

SUPER BOWL 2024 COMMUNITY EVENT

OAKLEY

OBJECTIVE

SEG helped Oakley bring to life the ultimate Super Bowl experience for Oakley partners and their VIP's!

During this 2 day community focused event, Oakley invited account partners – Dick's Sporting Goods, Shoe Palace, and others - to invite local youth sports teams with the goal of "Moving The Game Forward." Teams got to come experience a 3-hour event that included a gaming room, jersey and eyewear customization, football toss, customized food and beverage, and more, creating a memorable experience for all!

Oakley wrapped up the weekend by inviting friends and family of the brand to the space for a Super Bowl viewing party like no other!

SERVICES

- IDEATION / CONCEPTS
- CONCEPT DESIGN
- PRODUCTION DESIGN
- PRODUCTION
- INSTALLATION
- EVENT COORDINATING / PLANNING
- EVENT OVERSITE
- CUSTOMIZATION
- GWP'S / GIVEAWAYS

