

ADIDAS HIGH SCHOOL HOOPS

AthLife partnered with Adidas to create a grassroots high school basketball marketing program in Chicago, designed to elevate the energy, excitement, and experience around high school hoops.

AthLife transformed key HS rivalry games and the City Championship—branding the venues, distributing fan gear, booking entertainment, and building out a premium fan experiential space that featured key brand product, games, and fan interactives.



ADIDAS ACTIVATION HIGHLIGHT VIDEO

