

A woman in a red athletic outfit is stretching on a wooden floor next to a basketball. She is wearing a red tank top, red pants with 'SUPREME' printed on them, and red Reebok sneakers. The background shows a brick wall.

Rolling Stone

IN PARTNERSHIP WITH

Reebok





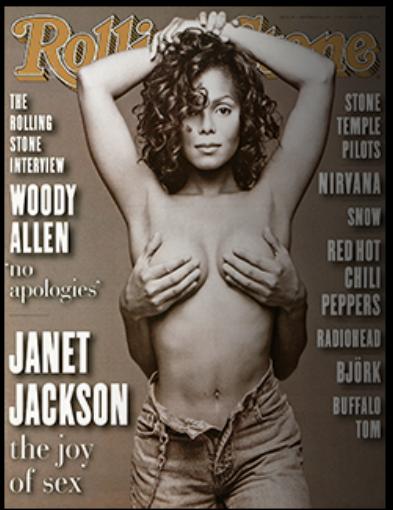
Client Request Overview

- What they want:
 - One (1) music event tied to a cultural tentpole
 - One (1) branded extension to prolong the influence of the event
 - Three (3) editorial pieces to support Reebok's new brand image
- Timing: Summer 2018
- Budget: \$5MM
- Target/Demographic: Multicultural men and women millennials with urban, active lifestyles
- Location: Up-and-coming city
- Music focus: pop, hip-hop



Proposal Overview

- The ATL Classic
- Classic Spaces, Branded Snapcode, Custom Classics
- How I Stay Classic
- The Top Ten Classic Songs in Hip-Hop History, The Best Shoe Game of Music Midtown, & Atlanta's Hip-Hop Style Evolution





VENUE

The Loft

A fresh new venue on the second floor of the Center Stage Atlanta music complex.

- Address: 1374 Peachtree Street, Atlanta, GA
- Contact Information: (404) 885-1365
- Capacity: 650
- Amenities: four (4) full service bars, space for installations and a view of the midtown skyline
- Security and door staff: provided
- Outside catering: allowed
- Price estimate: \$80,000

Note: Price estimate is based off general quotes from similar venues, not from the Loft directly.

Performers

The ATL Classic will bring together three voices of the Southern hip-hop scene, who call Atlanta their home. The show's headliner will be Future, with additional acts by Kodie Shane and Russ.



Future

Reebok partner since 2016
Born and raised in Atlanta, Future has two back-to-back albums at the top of *Billboard 200*.

Kodie Shane

Reebok partner since 2017
Born in Atlanta, Kodie Shane is the only female member of the rap group, Sailing Team.

Russ

Not a current Reebok partner
Raised in Atlanta, Russ released his first studio album *There's Really a Wolf* in May 2017.

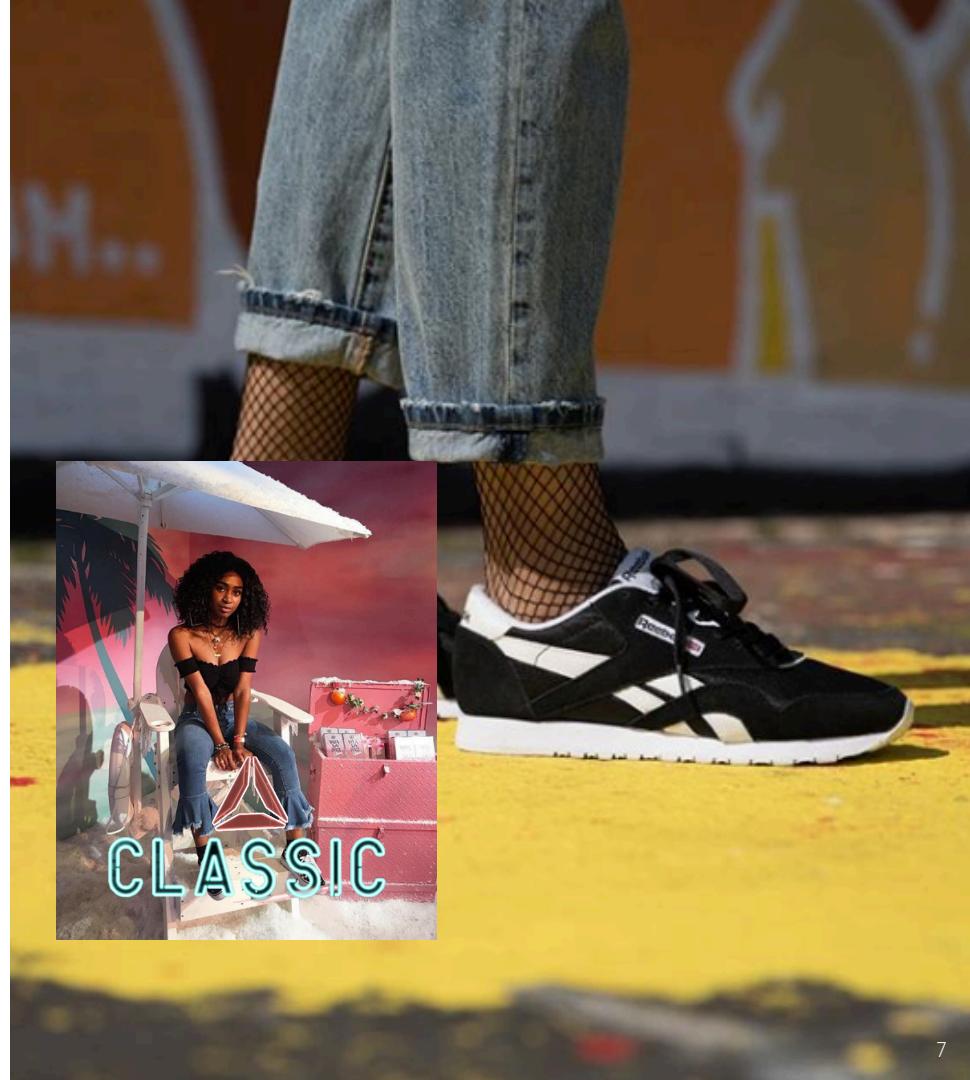
Note: Reebok is not currently working with Russ, however Rolling Stone feels that he would be a worthwhile influencer investment, particularly for this campaign.

BRANDED ACTIVATION

Classic Spaces

Creating irresistible Instagram opportunities for the notable guests of the ATL Classic

- Four (4) “Instagrammable” spaces within the venue
- Created by local Atlanta artists
- Inspired by four (4) pairs of Reebok Classics
- Reebok logo incorporated into the spaces – all social media posts will prominently display the brand





BRANDED ACTIVATION

Branded Snapcode

Utilizing snapcodes through Snapchat, guests can unlock Reebok sponsored geotags and lenses.

- Print snapcodes from Snapchat on all cups at the event
- Allows guests to unlock Reebok sponsored geotags and lenses
- Will only be available for the night of the event
- Geotags and lenses will feature graphically rendered elements of the Classic Spaces
- Also will feature the Reebok Classics logo

BRANDED ACTIVATION

Custom Classics

Customized white leather Reebok Classics, free for the guests of the event.

- Every guest will receive a pair of Reebok's iconic classic leather sneaker
- They will be able to customize the heel to personalize their new kicks
- Wide selection of leather colors, embroidery designs and font types will be available
- Option to have two words embroidered onto the heels
- Reebok employees will have iPads to help the guests make their custom designs and place their free order



CATERER

Paschal's

A historic and soulful dining experience.

Menu highlights include Southern specialties, like fried chicken, braised short ribs, smothered pork chops and peach cobbler. Catering estimate is \$8,700.



The Paschal brothers' restaurant was often a meeting place for important Civil Rights leaders, like Dr. Martin Luther King Jr. and his lieutenants.



Catering order includes: fried chicken, candied yams, collard greens, macaroni and cheese, pecan pie and peach cobbler.

Note: Catering estimate is based on order quantities based on feeding 550 people (500 guests and 50 members of staff).

PHOTOGRAPHER/VIDEOGRAPHER

Cam Kirk

Atlanta resident and graduate of Atlanta's Morehouse College. Cam has dedicated his career to capturing the South's vibrant hip-hop scene.



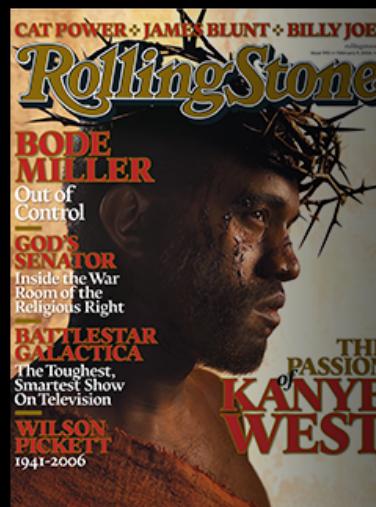
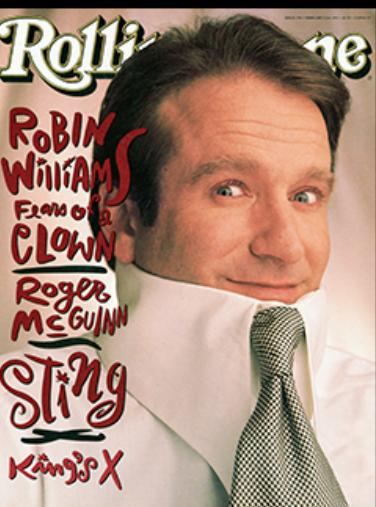
Lil Yachty by Cam Kirk



Cam Kirk, photography courtesy of Hypebeast



Kanye West by Cam Kirk





BRANDED VIDEO SERIES

How I Stay Classic

A branded video series featuring the artists and key influencers of the ATL Classic.

- Rolling Stone will produce a video series following the artists and key influencers as they get ready for the ATL Classic
- Will be filmed in their hotel rooms/trailers/houses, where they will show how they "stay classic" and style their Reeboks
- Gives Reebok the opportunity to position itself as a integral part of an on-trend, urban wardrobe
- Key influencers include Gigi Hadid, Jasmine Sanders, Teyana Taylor and Amber Rose

Note: Amber Rose is not currently partnered with Reebok but Rolling Stone feels she would be a smart investment for this program.

SPONSORED EDITORIAL

The Top Ten Classic Songs in Hip-Hop

Sponsored list of the top ten classic songs in hip-hop history from 'Hypnotize' to 'My Name Is...'

- Reebok advertisements will be run alongside the list





SPONSORED EDITORIAL

The Best Shoe Game of Music Midtown

Reebok sponsored photo series, showing who had the best kicks at Music Midtown.

- Rolling Stone will create a photo series that shows the best shoes we saw at Atlanta's Music Midtown, during the two days before the ATL Classic
- Reebok advertisements will be featured on the article page

SPONSORED EDITORIAL

Atlanta's Hip-Hop Style Evolution

Reebok sponsored editorial, exploring the evolution of fashion in Atlanta and the brands and artists that have moved with it.

- Rolling Stone will publish an article that goes through the changes in Atlanta's hip-hop style
- The article will detail the brands and artists that move with the trends, while still staying classic
- Reebok advertisements will be paired with the article







Program Summary

- The ATL Classic
 - One (1) music event after the cultural tentpole, Music Midtown in Atlanta
 - Well-known performers and influencers will attend, including two new Reebok partners
- Classic Spaces, Branded Snapcode, Custom Classics
 - Three (3) branded activations that will expand the event from Atlanta to high-exposure social media accounts
- How I Stay Classic
 - Reebok branded video series that will keep the event alive after it has passed
- The Top Ten Classic Songs in Hip-Hop History, The Best Shoe Game of Music Midtown, Atlanta's Hip-Hop Style Evolution
 - Three (3) sponsored editorials that will give Reebok increased exposure on Rolling Stone's website before and after the event.



The concepts outlined and any supportive creative materials within this proposal are in development and the property of Rolling Stone. They are being provided to you for the sole purpose of evaluation and consideration. The programs are subject to change and are offered on a first-come, first-served basis. Final parameters will be provided pending feedback and a confirmed sponsorship and advertising commitment.