

"THE FIELD TRIP"

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HIGH SCHOOL STUDENTS LIVE FOR FIELD TRIPS! MOST FIELD TRIPS SERVE AS A STRUCTURED OPPORTUNITY FOR STUDENTS TO GAIN AN EXPERIENCE OUTSIDE OF NORMALCY; THE CLASSROOM. IT INCLUDES ASPECTS WRAPPED AROUND EDUCATION, INTERACTIVE EVENTS, CURRENT EVENTS & ENTERTAINMENT. "FIELD TRIP" EXPERIENCE WILL ALLOW FOR STUDENT-ATHLETES TO RECONNECT WITH THEIR CITY OF CHICAGO, EXPERIENCE INNOVATION AND VIBE WITH CAPPIE PONDEXTER'S SHOE: "CAP-ITILZE"!

EVERY KID ENJOYS A "DAY IN THE FIELD!"



MUSEUM TRIPS ARE THE BEST FIELD TRIPS IN THE CHICAGOLAND! THERE'S SO MUCH CULTURE TIED INTO THE CITY OF CHICAGO. ART. ATHLETIC EXCELLENCE. ARCHITECTURE. CHICAGOANS ADMIRE THE BEST SKYLINE IN THE WORLD. THE [CHICAGO SKY](#)!



THE "FIELD TRIP" PRESENTS AN EXPERIENCE! TAKING PLACE IN 'MUSEUM-A' IN THE HEART OF CHICAGO. THE YOUNG AND FRESH HIGH SCHOOL BASKETBALL ATHLETE WILL BE ABLE TO PARTICIPATE IN THE LAUNCH OF THE "CAP-ITILZE" SHOE BY CAPPIE PONDEXTER, CHICAGO'S OWN DYNAMIC PROFESSIONAL GUARD.

THE HIGH SCHOOL ATHLETE IS A STUDENT FIRST. VALUES ARE WEIGHED IN HEAVY ON THE ASPECT OF BEING A TRUE STUDENT ATHLETE, TYING IN A "FIELD TRIP" MOTIVATION TO THE LAUNCH.



-THE CAPPIE WAY-

ON COURT: SCRAPPY PLAYER, CHARACTERISTICS OF A TRUE CHICAGO HOOPER.

OFF COURT: STYLE. FLARE. FASHION.



P_{RE}-ARRIVAL:

AS THE HIGH SCHOOL STUDENT-ATHLETES ARRIVE TO THE DESIGNATED TOUR SESSIONS VIA TRANSPORTATION WRAPPED IN CAPPIE MARKETING EMBROIDERING, THEY WILL ALREADY HAVE A MORE INSIGHTFUL UNDERSTANDING OF WHO CAPPIE PONDEXTER IS. DURING THE RIDE OVER TO 'MUSEUM-A', A VIDEO WILL HIGHLIGHT NOT ONLY CAPPIE'S CAREER BUT ALSO HER MENTALITY TO HOW SHE CONNECTS THE GAME OF BASKETBALL WITH THE GAME OF LIFE.



T_{HE} “CAP-ITILZE” EXPERIENCE:

THE STUDENT-ATHLETE ONCE ENTERING THE DOORS OF MUSEUM-A WILL BE INTRODUCED VISUALLY TO THE “CAP-ITILZE” IN HOME & AWAY COLORWAYS! IN AN ART GALLERY BLUEPRINT, ALONG WITH THE SHOE ITSELF, EXCLUSIVE “CAP-ITILZE” LINE LAUNCH CLOTHING COLLECTION PIECES DESIGNED WITH HELP FROM CAPPIE TO CAPSULATE HER FASHION ATTRIBUTES WITH BE DISPLAYED.



THE CHICAGO EXPERIENCE:

EACH STUDENT-ATHLETE WILL BE REINTRODUCED TO THE CULTURE OF CHICAGO. VITALLY INVIGORATING ENERGY INTO SOMETHING THEY ARE A PART OF EVERYDAY. WITH THE RESOURCES OF DIFFERENT LOCAL ARTIST'S, ILLUSTRATING THIS VIBE WILL BE PAINTINGS, PHOTOGRAPHY AND SCULPTURES OF CHICAGO NEIGHBORHOODS, THE CHICAGO SKYLINE AND VARIATIONS OF THE "CAP-ITILZE".



THE INTERACTIVE EXPERIENCE:

EACH STUDENT-ATHLETE WILL GET A CHANCE TO EXPERIENCE PRELIMINARY SKETCHES OF THE "CAP-ITILZE" DESIGN. THERE WILL BE A VARIETY OF CAPPIE'S FAVORITE COLORWAYS AND STORIES IN DESCRIPTION.

THERE WILL BE A PLATFORM FOR INDIVIDUAL CREATIVE INNOVATION VIA DESIGN PORTALS THAT WILL ALLOW ATHLETES TO CREATE THEIR OWN VARIATION OF "CAP-ITILZE" T-SHIRTS, HEADBANDS (AN ON-COURT EXTENSION OF CAPPIE) AND THE SHOW ITSELF.



AS A PART OF THE EXPERIENCE WITH THE LAUNCH, EACH SESSION WILL HAVE DEMONSTRATIONS (KEYNOTE SPEAKERS), AMONGST THE LIKES OF THE LEAD DESIGNER, COLORWAY SPECIALIST AND PLAYER REP. WITH THE MAIN SESSION INCLUDING A SIT-DOWN INTERVIEW OF THE SHOW WITH CAPPIE HERSELF!

THE ENTIRE EXPERIENCE WILL BE CAPTURED BY A LOCAL PHOTOGRAPHER AND VIDEOGRAPHER. YET, THE SESSIONS WITH THE SPEAKERS AND CAPPIE WILL BE LIVE STREAMED THROUGH VARIOUS PLATFORMS INCLUDING INSTAGRAM, PERISCOPE AND TWITTER ACCOUNTS.



"THIS EXPERIENCE GAVE ME _____!!" –CHICAGO STUDENT-ATHLETE

BRAND MERCHANDISING FROM A LAUNCH EVENT IS IMPORTANT. PHYSICAL TAKEAWAYS FROM THE "FIELD TRIP" WILL INCLUDE PINS, STICKERS, T-SHIRTS AND WRIST RUBBER BANDS. OTHER TAKEAWAYS WILL BE A FLASH DRIVE, STORING PERSONALIZED CONCEPTUAL DESIGNS CREATED BY THE ATHLETES.

CAPPIE'S FASHION PLAYBOOK:

COLLECTIVELY, WE WILL WORK WITH CAPPIE DURING THE CREATION OF THE "CAP-ITILZE" TO ALSO INCLUDE A CAPPIE PLAYBOOK; PROVIDING EACH PARTICIPANT WITH ON COURT/OFF COURT STYLE AND COLLECTION PIECES' INSIGHT. THIS WILL RUN AS AN EVENT EXCLUSIVE. ANOTHER CONDENSED BOOKLET VERSION WILL BE AVAILABLE IN THE "CAP-ITILZE" SHOE PACKAGING.



THE FIELD TRIP “CAP-ITILZE” LAUNCH EXPERIENCE WILL GIVE THE CHICAGO HIGH SCHOOL STUDENT ATHLETE AN EXPERIENCE COMMONLY TYING INTO THEIR “SCHOOL DAY” (THE LAUNCH WILL NOT BE ON AN ACTUAL SCHOOL DAY). KEY TAKEAWAYS WILL BE A CONNECTION WITH ANOTHER HOMETOWN KID IN CAPPIE AND RECONNECTION WITH THEIR CITY OF CHICAGO. THE NOSTALGIC FEELINGS CREATED THROUGH THIS EXPERIENCE WILL SERVE AS A GENERATOR TO A PASSIONATE CONNECTION TO THE SHOE. THIS EXPERIENCE WILL QUICKLY ECHO THROUGHOUT DIFFERENT MARKETING PLATFORMS AS A “SHOE THAT GIVES THE KIDS IN THE CITY OF CHICAGO A POSITIVE EXPERIENCE.”

