

Nike Factory Store

Highlights

- This community-focused event offered branding and sales opportunities for the Nike Factory Store.
- Nike emphasized “celebrating community” by sourcing all event elements, from music to menu options, from the South Side of Chicago.
- An open-sided tent in the parking lot served as the main event space as a solution for the unknown guest count since the event was open to the public.



CLIENTPROFILE: NIKE, INC.



Nike Factory Store Grand Opening “Celebrating Community”

Event Architects produced a Grand Opening event for Nike’s first community-focused Factory Store, located in the Chatham neighborhood on Chicago’s South Side. Event organizers were motivated to maintain the integrity and mission of the store space they were celebrating. Event Architects staff worked with Nike marketing officials in Chicago and Oregon, the site of Nike’s headquarters, to design an event with the community in mind. All elements of this event, from the DJ to the menu options, were sourced

from the South Side of Chicago. The theme of the event, “Celebrating Community”, was branded on staff t-shirts, event signage and invitations.

Considering that the event was open to the public, an official guest count could not be considered during the planning process. Planners had to be prepared for any number of neighbors attending. Therefore, a pro-active parking and guest flow was instated before the event.

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The Nike Factory Store is located in a "big box" strip mall. In respect of the other stores in the area, producers worked closely with all neighbors and city officials to create a "respectable spectacle."

In order to accommodate the potential guest count, an open-sided tent was constructed in the mall's parking lot. This tent became the main ceremony space, where speakers like Mayor Daley and other community leaders addressed the audience and the media.

Event Architects worked with neighbors, police and our own parking staff to create effective traffic flow through the shared mall lot and established effective parking procedures.

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Local media was invited to the event to promote its Grand Opening. Significant planning was necessary while working with a local radio station, WVON, to establish a timeline for a live broadcast.



Appropriate breakfast options like mini muffins, biscuits and beverages were passed throughout the crowd. During the ceremony, Mayor Daley and significant community leaders presented ten grants to local businesses.

As a conclusion of the Grand Opening ceremony, South Shore Drill Team offered an enthusiastic performance, leading to the opening of the store doors. A traffic flow was established for inside the store in order to accommodate the large crowd.



Chicago native and basketball player, Bobby Simmons, was on site to inspire young athletes and pose for photo ops.

Sporty giveaway bags were provided to each guest as they left the new Nike store. The store manager told a local news team that they did twice the expected amount of business on its opening day. Due to the success of this store opening, Nike hopes to open more community stores around the country.

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