



# Giveth Co-Marketing:

## A Global Community of Support

Go beyond KOL marketing and experience the power  
of a whole ecosystem invested in your success.



When an entire community of advocates  
amplify your brand across multiple  
channels, it's not just marketing.

**It's a movement.**

In a space crowded with hype, KOLs often prop up unsustainable projects that lack substance.

These voices create buzz, but lasting impact needs real communities – not pay-to-play promotions.



Most KOLs don't believe in what they shill

Most KOLs don't use the product they promote

Most KOLs dont even buy into tokens they post

This is the only reason why we have GOLs

Gba Opinion Leaders...

We all can do better for real...many builders don't even trust KOLs

As a small creator, never forget while you started when you become big .

5:28 PM · Oct 13, 2024 · **6,772** Views



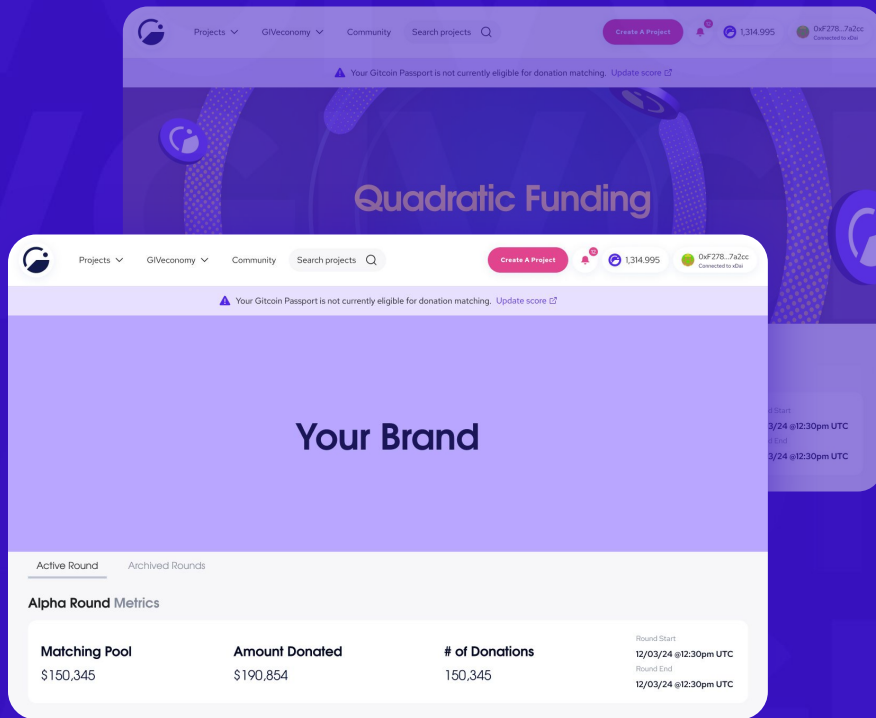
The problem with marketing purely via KOLs is that it's pay to play and shortcuts the need for proof of support/loyalty/conviction over time

The strongest marketing is recurring user and fanbase driven

7:28 PM · Apr 28, 2024 · **114.1K** Views

We're redefining what "Leader" means in "Key Opinion Leader."

Boost brand awareness and drive real change with 100% of your contribution supporting Quadratic Funding (QF) rounds.





# More than KOL Marketing

Receive increased returns on your initial spend.



High-profile brand exposure across Giveth's channels



Funding supports QF rounds, fueling impactful projects



Network effects from Giveth community engagement

**High Profile Followers:** Unlike most KOLs, Giveth's reputation has attracted high-profile Web3 followers, including [Polygon](#), [NEAR](#), [Celo](#), [Gitcoin](#) & more.



# Giveth Brand Reach

## X Reach

**16.4k**

total followers

**202k**

avg. monthly  
impressions

**8.6k**

avg. monthly  
engagement

## Website, Blog & Newsletter Reach

**8k**

avg. monthly  
web users

**1.1k**

avg. newsletter  
page views

**4,283**

active newsletter  
subscribers

## X Follower Demographics

**60%**

are aged 25-34

**78%**

are male

**33.5%**

based in the  
United States

## QF Round Statistics

**93**

avg. project  
participation

**915**

avg. unique  
donors

**\$45.1k**

avg. donations  
per round

# Heroic Giver Package

**\$2,000+ Across 1 Round**



## Brand Exposure

Feature your brand on our platform.



## Project Nomination

Nominate 1 eligible project to participate in the QF round.



## GIVbacks

Be entered to win up to **500,000 GIV**



## Social Media Promotion

We'll promote your brand and the project you nominate with dedicated posts on X & Warpcast.

- 1 dedicated X thread, cross posted to Warpcast.
- 2 short form posts on X with memes, cross-posted to Warpcast.

# Mega Giver Package

**\$10,000 Across 1 Round**



## Priority Exposure

Prominent banner placement on website and priority promotion.



## Multiple Nomination

Nominate **3** eligible project to participate in the QF round.



## GIVbacks

Be entered to win up to **500,000** GIV



## Social Media Promotion

We'll promote your brand with posts on X and Warpcast, as well as a dedicated blog post featuring your impact.

- 2 dedicated X threads per round, cross-posted to Warpcast.
- 4 short form posts on X per round, with memes, cross-posted to Warpcast.
- 6 reposts of your project's X posts per round.
- 1 dedicated blog post per round (includes graphic & X post shared with giveth community)



# Mega Giver Package

**\$10,000 Across 1 Round**



## Priority Exposure

Prominent banner placement on website and priority promotion.



## Multiple Nomination

Nominate **3** eligible project to participate in the QF round.



## GIVbacks

Be entered to win up to **500,000 GIV**



## Social Media Promotion

We'll promote your brand with posts on X and Warpcast, as well as a dedicated blog post featuring your impact.

- 2 dedicated X threads per round, cross-posted to Warpcast.
- 3 short form posts on X per round, with memes, cross-posted to Warpcast.
- 5 reposts of your project's X posts per round.
- 1 dedicated blog post per round (includes graphic & X post shared with giveth community)

# Epic Giver Package

**\$20,000 Across 2 Rounds**



## Exclusive Exposure

Prominent banner placement on website and priority promotion.



## Extended Nomination

Nominate 3 eligible project to participate in each QF round.



## GIVbacks

Be entered to win up to **500,000 GIV**



## Locked-In Rates

Secure this rate for future sponsorships.



## Extended Co-Marketing

Get featured in tweets, blog posts, and more across two rounds.

- 2 dedicated X threads per round, cross-posted to Warpcast.
- 4 short form posts on X per round, with memes, cross-posted to Warpcast.
- 6 reposts of your project's X posts per round.
- 1 dedicated blog post per round (includes graphics & X post shared with Giveth community)

# Epic Giver Package

**\$20,000 Across 2 Rounds**



## Exclusive Exposure

Prominent banner placement on website and priority promotion.



## Extended Nomination

Nominate 4 eligible project to participate in each QF round.



## GIVbacks

Be entered to win up to **500,000 GIV**



## Locked-In Rates

Secure this rate for future sponsorships.



## Extended Co-Marketing

Get featured in tweets, blog posts, and more across two rounds.

- 2 dedicated X threads per round, cross-posted to Warpcast.
- 4 short form posts on X per round, with memes, cross-posted to Warpcast.
- 7 reposts of your project's X posts per round.
- 1 dedicated blog post per round (includes graphics & X post shared with Giveth community)

# Legendary Giver Package

**\$50,000+ Across 1 Round**



## Exclusive Exposure

Maximize visibility across the funding round.



## Complete Nomination

Control the eligibility requirements for the round, even choose who can participate.



## GIVbacks

Be entered to win up to **500,000 GIV**



## Negotiable Parameters

Extra weight can be given to specific token holders & for large rounds over \$250,000 we can negotiate the cost.



## Solo Sponsorship

- Your brand will receive its own dedicated Quadratic Funding (QF) round & be the only sponsor brand promoted in marketing materials.
- Our creative marketing team & professional designers will work with you to devise a theme for the QF round and branded materials that attract an audience relevant to your brand's goals.
- Minimum round size is \$35,000 plus \$15,000 to run the round. If the round is over \$100k then we charge 15% of the matching pool.

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# Legendary Giver Package

**\$50,000+ Across 1 Round**



## Additional Co-Marketing

Receive additional support from other accounts in the Giveth Galaxy, including:



[Griff Green](#)



[General Magic](#)



[RetroPGF Community](#)



## Maximum Co-Marketing

Get featured in tweets, blog posts, and more.

- 3 dedicated X threads, cross-posted to Warpcast
- 6 short form posts on X per round, with memes, cross-posted to Warpcast
- Up to 12 reposts on X of your project's posts
- 2 dedicated blog post per round (includes graphic & X thread shared with Giveth community)
- 2 dedicated spaces (includes graphics & promotional posts on X)

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# Be the Chain Hero

## \$5,000 Add-On



### Exclusive Round Branding

Your chain powers the QF Matching Pool & becomes the round's focus.

Your logo featured in all QF round promotions.



### Ecosystem Integration

All participating projects must use your chain's address.



### GIVbacks

Be entered to win up to 500,000 GIV



### Social Media Promotion

We'll promote your brand and the project you nominate with dedicated posts on X & Warpcast.

- 2 dedicated X thread, cross posted to Warpcast.
- 2 short form posts on X with memes, cross-posted to Warpcast.

\*This is an add-on available for Heroic Giver (\$2K) or Mega Giver (\$10K) sponsors!



# Be the Chain Hero

**\$5,000**

**0**

\*add-on for a Mega Giver (\$10K)!

**\$8,000**

**0**

\*add-on for Epic Giver (\$20K)



## Exclusive Round Branding

Your chain powers the QF Matching Pool & becomes the round's focus.

Your logo featured in all QF round promotions.



## Ecosystem Integration

All participating projects must use your chain's address.



## Everything in \$5,000 pack



## Exclusive X AMA

X Space with your chain and Giveth team



## Featured Blog & Newsletter

Sponsorship announcement shared with Giveth's audience



## Early Access

Priority invite for future Giveth QF rounds



# Packages

	<b>Heroic Giver</b> \$2,000+ Across 1 Round	<b>Mega Giver</b> \$10,000 Across 1 Round	<b>Legendary Giver</b> \$100,000 Across 1 Round
Exposure	Brand	Priority	Exclusive
Nomination	Project	Multiple	Complete
GIVbacks	✓	✓	✓
Marketing	Social Media Promotion	Social Media Promotion	Maximum + Additional Co-Marketing
Locked-In Rates	—	—	✓
Sponsorship	Shared	Shared	Solo





Reach out to our team with any questions regarding the packages presented, or to discuss custom packages.

Learn more about Giveth and its impact at  
[Giveth.io](https://Giveth.io)

To discuss a co-marketing strategy, reach out to [jake@giveth.io](mailto:jake@giveth.io)

Giveth retains 15% of all QF round sponsorships to cover data analysis and operations.





Giveth offers a positive-sum alternative by increasing your reach while also supporting public goods, non-profit organizations and impact driven initiatives.





# Why Giveth?



## Established History

The Giveth community has been around since 2016 and has a proven track record in DAOs & Web3 impact.



## Project Promotion

Giveth actively promotes sponsored projects, increasing visibility and support.



## Co-Marketing & Promotion

Partner with Giveth to co-promote your project & amplify your impact using a well-established & trusted brand.



## High-Profile Followers

Giveth's long standing reputation has attracted engagement from high-profile Web3 followers including [Polygon](#), [NEAR](#), [Celo](#), [Gitcoin](#) & more.



# Packages

## Heroic Giver

**\$2,000+**

**Across 1 Round**

- ✓ Brand Exposure
- ✓ Project Nomination
- ✓ GIVbacks
- ✓ Social Media Promotion

## Mega Giver

**\$10,000**

**Across 1 Round**

- ✓ Priority Exposure
- ✓ Multiple Nomination
- ✓ GIVbacks
- ✓ Social Media Promotion

## Epic Giver

**\$20,000**

**Across 2 Rounds**

- ✓ Exclusive Exposure
- ✓ Extended Nomination
- ✓ GIVbacks
- ✓ Extended Co-Marketing
- ✓ Locked-In Rates

## Legendary Giver

**\$100,000**

**Across 1 Round**

- ✓ Exclusive Exposure
- ✓ Multiple Nomination
- ✓ GIVbacks
- ✓ Maximum Co-Marketing
- ✓ Locked-In Rates
- ✓ Additional Co-Marketing
- ✓ Solo Sponsorship



**cindy**    
@cindyleowtt



The problem with marketing purely via KOLs is that it's pay to play and shortcuts the need for proof of support/loyalty/conviction over time

The strongest marketing is recurring user and fanbase driven

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**Crypto Intern**   
@ProofofIntern



kols are cheating.

a lot of kols are botting their engagement and it's so obvious.

used a kol for a recent campaign through an agency and their engagement stats dropped 90% within a few days on a post they made.

be sure to re-check your analytics after a week or so to see which kols are botting.

10:00 PM · Oct 12, 2024 · **1,502** Views



**La\_Crypt**    
@Ola\_Crypt



Most KOLs don't believe in what they shill

Most KOLs don't use the product they promote

Most KOLs dont even buy into tokens they post

This is the only reason why we have GOLs

Gba Opinion Leaders...

We all can do better for real...many builders don't even trust KOLs

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**shah**    
@shahh

**Subscribe**



The biggest problem with marketing only through KOLs is that it's pay-to-win and a shortcut for short term support.

The strongest marketing is a mix of KOL support and organic die hard believers gained over time.

Find these communities and you will never lose.