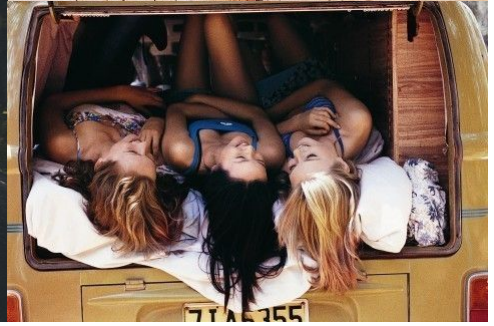
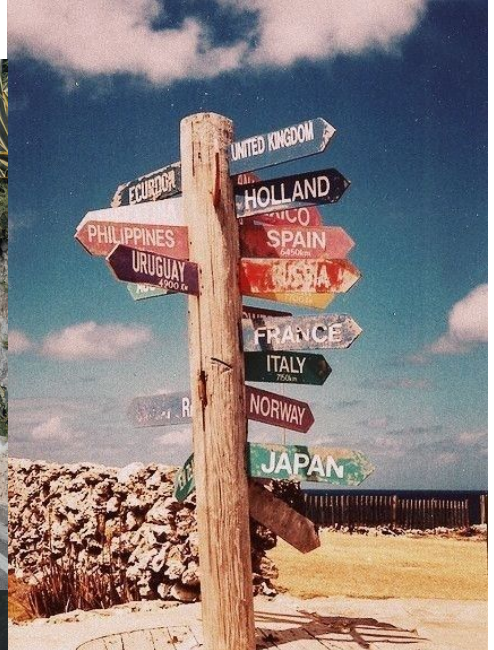
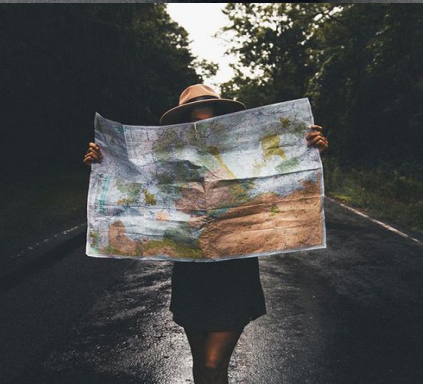
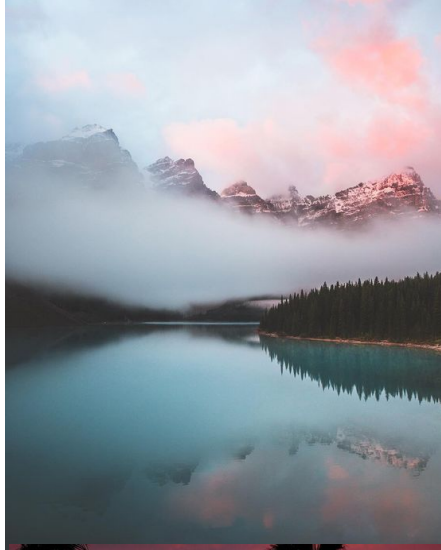


# LeSportsac “On The Road”

Summer 3 (July)

# Inspo'



# Gift With Purchase

1. Earbuds
2. Passport holders
3. Luggage tags
4. Portable bluetooth speaker
5. Sleep mask
6. Photo album
7. Collapsible water bottle
8. Portable charger
9. Travel storage bags



04 OF 09

## J. Crew Travel Sleep Mask

\$15

BUY NOW

Whether you're hitting the slopes this winter or standing watch with a cup of cocoa nearby, tuck this travel-sized sleep mask into your suitcase for a well-deserved snooze.

07 OF 09

## Henri Bendel Chic & Chilly Eye Mask

\$28


BUY NOW

Henri Bendel would like to remind us that stripes are chic, even in your sleep. Equipped with a freeze-able gel insert that calms down busy eyelids while you snooze, this sophisticated accessory redefines beauty sleep.





# Partnerships - Influencers





jessihoffy

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# Partnerships - Influencers







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# Events- Social Media Campaign

## Road Trip

- Partner with Avis Group or ZipCar to sponsor a road trip
- LeSportsac partners with all of the Instagram influencers or one popular influencers on IG (with a large following) and sponsors a road trip for them
- Influencer takes over LeSportsac's Instagram or Facebook live video twice or three times a day for daily location updates and to also pick a contestant for free giveaway once a day



## Scavenger Hunt

- Host a scavenger hunt (in Hawaii, Japan, NYC, etc.)
- Scavenger hunt can include going to certain locations within the city to receive the next clue
- Winner receive free item from collection





# Events - A Dozen Roses (NYC)

- LeSportsac partners with B Floral in NYC to host a floral event in a rented space or in the store
- Floral event consists of B Floral creating a large selection of different flowers so customers can create their own table bouquet
  - Plastic, metal, or glass vases, shears, ribbons, tape, pins, and water will be available at each floral station
- Have B Floral create a flower wall or flower hashtag sign so attendees can feel inclined to take social media pictures and caption their pictures with the desired hashtag ( maybe [#LeDozenRoses?](#))
- During the event, host a giveaway for the most unique bouquet or host a raffle giveaway



# Event Partnership (NYC)

## Central Park or Brooklyn Bridge bike ride

- LeSportsac can offer customers a chance to enjoy the outdoors by going on a bike ride tour through Central Park or Brooklyn Bridge
- Can host event in park (Central Park or Brooklyn Bridge Park) offering food, music, free item to first 15 people to show up, and information on the bike tour
- Tour takes approximately 2 hours to complete



## Pier 2 Roller Rink

- LeSportsac can host rollerblading/skating party on weekday evening
  - Include DJ, food, drinks, raffle giveaway, or
- Hosts different events throughout the week
  - Adult night
  - Public skating hour
  - Free public skating hour
  - Live DJ public skating hour
- Offers 2 packages for group events
  - For 2.5 hours of skating, \$16/pp includes pizza, beverage, and skate rentals
  - For 2 hours or skating, \$11/pp includes skate rentals

