

PeopleDAO marketing team SS4 budget

Category	Recurring/Project-based	Name	Description	Cost per item	No. of items	Total
Marketing Team	Recurring	Social Media Reward Pool	Reward pool for PeopleDAO social media efforts	10,000	2	20,000
Marketing Team	Project Based	Contest	Meme or sticker and g	10,000	2	20,000
Marketing Team	Project Based	Host 2 AMA or Twitter Spaces	AMA with renowned projects/CEX to promote PeopleDAO	5,000	2	10,000
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.	2,500	2	5,000
Marketing Team	Project Based	Marketing videos	We will produce 4 marketing videos to be posted on all of our social media platforms.	12,000	1	12,000
Marketing Team	Project Based	SubDAO/SubProject promotion	Promote PeopleDAO and incubated projects	15,000	1	15,000
Marketing Team	Project Based	1 News/Press connection	News/Media to distribute news about PeopleDAO and \$PEOPLE ecosystem.	5,000	1	5,000
Marketing Team	Recurring / Project-based	Discretionary Funds	This funds will be used	25,000	1	25,000
Marketing team subtotal						112,000