

CLIENT: National Basketball Retired Players Association (NBRPA)

PROJECT: Public Engagement | February 15-16, 2013

OBJECTIVE: A community involvement basketball camp designed to enlighten our inner city youth on ways to bridge the gap between athletics and important life skills.

STRATEGY: The One World team developed and implemented a public engagement strategy to engage a large number of Sunnyside area residents and ensure a positive turnout at the pick-up spots where fresh seasonal produce was distributed to Sunnyside's families and seniors.

One World Strategy Group was responsible for:

- Create workable budget
- Secure sites for both days
- Secured sponsorships and confirmed that every sponsor was represented at the event
- Secured volunteers and confirmed training
- Developed registration process to ensure smooth and safe transition for the campers
- Secure and coordinate with experienced directors and coaches for camp instruction
- Develop and complete logistics for basketball and life skills stations
- Secure lunch menu for campers, staff and guest (NBA legends)
- Secure social media and promotional dvd for the event
- Developed credentialing system (color coded)
- Secured t-shirts and give-a-ways for each camper



CASE STUDY

Kids Get Fit

RESULT

Due to the collaborated efforts of many organizations this event was a great success. One World took the lead on making sure that over 300 campers received all of the valuable information that will help them in athletics as well as life.

