

PERRY ELLIS

PATRIOT PICKLEBALL CHALLENGE



*Conceptual Purposes Only

Perry Ellis Patriot Pickleball Challenge – Activation Outline - \$75,000

I. Overview

The Perry Ellis Patriot Pickleball Challenge will take center stage at the Hyundai Air & Sea Show on Memorial Day Weekend in Miami Beach—a city whose spirit of freedom and resilience reflects the heart of America. This patriotic collaboration unites fashion, sport, and service through three powerful components:

- #1 **The On-Site Activation and Event** – a dynamic pickleball experience in the Action Zone of the Patriot Display Village.
- #2 **The In-Store Promotion** – a nationwide retail campaign connecting customers directly to the excitement of the show.
- #3 **The Special Edition Pilots Anniversary Polo** – honoring America's 250th birthday, the Hyundai Air & Sea Show, and Perry Ellis' 50th anniversary.

Together, these elements celebrate the courage of our military heroes and the vibrant coastal style that define Miami and the American spirit.

II. On-Site Activation Components

A. Pickleball Courts

- An inflatable pickleball court designed for use on or near water and will be located in our FP&L Patriot Village alongside other thrilling activations in the Action Zone
- Surrounded by inflatable cabanas for players and spectators.
- Full Perry Ellis and Cubavera branding across courts, fencing, cabanas, and event signage.

B. Court Themes

- The “Perry Ellis/Cubavera Court”

III. Brand Display & Integration

A. Apparel & Lifestyle Display

- Perry Ellis and Cubavera product showcase area highlighting:
- Activewear, outdoor apparel, and pickleball-inspired fashion.
- New seasonal collections aligned with sport and lifestyle.

B. Visual Branding

- Immersive on-site presence featuring:
- Full Perry Ellis and Cubavera wrap-around branding on courts, fencing, and cabanas.
- Branded digital boards and signage throughout the Action Zone.

IV. Media & Marketing Integration

- Comprehensive marketing package including:
- Radio and media promotions
- Branded press coverage through Hyundai Air & Sea Show media partners
- Social and digital campaigns promoting the activation
- National Television Integration:
- Segment featuring the Perry Ellis Patriot Pickleball Challenge within the Hyundai Air & Sea Show broadcast.
- Highlights offering national exposure for Perry Ellis and Cubavera.

V. Retail Partnership Promotion

A. In-Store Activation

- Nationwide Perry Ellis and Cubavera stores to host a Shop & Win VIP Experience:
- Customers spending above a designated threshold are automatically entered to win a VIP weekend at the Hyundai Air & Sea Show.
- Prize includes Beach Club access, premium seating, hospitality, and exclusive experiences.

B. Promotional Support

- Co-branded point-of-sale displays, email marketing, and social media assets provided.
- In-store and digital campaigns drive awareness, engagement, and direct connections between customers and the event.

VI. Perry Ellis “Pilots Polo” Initiative

A. Concept

- Launch of a limited-edition Perry Ellis Pilots Polo commemorating:
- The National Salute to America’s Heroes
- America’s 250th Birthday
- Perry Ellis 50th Anniversary

B. Distribution & Visibility

- Select polos gifted to:
- Distinguished visitors, veterans and military personnel featured at the event
- High-visibility during show weekend, creating photo and media opportunities showcasing Perry Ellis in action.

C. Retail & Merchandising

- Polo available for retail sale at:
- Perry Ellis and Cubavera stores and online.
- Official event merchandise booths in partnership with the Hyundai Air & Sea Show vendor network.

VII. Benefits to Perry Ellis & Cuba Vera

- National exposure through broadcast, print, radio, and digital channels.
- Alignment with America's 250th birthday celebration and patriotic pride.
- Reinforces brand heritage of style, performance, and active living.
- In-store and online traffic boost through event-driven promotions.
- Expands opportunities for ongoing content creation, influencer partnerships, and consumer engagement.

VIII. Brand Heritage & Partnership Alignment

- Perry Ellis and Cuba Vera, proud American brands founded by Cuban Americans, embody the entrepreneurial and cultural spirit that defines Miami.
- Their legacy aligns with Miami and Miami Beach's historic role as U.S. military training centers during World War II, and with the enduring connection to the thousands of active-duty and veteran service members from South Florida.
- This shared heritage makes Perry Ellis and Cuba Vera the ideal partners for the Hyundai Air & Sea Show—an event that honors America's heroes, celebrates the strength of our military, and showcases the unity and pride that define the American spirit.