

Category	Recurring/Project-based	Name	Description	Cost per item	No. of items	Total
Marketing Team	Recurring	Monthly Reward Pool	Reward pool for active Marketing Team members.	20000	3	60000
Marketing Team	Recurring	Social Media Reward Pool	Reward pool for PeopleDAO social media efforts	20000	3	60000
Marketing Team	Recurring	Team co-leaders	Monthly salary for co-leaders of the marketing team	5000	6	30000
Marketing Team	Project Based	Host 3 AMAs	AMA with renowned projects/CEX to promote PeopleDAO	5000	3	15000
Marketing Team	Project Based	2 new collaborations/partnerships	We will establish new collaborators/partners of PeopleDAO to promote the PeopleDAO, \$PEOPLE ecosystem for public goods.	5000	2	10000
Marketing Team	Project Based	1 marketing videos (~1 min each)	We will produce 3 marketing videos for people to know what PeopleDAO is and what PeopleDAO did in Season 1.	10000	1	10000
Marketing Team	Project Based	SubDAO/SubProject promotion	Promote PeopleDAO subDAOs and subProjects.	10000	1	10000
Marketing Team	Project Based	1 News/Press connection	News/Media to distribute news about PeopleDAO and \$PEOPLE ecosystem.	5000	1	5000
Marketing Team	Project Based	1 meme contests	Meme competition of PeopleDAO	10000	1	10000
General Subtotal						150.000