



Nike EYBL Peach Jam

07.12 - 16.21

EVENT INFORMATION

SPORT/S: Basketball

MARKET: Augusta, GA and North Augusta, SC

TOTAL NUMBER OF VENUES: 2

PRODUCT EXPERIENCE: GTQ, Bolt 24, and Mt. Dew Rise

NUMBER OF PMG REPS: 4

TOTAL NUMBER OF ATHLETES: ~1,200

TEEN VS TWEEN

- Teen Athletes: 100%
- Tween Athletes: 0%

GENDER

- Male: 100%
- Female: N/A

NUMBER OF TEAMS

- Total: 150
- Male: 150
- Female: N/A

ACTIVATION

OVERVIEW

- **VENUE:** Augusta Marriott Convention Center (my primary location) and Riverview Activities Park
 - **NUMBER OF FIELDS/COURTS:** 8
 - **PRODUCT EXPERIENCE:** GTQ and Bolt 24
 - **NUMBER OF BRAND AMBASSADORS (BAs):** 3
 - **EXPLAIN ROLES OF BAs:** The BA's handled the activation of GTQ and Bolt 24 at the tournament. They made sure the coolers were filled, drip bins and towels were properly placed and organized and also mixed the GTQ. The BA's also assisted with keeping two Bolt 24 ice barrels stocked with product.
-

LOGISTICS

- **ICE:** Ice was available at the convention center.
- **WATER:** Water was available via a kitchen prep area in the convention center.
- **TABLES:** 1 table – Provided
- **GOLF CART:** N/A
- **ON-SITE STORAGE:** Everything was stored on-site in the secured area behind the walls leading to the courts.
- **POST-EVENT STORAGE:** Remaining product was left behind in a clean and neat fashion for the next PMG rep on-site at the Marriott.

PHOTOS



PHOTOS



PHOTOS



PHOTOS



PHOTOS



ADDITIONAL ACTIVATION ELEMENTS

ADDITIONAL ACTIVATION ELEMENTS

- We made sure to check the Gatorade coolers on the court frequently to ensure that the product was chilled and also that there were no spills in the court. We used the mixing wand to occasionally stir the coolers that had been sitting out for awhile.
- We positioned the Bolt activation station equidistant from the entrance and exit to the courts to ensure that product was easily accessible to the players before and after the game.
- We placed two Zion Williamson Bolt 24 banners on either side of the activation station. They faced the courts to get the most exposure in action shots.

TESTIMONIALS & FEEDBACK

- “The Apple Pear Bolt 24 is an interesting mix of flavors, but not one I particularly care for” – player after a game
- “Thank you for encouraging my players to hydrate on the sidelines, they get caught up in the game and become dehydrated too often”- Assistant coach during a timeout
- “Those Zion posters are really cool, I wonder what his favorite flavor of the Bolt 24 is?” – parent of a player

COMPETITOR MONITORING

- I noticed that many of the players had either BodyArmor or Powerade that they had purchased and brought with them on the benches. It would be nice to see Nike encourage Gatorade products more, rather than having players drink mostly their own product on the benches.

FEEDBACK

ITEMS THAT WORKED WELL

- The location of the Bolt24 activation and getting product out.
- The brand exposure on the courts for Gatorade with the coolers in the background.
- The BA's knew their roles and did a great job at fulfilling them throughout the duration of the event.

ITEMS TO NOTE FOR FUTURE EVENTS

- We could push Nike to encourage Gatorade more, rather than many of the players drinking competitor products.
- I see a unique opportunity to partner with Nike further to get Gatorade branding on the courts in the Marriott Convention Center.
- Keep the step-up bar for sampling new products. I had a few people mention to me how cool it was to have that activation over at Riverview.