



KicksCon NYC

Curated by
Armelle Fleurensaint
Joi Berry
Janiya Haze



The History of KicksCon NYC

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KicksCon started off as a idea shared between Janiya Haze and Armelle Fleurissaint in November of 2019 during a Black Student Union meeting at FIT. KicksCon is a student-initiated project targeting a younger audience. This is a convention inspired by the popular company and event SneakerCon where streetwear and sneaker lovers could share their love for the culture. As the fall semester ended, the two curators wanted to bring the sneaker convention to life, later partnering with Joi Berry.

The Vision of KicksCon NYC

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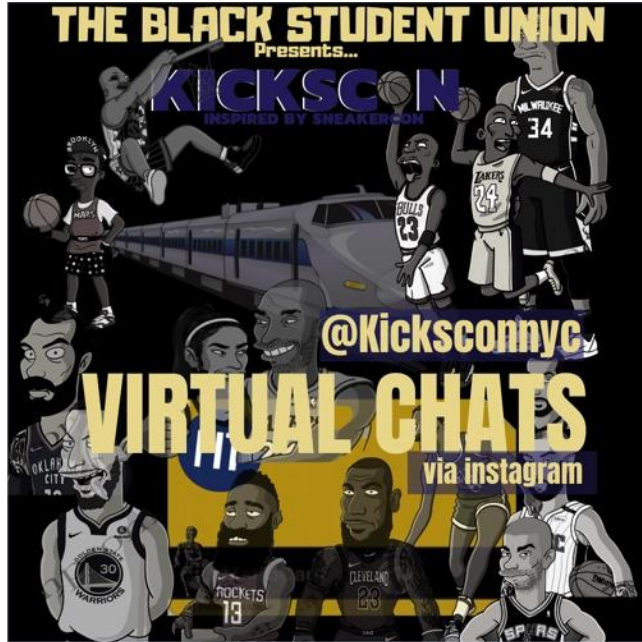
KicksCon NYC strives to unite young creatives over the mutual bond of the sneaker and streetwear industry. Not only does KicksCon NYC want to educate the community about the industry and where it's headed, but also bring attention to up and coming creatives in the NYC and surrounding areas.

What is KicksCon NYC? (Video):

<https://www.youtube.com/watch?v=5-7Nipati7s&t=34s>

KicksCon and COVID-19

KicksCon Chats



KicksCon Chats came to be after the postponement of the KicksCon event that was set to happen on March 13th, 2020. KicksCon Chats is an initiative that will take place this upcoming fall on interactive channels such as Instagram Live and Youtube. We will be speaking with prominent figures in the sneaker industry as well as those who are passionate about all things sneakers, streetwear and art.

The Future of KicksCon NYC

KicksCon Event Breakdown: March Madness

Date March 13th - March 20th (subject to change)

March 6th 6PM - 12AM Location: TBD	March 7th 3PM - 7PM Location: Soho	March 12th 6PM - 10PM Location: TBD	March 16th 1PM - 2PM Location: Zoom	March 16th 6PM - 7PM Location: Zoom	March 18th 6PM - 9PM Location: TBD	March 19th 6PM - 10PM Location: TBD	March 20th 6PM - 10PM Location: TBD	March 21st 6PM - 10PM Location: TBD
KicksCon Kickoff Concert	KicksCon's Creative Collective	KicksCon Press Event	KicksCon Streetwear Industry Discussion X BSU	Kickscon Sneaker Industry Discussion	KicksCon Photo/Video Shoot	KicksCon March Madness Play-in Games	KicksCon March Madness Playoffs	KicksCon March Madness Championship
Artists/Rappers TBA	Artists come together and create and network	Attire: Formal/Casual attire Media and Press in attendance Step & repeat/ photoboosts	Bring in special guest speaker. Virtual Event. Done via Zoom	Bring in special guest speaker. Virtual Event. Done via Zoom	Large collective streetwear shoot	Host Judges/Rating	Host Judges/Rating	Host Judges/Rating Trophy for Champion
						8 Teams of 10	4 Teams of 10	2 Teams Finals Medals

How You Can Support KicksCon NYC

Community Partner



There are many ways to help KicksCon with any events, promotions and support. Open to anyone who wants to help out in any way possible. Please check out the list of options below, and contact us to discuss the involvement option that matches your level of interest.

- Volunteer opportunities to be endorsed on professional resumes
- Donate to the KicksCon Initiative

Media Coverage



Media can support KicksCon NYC by:

- The coverage of events powered by and/or presented by KicksCon NYC
- Reposting of artist's, photographers and videographers that work with KicksCon NYC
- Write articles about KicksCon NYC initiatives, events, artists etc.

Bronze: The Specified Project

Asking Amount: \$1,000

Returns:

- All logos on promotional content for projects such as video shoots, photo projects and creative initiatives powered by KicksCon.
- Company will get tagged on all KicksCon social media platforms aligned with the project or creative initiative.



Silver: Event Sponsorship

Asking Amount: \$5,000

Returns:

- All branding from company will be put on KicksCon NYC promotional content for the event the company is sponsoring.
- Company logo on event banner and step-and-repeat.
- Sponsor will get a booth at the sponsored event.



Gold: March Madness Collaboration



Asking Amount: \$10,000

Returns:

- Sponsor will be able to have their branding on T-Shirts with the company logo printed along with the KicksCon March Madness 2021.
- KicksCon March Madness x (Your Company Name) on all promotional content.
- Sponsor will have swag bags with their logo on it along with KicksCon March Madness 2021.
- Sponsor will get a booth at all March Madness Events

The Curators of KicksCon NYC

Armelle Fleurensaint



Armelle Fleurensaint is an Advertising and Marketing Communications major at The Fashion Institute of Technology, a Brand Specialist with experience in Retail Marketing and Brand Development. She is the co-event coordinator and one of the creative directors of the KicksCon NYC initiative.

Joi Berry

Joi Berry is a Communications Design Student at The Fashion Institute of Technology, Fashion Curator, Art Director and Exhibition Curator. Her role in KicksCon NYC is to cover the streetwear side of the initiative, direct photo and video shoots for Marketing/PR and promotional content. She also creates event structure and organizes the logistics of KicksCon.



Janiya Haze



Janiya Haze is an Advertising and Marketing Communications student at The Fashion Institute of Technology. She also owns her own brand @WHENGUNSFly and has experience in Brand Management, Creative Directing, and Fashion Design. She is the Founder and Co-Event Coordinator of the KicksCon NYC initiative.



Curators (from left to right)

Joi Berry, Armelle Fleurensaint, Janiya Haze

Concepts/Moodboards





Connect with KicksCon NYC

Let's Connect



Email: kicksconnyc@gmail.com

Instagram: @KicksConNYC

Twitter: @KicksConNYC

Youtube:

<https://www.youtube.com/channel/UCciceTv83Xcw3ffaUlsBQng>

Linkedin:

<https://www.linkedin.com/company/kicksconnyc>