

Rolling Stone

PRESENTS

Atlanta Classics

EXCLUSIVELY FOR

Reebok 

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Reebok and Rolling Stone

Rolling Stone has long been the most influential voice in music, entertainment and pop-culture. Not only does the brand represent the best of what is classically American, it is at the forefront of defining the newest trends in music and fashion.

Reebok is a classic British shoe brand that has become an integral part of the American athleisure fashion movement. Reebok found the perfect balance between keeping true to its roots and moving with the trends.

To bring together the influence of both brands, Rolling Stone will create sponsored editorial content exclusively for Reebok, as well as a high-profile event with branded activations and extensions, showing that the fashionable, urban people in town know how to stay classic.





Program

Overview

- The ATL Classic
- Classic Spaces, Branded Snapcode
- 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

Rolling Stone and
Reebok present:

The ATL Classic

**A high-profile music event aligning
the Reebok brand with Atlanta's
young, fashionable and urban image.**

When: **September 18** (following Music Midtown)

Where: **Atlanta, GA**

Performances by: **Future, Russ*** and **Kodie Shane**
(Atlanta natives)

Influencers: **Gigi Hadid, Jasmine Sanders, Teyana
Taylor** and **Amber Rose***

*artists/influencers that are not currently partnered with Reebok, but Rolling Stone feels would be a worthwhile investment for the brand's new image, and are also Atlanta natives





The ATL Classic
Branded Activation:

Classic Spaces

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

The ATL Classic will feature four “Instagrammable” spaces within the venue, that will be created by local Atlanta artists and based off of the inspiration, colors and style of four pairs of Reebok Classics.

The Reebok logo will be incorporated into the spaces, to ensure that all social media posts will prominently display the brand.

The ATL Classic
Branded Activation:

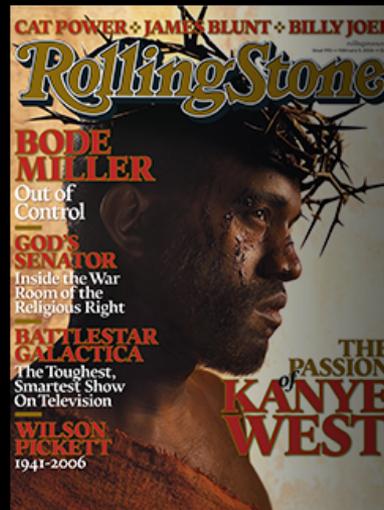
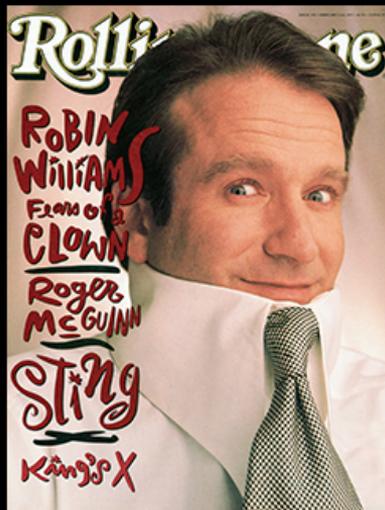
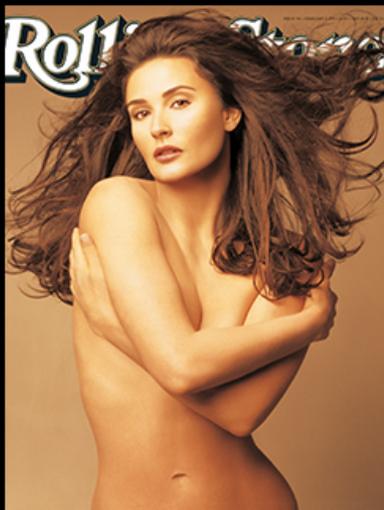
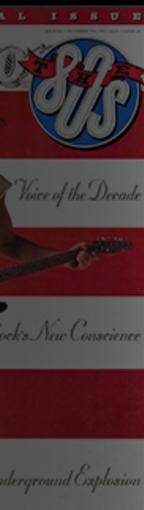
Branded Snapcode

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

Rolling Stone will obtain a snapcode from Snapchat, and print them on all cups used at the event. This snapcode will allow the event guests to unlock Reebok sponsored geotags and/or lenses that will only be available for the night of the event.

The geotag and/or lens will feature graphically rendered elements of the Classic Spaces, as well as the Reebok Classics logo.







Branded Video Series:

How I Stay Classic

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

Rolling Stone will create a branded video series featuring the artists and key influencers at the ATL Classic.

The videos will follow these artists and influencers into their hotel rooms/trailers, where they will show Rolling Stone how they “stay classic” and style their Reebok Classics. This video series gives Reebok the opportunity to be seen as an essential piece of an on-trend, urban wardrobe.

Sponsored Editorial:

The Top Ten Classic Songs in Hip-Hop History

From 'Hypnotize' to 'My Name Is...' Rolling Stone will publish a list of the top ten most classic songs of hip-hop.

Reebok advertisements will be run on the page, alongside the sponsored list.





Sponsored Editorial:

The Best Shoe Game of Music Midtown

Reebok sponsored photo series, showing who Rolling Stone saw wearing the best kicks at Music Midtown.

Rolling Stone will publish a photo series that shows the best of Atlanta's Reebok shoe game at Music Midtown. People featured will be both performers and festival-goers.

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, and the brands and artists that have managed to move with the trends and still stay classic.

Reebok advertisements will be paired with the article.







Program

Summary

- The ATL Classic
 - One (1) music event after the cultural tent pole, Music Midtown in Atlanta, GA
 - Well-known performers and influencers will attend, including two new Reebok partners
- Classic Spaces, Branded Snapcode
 - Two (2) 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.

Rolling Stone

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.