# Treasury Withdrawal - Intersect metadata template - Unveiling the First Unified Global Events Marketing Strategy for Cardano

## **Title**

Withdraw ₳6,000,000 for Unveiling the First Unified Global Events Marketing S…

## **Abstract**

This treasury withdrawal funds **Unveiling the First Unified Global Events Marketing Strategy for Cardano** which will provide the following services:

Revitalize Cardano's global presence and foster ecosystem growth, we aim to host and participate in a dynamic series of events in 2025 and 2026.

These events will target diverse audiences, including developers, enterprises, blockchain enthusiasts, and policymakers, to drive engagement, innovation, and adoption.

This Treasury Withdrawal is submitted by Intersect on behalf of the vendor. The following sections; Abstract, Motivation, Rationale and Vendor Profile have been sourced from the approved proposal submitted by the Vendor as part of the Intersect budget process.

This treasury withdrawal funds one of 39 proposals to give effect to the approved budget info action for ₳275,269,340, administered by Intersect via gov\_action1u9x73kwufaxa70lfy59g4ynwyrcsaxdcd0gxzzmh67s9fxq4j8hqqk2phgh. The information provided herein is intended to fulfill the spirit of the constitutional requirement for a treasury withdrawal info action by also providing the details of the proposed solution, alignment to the budget, and amount to be withdrawn from the Cardano Treasury.

## **Motivation**

This proposal aims to solve the following problem:

The Cardano ecosystem currently faces challenges in establishing a consistent and impactful presence at global blockchain events. Catalyst-funded initiatives often operate under independent branding which rarely mentions ‘Cardano’ which dilutes the visibility of Cardano within the broader blockchain community. This fragmented approach makes it harder for Cardano to stand out amidst the competition.

Competitors like Solana, Aptos, and Sui have established significant brand recognition by strategically aligning global events with developer-focused initiatives.

Their series of hacker houses and hubs—typically held 3–4 times per year—have successfully fostered active developer communities and increased Total Value Locked (TVL) on their platforms. These events seamlessly blend ecosystems, attracting talent and partnerships across multiple chains while solidifying their reputation as innovative blockchain leaders.

Without a similarly coordinated and impactful event strategy, Cardano risks being overshadowed in a competitive landscape. A fresh approach to event planning is essential to position Cardano alongside top players and attract developers, partners, and enthusiasts from across the blockchain ecosystem.

## **Rationale**

### Project Solution

Unveiling the First Unified Global Events Marketing Strategy for Cardano. The entities will deliver ‘Cardano’ branded sponsorships at global conferences in 2025 and 2026, managed and planned by the events management experts.

Cardano as an L1 needs to be promoted as the brand at these events with no biased 3rd party business objectives hovering around it. They will run a 100% Cardano-focused events and marketing campaign globally at the most cost-efficient manner leveraging our wealth of event experience.

List of Key Events: <https://ucarecdn.com/601623d5-e9ef-45ec-9025-1e7cd40f824c/External2025EventsListCleanlist_14April.pdf>

Unveiling the First Unified Global Events Marketing Strategy for Cardano PDF:

<https://ucarecdn.com/0830cd4a-dec8-4595-8a27-2a680788e90d/Cardano2025EventProposalUpdatedMarch.pdf>

### Vendor Profile

Cardano Foundation: An independent, Swiss-based non-profit organization tasked with advancing the public digital infrastructure of Cardano and working to anchor it as a utility for financial and social systems

Emurgo: EMURGO is a blockchain technology company and a founding entity of the Cardano blockchain that provides products and services to drive the adoption of Cardano's Web3 ecosystem. Established in Japan, EMURGO exists to facilitate commercial growth of the Cardano ecosystem and unlock the full potential of the ecosystem through partnerships, investments, education, and infrastructure development.

Rare Network: Rare Network is a premier event services, KOL (Key Opinion Leader), and marketing company dedicated to promoting businesses within the blockchain technology and Web3 space. As the parent group of RareEvo.io, Rare Network specializes in creating impactful events and innovative marketing strategies that drive visibility and growth for pioneering companies in the decentralized technology ecosystem

### Contract Management

A written off-chain Legal Contract will be created between the Vendor and the Cardano Development Holdings (CDH), as mandated by the constitution, and will be administered by Intersect. This will include details of the project delivery schedule and dispute resolution.

### Project Delivery

All milestones, acceptance criteria, payment amounts and expected delivery dates will be agreed between the Vendor and Intersect, acting on behalf of the CDH. The vendor will deliver according to the agreed-upon project schedule within the Legal Contract, of which the necessary information will be made public via the budget management platform via transaction metadata.

Defined by the milestones within a Legal Contract, the vendor will submit and attest milestone acceptance to the community, Intersect or 3rd Party Assurer.

Project progress will be monitored via Intersect’s delivery assurance function which will be communicated to the community.

Acceptance of the above work is expected to be supported by a 3rd Party Assurer, who will be responsible for reviewing and signing off the work completed at each project milestone against the corresponding milestone deliverables detailed within the Legal Contract. This work is funded from a portion of this treasury withdrawal.

### Budget Management Tooling

To administrate treasury funds on-chain, Intersect will utilize the treasury management smart contract framework developed by Sundae Labs. The smart contracts have been [extensively tested](https://github.com/SundaeSwap-finance/treasury-contracts/tree/main/offchain/tests) including audits from TxPipe and MLabs. Examples of the usage of these contracts can be seen across mainnet described across Intersect authored [Blog 1](https://www.intersectmbo.org/news/smart-contract-mainnet-demo-a-step-toward-on-chain-treasury-withdrawals), [Blog 2](https://www.intersectmbo.org/news/smart-contract-mainnet-demo-day-two-update) and [Blog 3](https://www.intersectmbo.org/news/smart-contract-mainnet-demo-day-three-update).

Final mainnet validation test can be seen via the Disburse action within transaction: 0f591dc544ae14102dbb4a74d5311a6acffc1772b163d8b7a9656b9525950b17

With the confirmed treasury reserve contract address being: stake17xzc8pt7fgf0lc0x7eq6z7z6puhsxmzktna7dluahrj6g6ghh5qjr

#### Specifics

Intersect will utilize a single Treasury Reserve Smart Contract (TRSC), with many Project-Specific Smart Contracts (PSSC), managed by Intersect. Intersect’s management consists of three ‘admin’ and two Intersect ‘leadership’ roles. An Oversight Committee consisting of five external, independent third-party entities will provide checks and balances on Intersect, and safeguard against errors and unilateral control. The administration of both TRSC and PSSCs will be managed by Intersect, with external oversight on certain actions from the Oversight Committee.

The Oversight Committee consists of Sundae Labs, Cardano Foundation, Dquadrant, Xerberus and NMKR. Their role is to independently verify key administrative actions using on-chain logic, ensuring accuracy and consistency without exercising discretion over governance decisions.

For all details on Intersect’s configuration please see the [**Smart Contract Guide**](https://docs.intersectmbo.org/cardano-facilitation-services/cardano-budget/intersect-administration-services/smart-contracts-as-part-of-our-administration) on the knowledgebase.

The high level permissions are as follows:

* TRSC Fund and PSSC Modify
  + Two of the three Intersect admins, two of the five trusted entities and one of the two Intersect leadership sign-off must authorize
* TRSC Disperse
  + Two of three Intersect admins, three of five trusted entities and two of two Intersect leadership sign-off must authorize
* TRSC Pause and Resume
  + Two of three Intersect admins, and one of two Intersect leadership sign-off must authorize
* TRSC Sweep
  + One of three Intersect admins, and one of two Intersect leadership sign-off must authorize
* TRSC Reorganize
  + Two of three Intersect admins and three of five trusted entities must authorize

#### Processes

Upon enactment of this governance action, funding for this project will be directed into the TRSC’s stake account. All instances of TRSC and PSSC can not be staked with a SPO and will be delegated to the auto-abstain predefined DRep. From here funds will be withdrawn into a UTxO remaining at the TRSC.

When the Legal contract is prepared and the vendor is ready, funding for this project will be transferred using the Fund action to a PSSC. All milestones will be outlined within the metadata.

A dashboard will be available for the community to audit the TRSC or PSSC and track metrics related to this withdrawn ada as well as being immutably verifiable on chain.

The subsections; Contract Management, Project Delivery, and Budget Management Tooling described above cover the constitutional requirements specified in Article IV section 4 and 5.

## **References**

Unified Global Events Marketing Strategy for Cardano (PDF)

* ipfs://bafybeiem32fufh2xuznlsdsxc7nybutbv4352iqu22mzt5amdvxjsh6cbm

List of Proposed Events & Budget (PDF)

* ipfs://bafkreihbmieixckirag2bb7sfqhfjpmbp4ygdujokiyphx4yus644k4nte

Project Proposal In Ekklesia

* <https://2025budget.intersectmbo.org/ballots/680d1b63565577986442d123/proposals/680d1b63565577986442d222>

Approved Budget Info Action submitted by Intersect via GovTool

* https://gov.tools/outcomes/governance\_actions/e14de8d9dc4f4ddf3fe9250a8a926e20f10e99b86bd0610b77d7a054981591ee#0

Details of all successful proposals (CSV)

* ipfs://bafybeicwrop4q7xvnyjdd5drumbe56sqtm5lbe2ul3c262zt4hgguzdycm

Automating Accountability: Cardano’s Smart Contract Framework Blog

* ipfs://bafybeihqx4ae72z7suqfnxrpqpqithp43cai7o2uuewnqtezgaoyc3ptyq

Sundae Labs Budget Management Smart Contracts Github Repository

* https://github.com/SundaeSwap-finance/treasury-contracts

Budget Management Smart Contracts TxPipe Audit Report

* ipfs://

Budget Management Smart Contracts MLabs Audit Report

* ipfs://

## **Authors**

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