PFUSA

PFUSA.
JUST ROLLOUT.

PINKFLAMINGOUSA × NIKE · P-6000 RELEASE

EVENT OVERVIEW

SAT NOV 14 2026

8PM–2AM

523 JOSEPH E BOONE BLVD NW · ATLANTA

THE EVENT

1,500
MAX CAPACITY

11.14
SATURDAY, NOV 2026

8PM-2AM
DOORS TO CLOSE

WHAT	Exclusive Nike P-6000 release event, produced by PinkFlamingoUSA with Nike as Official Partner.
WHERE	523 Joseph E Boone Blvd NW, Atlanta, GA 30314 — open-floor warehouse, single room.
WHO	1,500 invite-only guests. RSVP list, ID check and wristbands at the door.
RETAIL	JD Sports on site — P-6000 purchase window at the customization + merch container.
PRODUCTION	OUR Agency — event production, creative direction, content capture.



THE SPACE

523 JOSEPH E BOONE BLVD NW

ATLANTA, GA 30314

FORMAT

Open-floor warehouse, indoor, single level. Guests enter through the welcome tunnel into one room carrying every zone — stage, sim row, customization + merch container, bar and lounge.

ZONES

01 Entrance moment + check-in

02 Main stage + DJ

03 Racing sims

04 Customization + merch + P-6000

05 Bar

06 Lounge

Floor plan in progress — issued separately.

ACTIVATIONS

SIX ZONES · ONE ROOM

Entrance · Main stage + DJ · Racing sims · Customization + merch + P-6000 · Bar · Lounge

SIX ZONES



ENTRANCE MOMENT

NSW LED welcome tunnel, red uplight and haze. Check-in desk at the mouth.



MAIN STAGE + DJ

PF | Nike lightbox over the booth, NSW LED walls, wrapped show cars.



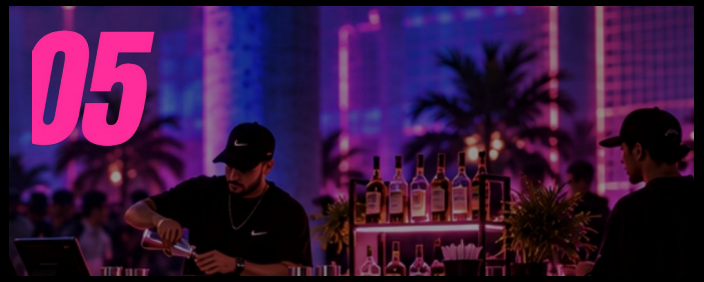
RACING SIMS

Row of NSW sim rigs along the LED wall. Live leaderboard.



CUSTOM + MERCH

Container: live customization, event merch and the P-6000 window.



BAR

Branded bar, pink underglow. Full service to last call.



LOUNGE

White couch clusters, cocktail tables, candlelight under the NSW wall.

01 ENTRANCE MOMENT



ARRIVAL

NSW LED tunnel with WELCOME script overhead — the first thing every guest walks through.

CHECK-IN

NSW-branded desk at the mouth: RSVP scan, ID check, wristband. Stanchioned lanes keep the walk-in moving.

LOOK

Red uplight on drape walls, haze in the tunnel, LED edge lines framing the portal.

CONTENT

Arrival photo moment — photographer stationed here for the first 90 minutes.



02 MAIN STAGE + DJ

STAGE

Suspended PF | Nike and NSW lightbox over the DJ booth, speaker stacks either side.

FLOOR

Two PF | Nike-wrapped show cars staged on stanchions in front of the booth.

SOUND + LIGHT

NSW LED walls, pink / blue column wash, moving heads. Toancho 8 PM, JerryxJahova 10 PM, Jasmine Daniels 11:30 PM.

08 RACING SIMS

BUILD

Row of full-motion sim rigs on a lit plinth along the NSW LED wall. NSW seats, wheel + pedals, curved screens.

OPERATION

Stanchioned queue at the end of the row. Timed laps, live leaderboard on the wall.

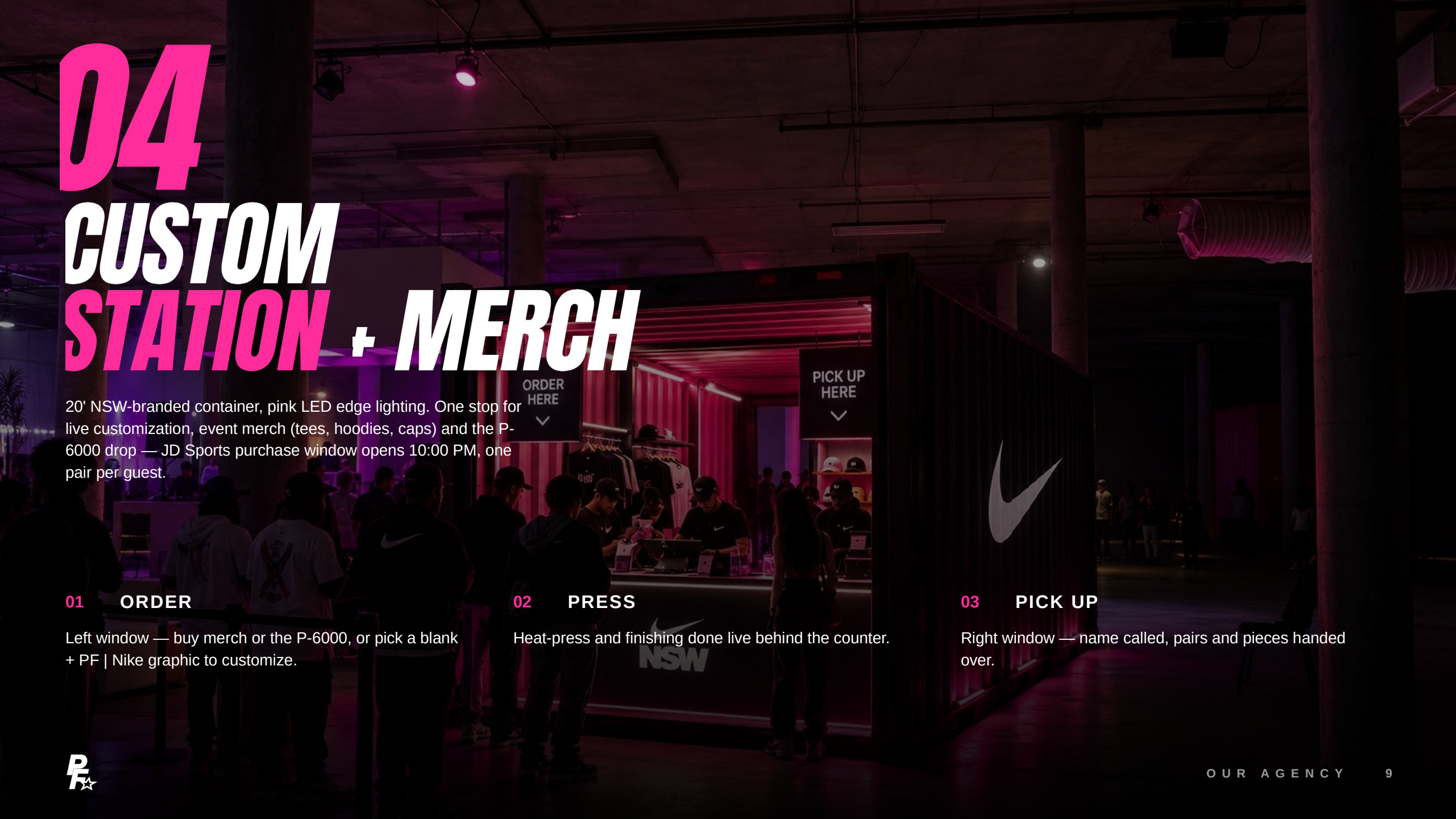
TIMING

Open 8:00 PM – 12:15 AM. Finals and winner from the stage at 12:15 AM.



04 CUSTOM STATION + MERCH

20' NSW-branded container, pink LED edge lighting. One stop for live customization, event merch (tees, hoodies, caps) and the P-6000 drop — JD Sports purchase window opens 10:00 PM, one pair per guest.



01 ORDER

Left window — buy merch or the P-6000, or pick a blank + PF | Nike graphic to customize.

02 PRESS

Heat-press and finishing done live behind the counter.

03 PICK UP

Right window — name called, pairs and pieces handed over.



05 BAR

Branded PFUSA | Nike bar front, pink LED underglow, backlit bottle wall. Full service 8:00 PM – 1:30 AM last call.



06 LOUNGE

White couch clusters and cocktail tables with candlelight, set under the NSW LED wall with sightlines to the stage.

RUN OF SHOW

8PM-2AM

SATURDAY, NOVEMBER 14, 2026



THE LINEUP

HEADLINER · 11:30 PM – 1:45 AM

JASMINE DANIELS

Supermodel turned DJ — main event set, with surprise guest-star appearances through the night.

HOST + DJ · 10:00 – 11:30 PM

JERRYXJAHOVA

Hosts the night on the mic from doors, then DJs. Artist cameos: BBYKELL, ZUKENE.

OPENER · 8:00 – 10:00 PM

TOANCHO

Opens the night for the first two hours, setting up both main acts.

RUN OF SHOW

TIME	SEGMENT	DETAIL	ZONE
7:30 PM	FINAL WALKTHROUGH	All zones live-checked. Staff, security, bar and print team in position.	—
8:00 PM	DOORS OPEN · TOANCHO	Walk-in via the welcome tunnel. Bar, sims, container open. Toancho opens (8:00 – 10:00).	ENTRANCE
8:00 – 9:30 PM	OPEN FLOOR	Guests arrive. Photo moment at the tunnel, sim queue running, customization orders.	OPEN FLOOR
9:30 PM	WELCOME MOMENT	JerryxJahova on the mic: PFUSA x Nike intro, P-6000 reveal, Nike / JD Sports remarks.	STAGE
10:00 PM	JERRYXJAHOVA SET	Host + DJ set (10:00 – 11:30) with artist cameos from BBYKELL and ZUKENE.	STAGE
10:00 PM	P-6000 DROP OPENS	JD Sports purchase window opens at the customization + merch container. One pair per guest.	CUSTOM
10:30 PM	SIM HEATS	Leaderboard round 1 — fastest laps called out from the booth.	SIMS
11:30 PM	JASMINE DANIELS	Headline DJ set (11:30 – 1:45) with surprise guest-star appearances.	STAGE
11:45 PM	LAST CALL — CUSTOM	Final customization orders taken; pick-up runs to 12:30 AM.	CUSTOM
12:15 AM	SIM FINALS + WINNER	Top times run off. JerryxJahova announces the winner from stage.	SIMS
12:30 AM	CONTAINER CLOSES	P-6000, merch and customization pick-up close.	CUSTOM
1:30 AM	LAST CALL	Bar last call.	BAR
1:45 AM	MUSIC DOWN, LIGHTS UP	Jasmine Daniels set ends. House lights to 50%, security begins exit flow.	ALL
2:00 AM	DOORS CLOSE	Event ends. Strike / load-out begins.	ALL

Draft v2 — talent and remarks times to be confirmed with Nike, JD Sports and performers.

PRODUCTION

01 ENTRY + CAPACITY

1,500 cap. RSVP list + ID check, wristbands. Clicker count at entry; security holds at capacity.

02 SAFETY

Sim row and show cars stanchioned. Extinguishers at bar, sims and container. Egress kept clear. Medic on site.

03 STAFFING

Door / security, bar team, print team (customization), brand ambassadors (sims + container), stage manager, DJs, host.

04 CONTENT CAPTURE

Photo + video on arrivals, the drop, sim finals and stage. Feeds the JD Sports P-6000 rollout.

05 LOAD-IN / STRIKE

Container, sim rigs, LED walls, stage lightbox and cars load in Nov 13 – 14. Strike from 2:00 AM Nov 15.

06 OPEN ITEMS

Floor plan · DJ / talent confirmations · Nike + JD remarks · bar menu · blanks, merch + P-6000 stock · guest list



THE CREW

PRODUCTION

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