

Bradley Polkowitz

RISE Super Bowl LVI Youth Leadership Program

Project Title: Connecting and raising awareness through footwear

Project Description: During my internship with RISE this past summer, I was able to create mockup cleats and shoes for our NFL partners to wear for the My Cause My Cleats Initiative. I was later connected to the company that printed the mockups and I began doing some concept designs for the team. While going through the leadership program and discussing potential project ideas, I thought it would be unique and powerful to continue and help athletes share their identity and empower their communities through custom cleats and shoes. For my project, I plan to empower and connect communities by working with college athletes or professionals to design custom cleats supporting a cause that they are affected by.

Although the NFL already has the My Cause My Cleats Initiative, athletes across other sports and leagues do not have an opportunity to bring awareness to causes they support. As a designer for Stadium Custom Kicks, I want to work with athletes to bring awareness to these causes and help them raise money to support them.

Action Plan:

- Start with reaching out to athletes on campus at the University of Maryland and connections I have in the industry
- Work with the athletes to design custom footwear that spreads awareness on their cause
- After wearing the footwear, create an auction to sell it. Proceeds of the auction will be donated to a non-profit or organization that is consistent with the cause of the footwear.
 - In the past Stadium Custom Kicks has done two types of sales that I think can be utilized to further support an athlete's cause

1. OpenSeas auction where the bidder received an NFT of the sneakers and a replica pair of the exclusive shoe
2. Limited Edition Breast Cancer Awareness Sneaker that you can buy on our site. A percent of the proceeds then was donated to a Breast Cancer Awareness organization

RISE Footwear Examples:

