

SHOW UP 
STRONG '24

DC
FRAY //

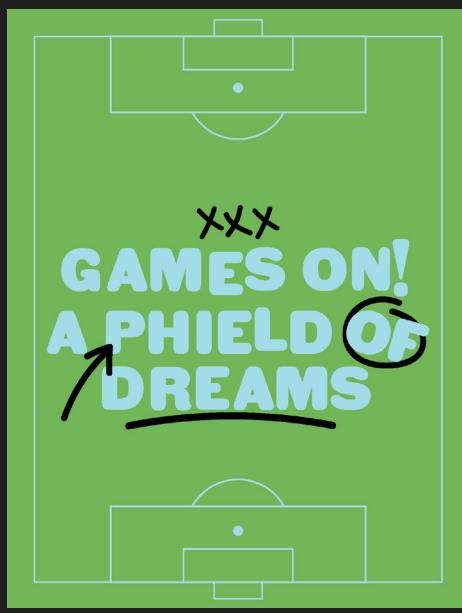
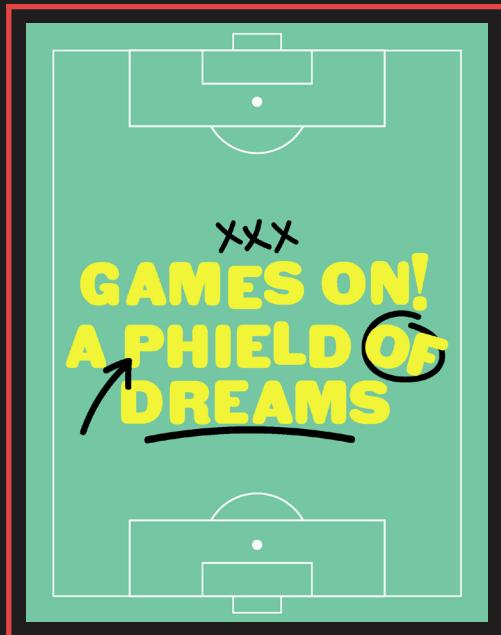
Show Up Strong 24: Summer Olympic Village // Opening Hub

A Hub for Community, Activation + Action

June 2024

THEME CONCEPT:

Our Top Pick



OPENING CEREMONIES PARTY:

VIEWING HUB

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Estimated Voter Actions:



POP UPS



PICKUP OR TOURNAMENT PLAY ACTIVATIONS

Term	Percentage
GMOs	85%
Organic	80%
Natural	75%
Artificial	65%
GMOs	78%
Organic	72%
Natural	68%
Artificial	58%
GMOs	70%
Organic	65%
Natural	60%
Artificial	50%
GMOs	62%
Organic	58%
Natural	53%
Artificial	43%
GMOs	55%
Organic	50%
Natural	45%
Artificial	35%
GMOs	48%
Organic	43%
Natural	38%
Artificial	28%
GMOs	40%
Organic	35%
Natural	30%
Artificial	20%



Estimated Voter Actions:



POP UPS (cont.)

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

Estimated Voter Actions: [REDACTED]

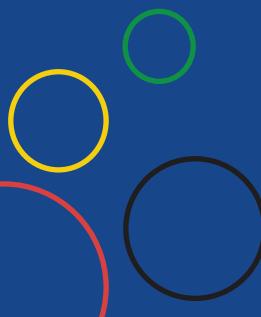


POP UPS (cont.)

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

Estimated Voter Actions: [REDACTED]



POP UPS (cont.)

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Estimated Voter Actions:



POP UPS (cont.)

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

Estimated Voter Actions: [REDACTED]

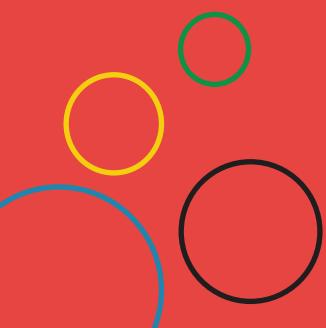


POP UPS (cont.)

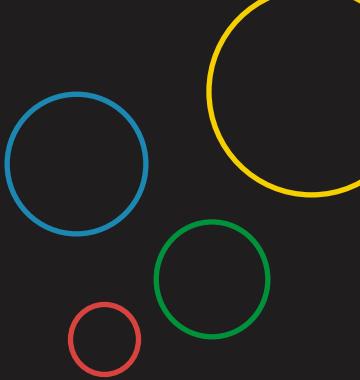
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Estimated Voter Actions: [REDACTED]



PROGRAMMING



THURSDAY

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FRIDAY

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SATURDAY

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SUNDAY

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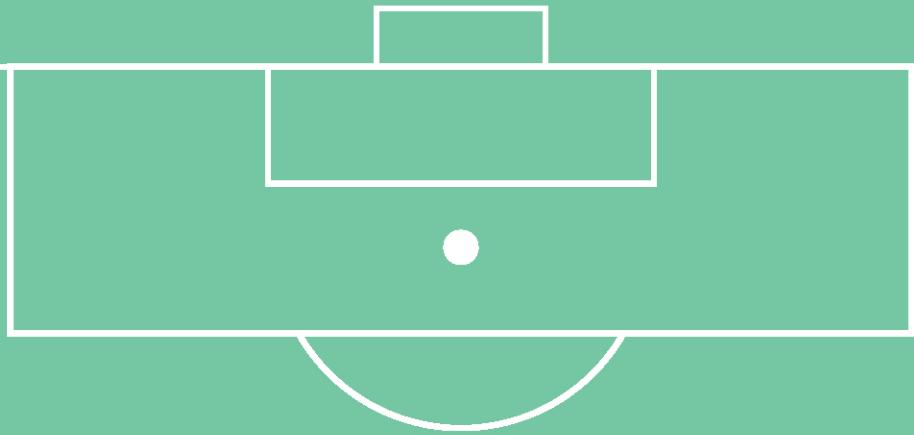
MONDAY

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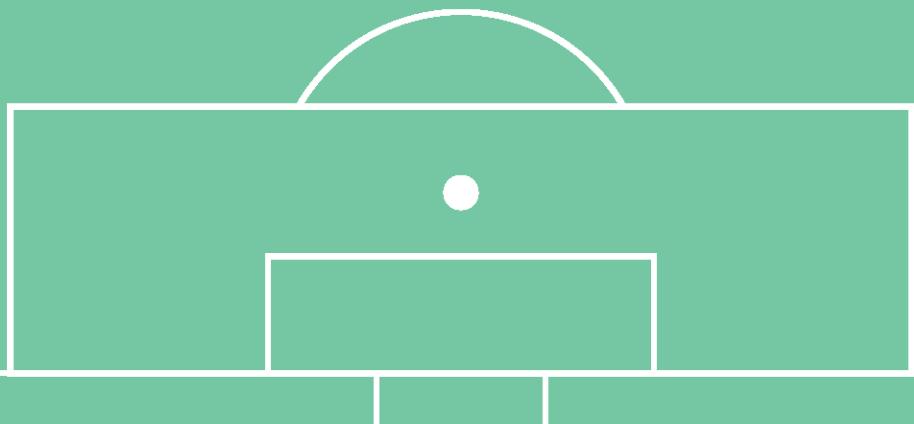
VENUES:





DREAM TEAM:

#FrayLife



SHOW UP 
STRONG '24

XXX

GAMES ON! A PHIELD OF DREAMS

Show Up Strong 24:

Summer Olympic Campaign

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