

SHOW UP²⁴
STRONG '24

**DC
FRAY** //

Show Up Strong 24:
Summer Olympic Village // Opening Hub

A Hub for Community, Activation + Action

June 2024

THEME CONCEPT:

Our Top Pick



OPENING CEREMONIES PARTY:

VIEWING HUB

- [REDACTED]
- [REDACTED]
- [REDACTED]
- [REDACTED]
- [REDACTED]

Estimated Voter Actions: [REDACTED]



POP UPS

PICKUP OR TOURNAMENT PLAY ACTIVATIONS

- [Redacted]
- [Redacted]
 - [Redacted]
 - [Redacted]
 - [Redacted]
 - [Redacted]
 - [Redacted]
- [Redacted]
 - [Redacted]
 - [Redacted]
 - [Redacted]
 - [Redacted]
 - [Redacted]
 - [Redacted]



Estimated Voter Actions: [Redacted]

[Redacted]

[Redacted]

[Redacted]

[Redacted]

[Redacted]

[Redacted]

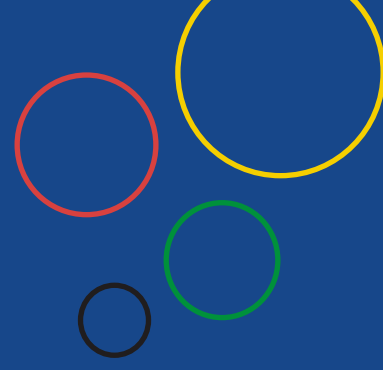
POP UPS (cont.)

- _____
- _____
- _____

Estimated Voter Actions: _____



POP UPS (cont.)



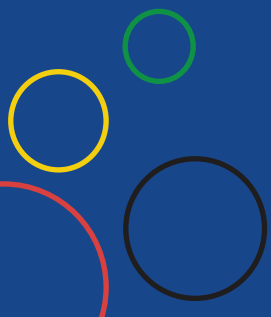
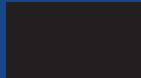
▪



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Estimated Voter Actions:



POP UPS (cont.)



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-
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Estimated Voter Actions:



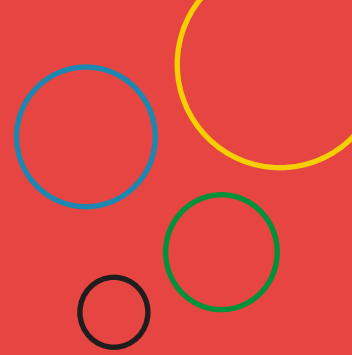
POP UPS (cont.)

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-
-
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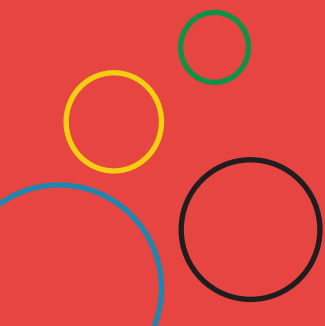
Estimated Voter Actions:



POP UPS *(cont.)*



Estimated Voter Actions: A solid black rectangular block.



PROGRAMMING



THURSDAY

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FRIDAY

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SATURDAY

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SUNDAY

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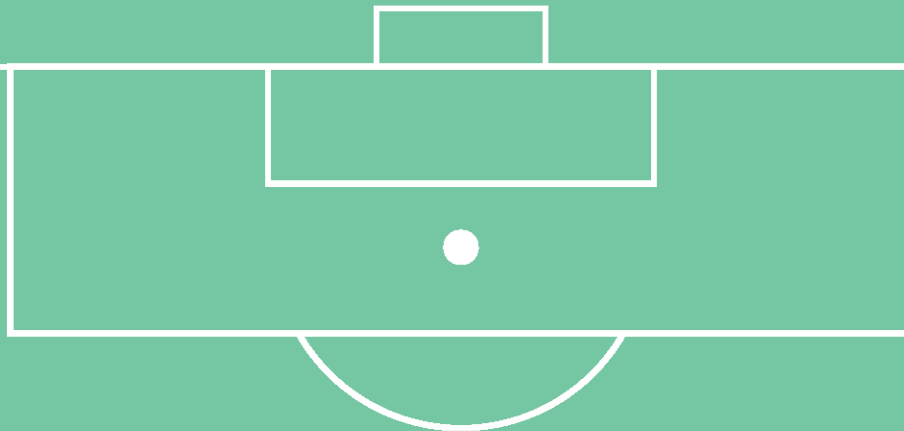
MONDAY

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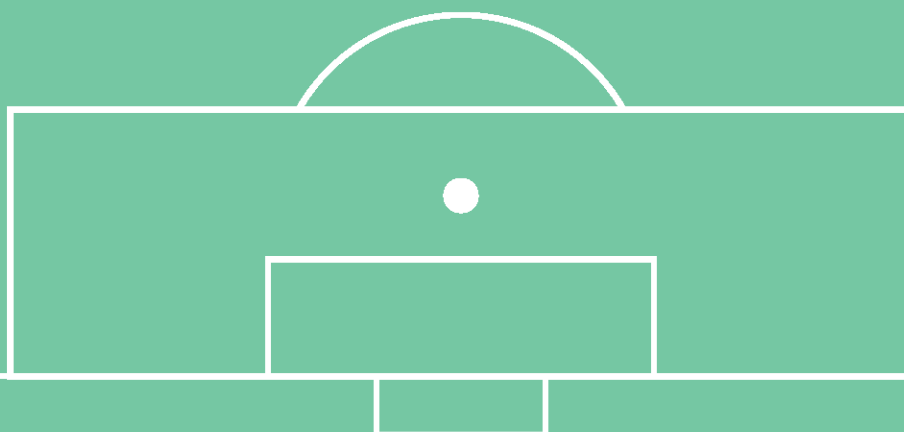
VENUES:





DREAM TEAM:

#FrayLife



SHOW UP²⁴
STRONG '24

XXX

GAMES ON! A PHIELD OF DREAMS

DC
FRAY

Show Up Strong 24:
Summer Olympic Campaign

Let's make the vision of "Games On! A Phield of Dreams" a reality together.