaseñor
Victor Cruz
Dan Rue
King Bach
Slick Woods
Gashi

Nick Young
Karrueche
NAV
Jamal Adams
Donovan Carter
Don C
Warren Lotas
Quincy
Travis Kelce
Ronnie Fieg
Zach Bia
Machine Gun Kelly

GUESTS



SPONSORSHIP DELIVERABLES

TIER 1

- Sponsor themed experience with custom build-out
- Category Exclusivity
- Access to room drops in every room
- Cross Promotional Opportunities
- Logo Inclusion on Step & Repeat, Invites, Web RSVPs, Credentials
- Inclusion in Full PR Campaign
- Direct access with celebrities/influencers
- Access to in-house PR and media outreach
- Access to in-house photographer
- Event Passes

TIER 2

- Category Exclusivity
- Logo inclusion on Invite
- Inclusion on press release
- Consumer sampling
- Gift Bag Inclusion
- Access to in-house PR and media outreach
- Access to in-house photographer
- Event Passes

TIER 3

- Gift Bag Inclusion
- Cross Promotional Opportunities
- Social Media Support
- Event Passes