



ETHBerlin

Sponsorship Deck 2019

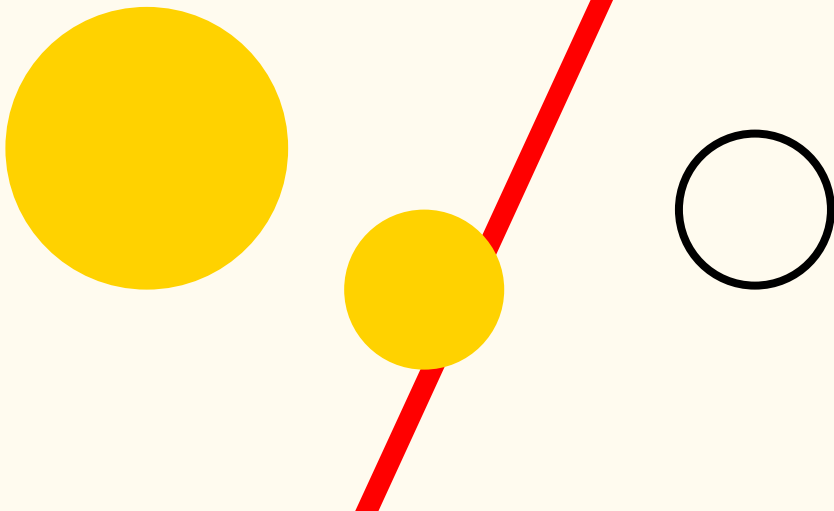
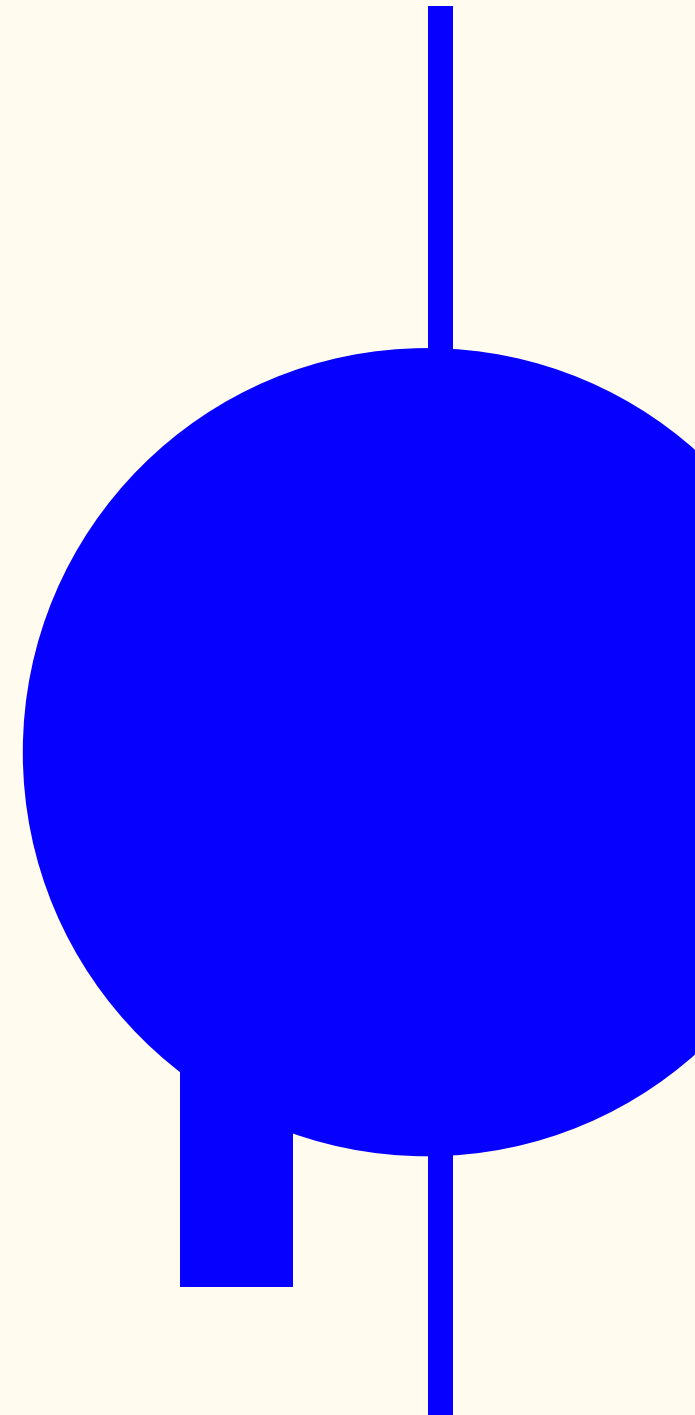
A Department of Decentralization Hacker Extravaganza

# 1. About

ETHBerlinZwei is a hackathon, a cultural festival, an educational event, a platform for hacktivism, and a community initiative to push the decentralized ecosystem forward.

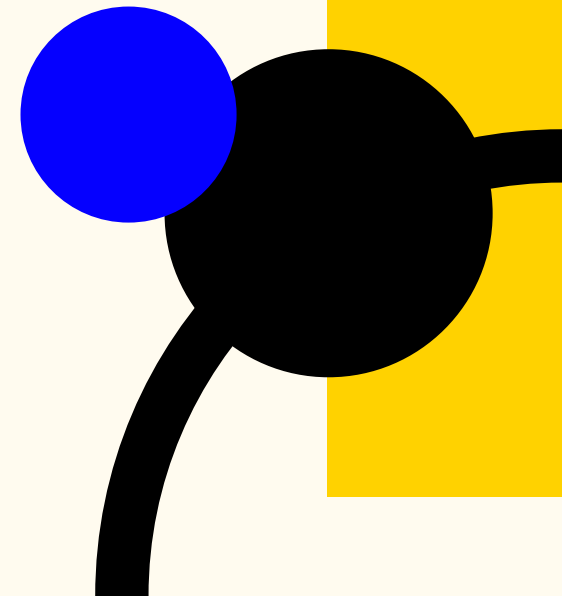
ETHBerlin 2018 was a fertile ground where several relevant projects were born - though only one of them was actually a winner: [xDai](#), [Görli Testnet](#), the [MetaCartel](#).

Zwei pushes further towards creating an even more fertile ground for new talent to surface.



## 2. So... what to expect from ETHBerlinZwei:

- Anything and everything - see our 2019 manifesto.
- Collaboration: we are in joint work with dAppcon Berlin, giving access to all hackers to the conference.
- New jobs for hackers.
- Exciting and ambitious projects, both for the sponsors and for the ecosystem.
- Sustainability: the DoD pledges to follow up with all projects stemming from the 2018 and 2019 and help them evolve.
- Cultural, educational and inclusive experiences for all, running in parallel with the hackathon.
- Commitment: we have created an ecosystem improvement tier - all donations to that go straight into the open track bounty. All tiers contribute additional to this bounty.
- Freedom for sponsors: we give minimum requirements, you are free to design your bounties (Tiers 1 and 2), and experiences (Tier 1).



# 3. More about the sponsors/job fair:

We appreciate all feedback and prioritize it. After 2018, we noticed that the sponsors were exhausted from taking shifts, assigning people to the table, and wanted to enjoy, hack, or mentor.

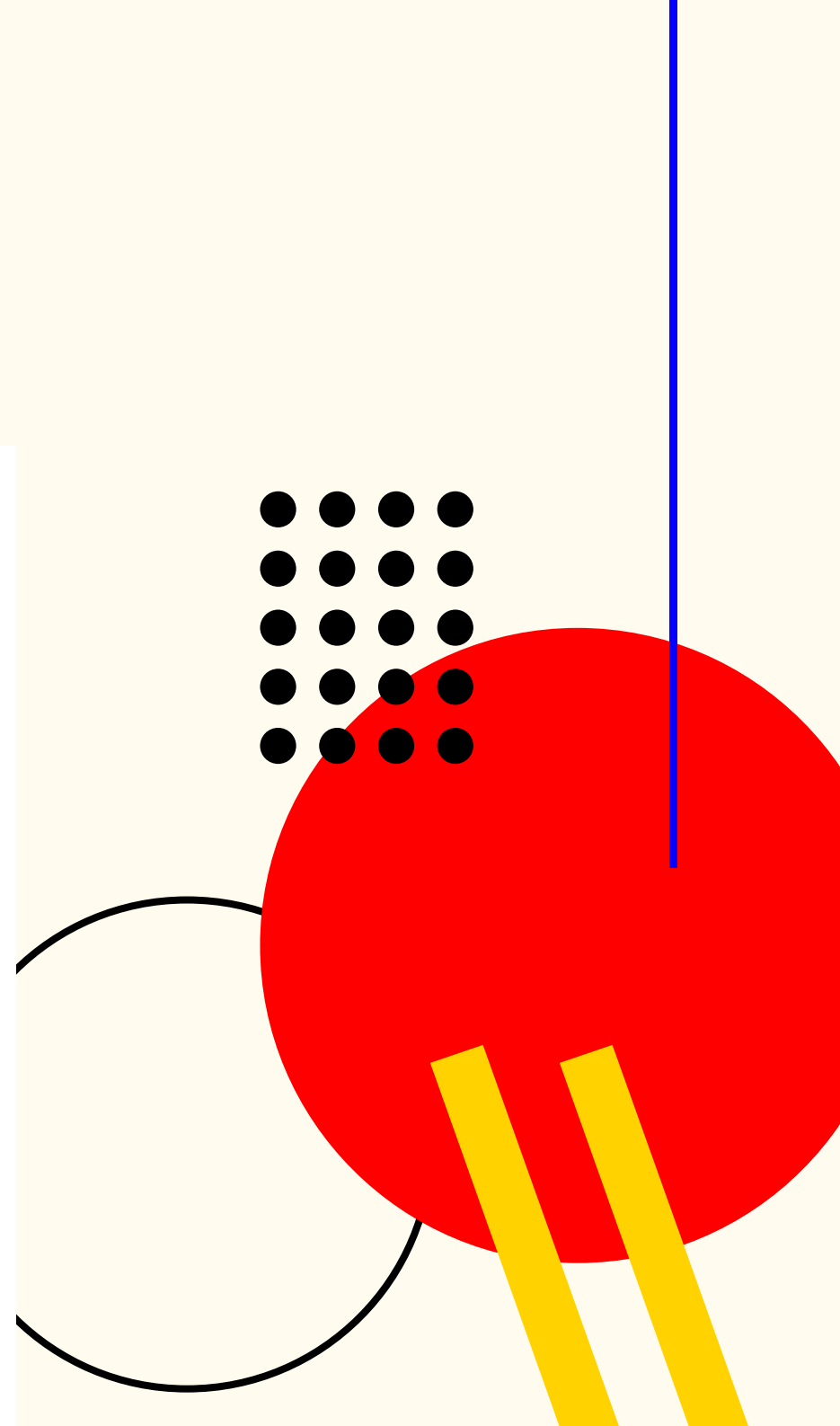
So we designed the experience accordingly. We will hold a 2-part big sponsorship fair:

## Part I:

Friday after sign-up, before the hackathon starts


## Part II:

Sunday at judging time/lunch including job fair and drinks



4. What do you do with all  
that free time?

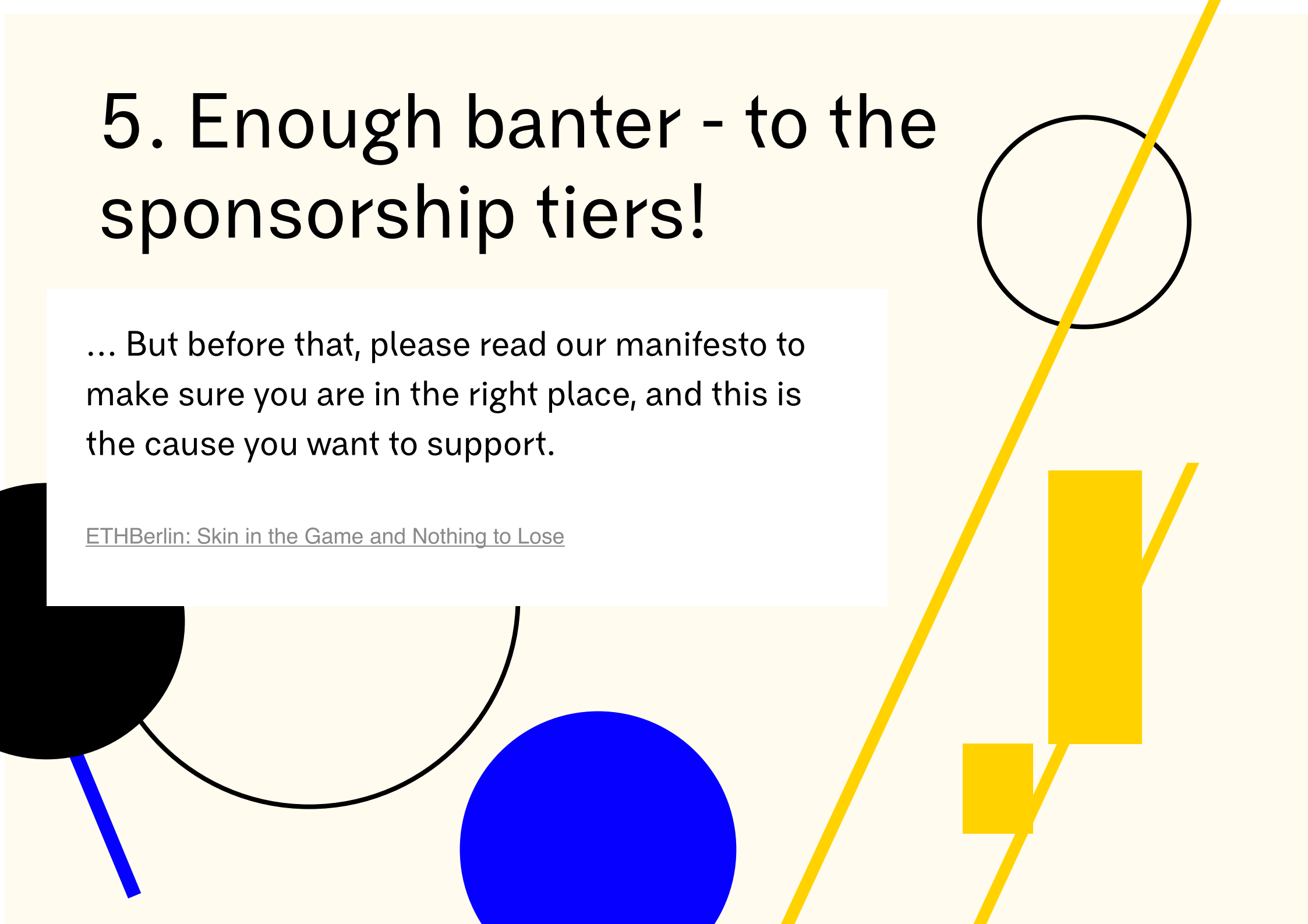
HACK.  
EXPLORE.  
CREATE.

The background features a collection of abstract geometric shapes. A large blue circle is on the left, partially cut off. A thick yellow diagonal bar runs from the center towards the bottom right. A thin red diagonal line runs parallel to the yellow bar. A large blue circle is on the right, containing the text 'HACK. EXPLORE. CREATE.'. A wavy blue line extends from the right side of this circle. A small red circle is on the left, near a black rectangular shape. A yellow circle is in the lower center. A blue circle is at the bottom right. A red square is in the top right corner, with a black circle partially overlapping it.

# 5. Enough banter - to the sponsorship tiers!

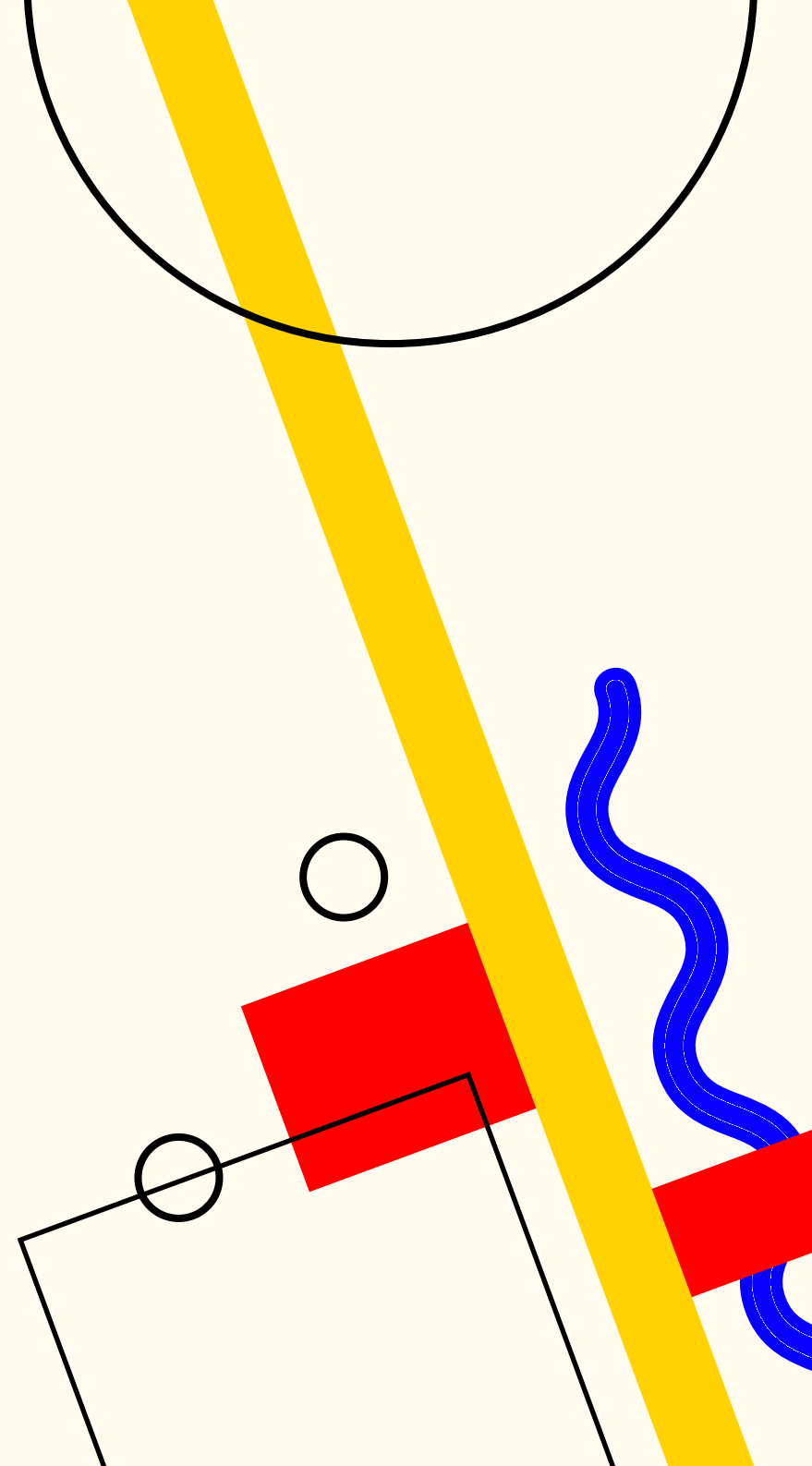
... But before that, please read our manifesto to make sure you are in the right place, and this is the cause you want to support.

[ETHBerlin: Skin in the Game and Nothing to Lose](#)



# 6. Applies to all sponsorship tiers

- Prices include VAT.
- If you decide to sponsor dAppcon as well, let us know, we'll issue a 5-10% discount.
- Sponsorship tickets are meant for representative purposes (e.g. table shifts, BD, community, etc.).
- All sponsors have access to the Sponsors Working Area & a fixed number of seats at the sponsors dinner.
- We encourage all sponsors to bring their developers as hackers or mentors.
- Additional team members can become judges (subject to qualification) or volunteers.



# 7. Tier 1: Hasselhoff (5 slots)

**TOTAL COST (including VAT): 35.000€**

(Bounties are covered by sponsors / maximum total prize allowance: 10.000 €)

- Logo on all digital & swag promo material.
- Pre-event blog post & post-event communication.
- Largest table & space in the sponsors & jobs fair (max 3 x 3 mts - furniture provided by ETHBerlin).
- Logos on-premises on roll-ups and posters, sponsors photo wall.
- Social media coverage during the hackathon.
- Info session at the Opening Ceremony (Friday): Explain your main prize/track & your tech.
- Workshop at the ETHBerlin premises (40 minutes) / optional.
- Winner presentation (Sunday): 5 min at the closing ceremony.
- Customizable experience - shoot your idea, we can make it happen!
- 10 sponsors tickets for ETHBerlin.
- 5 dAppcon tickets.
- Contribution to open track bounty: 10% (included in total cost).

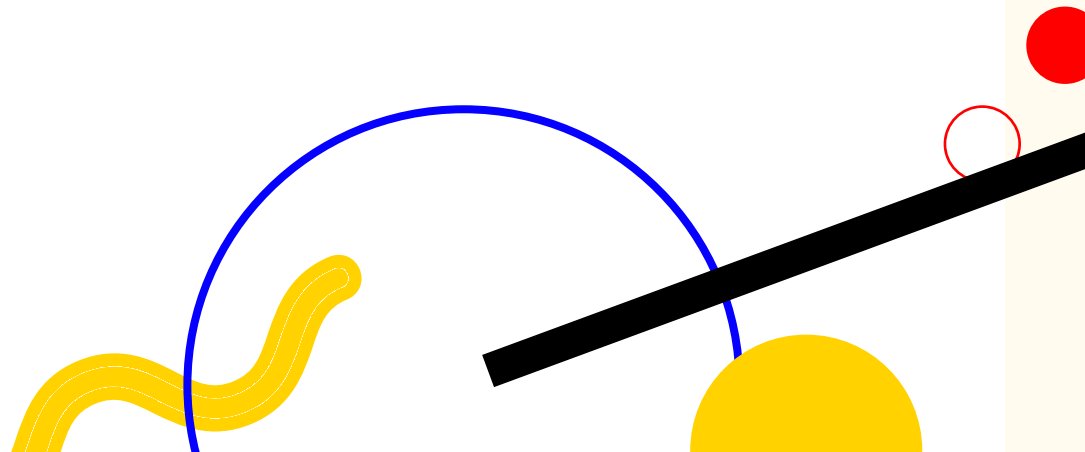


# 8. Tier 2: Schumacher (5 slots)

**TOTAL COST (including VAT): 25.000€**

(Bounties are covered by sponsors / maximum total bounty allowance: 2.000 €)

- Logo on all digital & swag promo material.
- Pre-event blog post & post-event communication.
- Table & space in the sponsors & jobs fair (max 2 x 2 mts - furniture provided by ETHBerlin).
- Logos on-premises on roll-ups and posters, sponsors photo wall.
- Social media coverage during the hackathon.
- Info session at the Opening Ceremony (Friday): Explain your main prize/track & your tech.
- Present your bounties at the ceremony.
- Winner presentation (Sunday): 5 min at the closing ceremony.
- 7 sponsors tickets for ETHBerlin.
- 4 dAppcon tickets.
- Contribution to open track bounty: 10% (included in total cost).

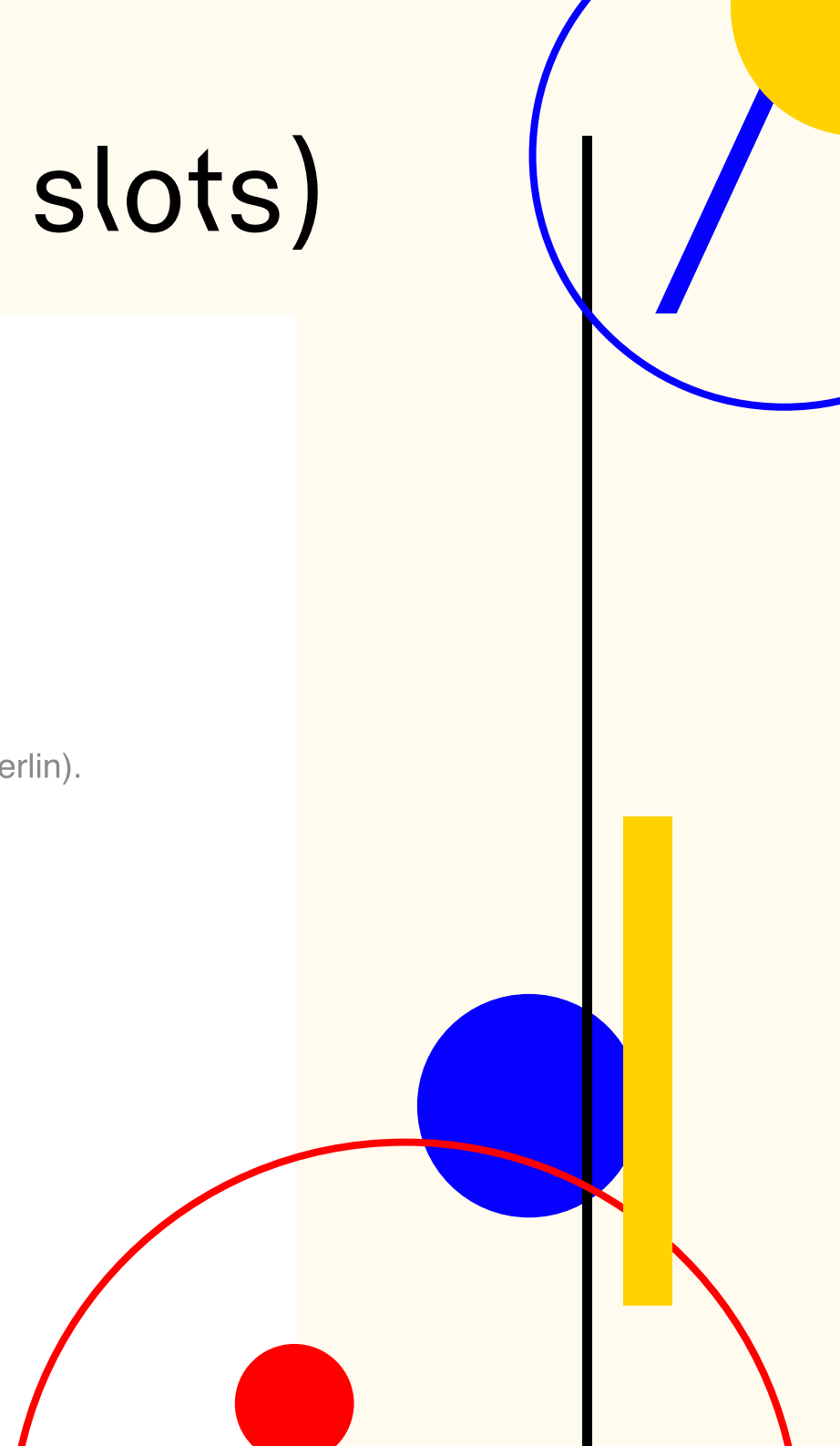


# 9. Tier 3: Schiffer (5 slots)

**TOTAL COST (including VAT): 10.000€**

Contribution to open track bounty: 10% (included in total cost)

- Logo on all digital material and t-shirts.
- Pre-event blog post & post-event communication.
- Table & space in the sponsors & jobs fair (furniture provided by ETHBerlin).
- Logos on-premises on roll-ups and posters, sponsors photo wall.
- Social media coverage during the hackathon.
- 5 sponsors tickets for ETHBerlin.
- 3 dAppcon tickets.

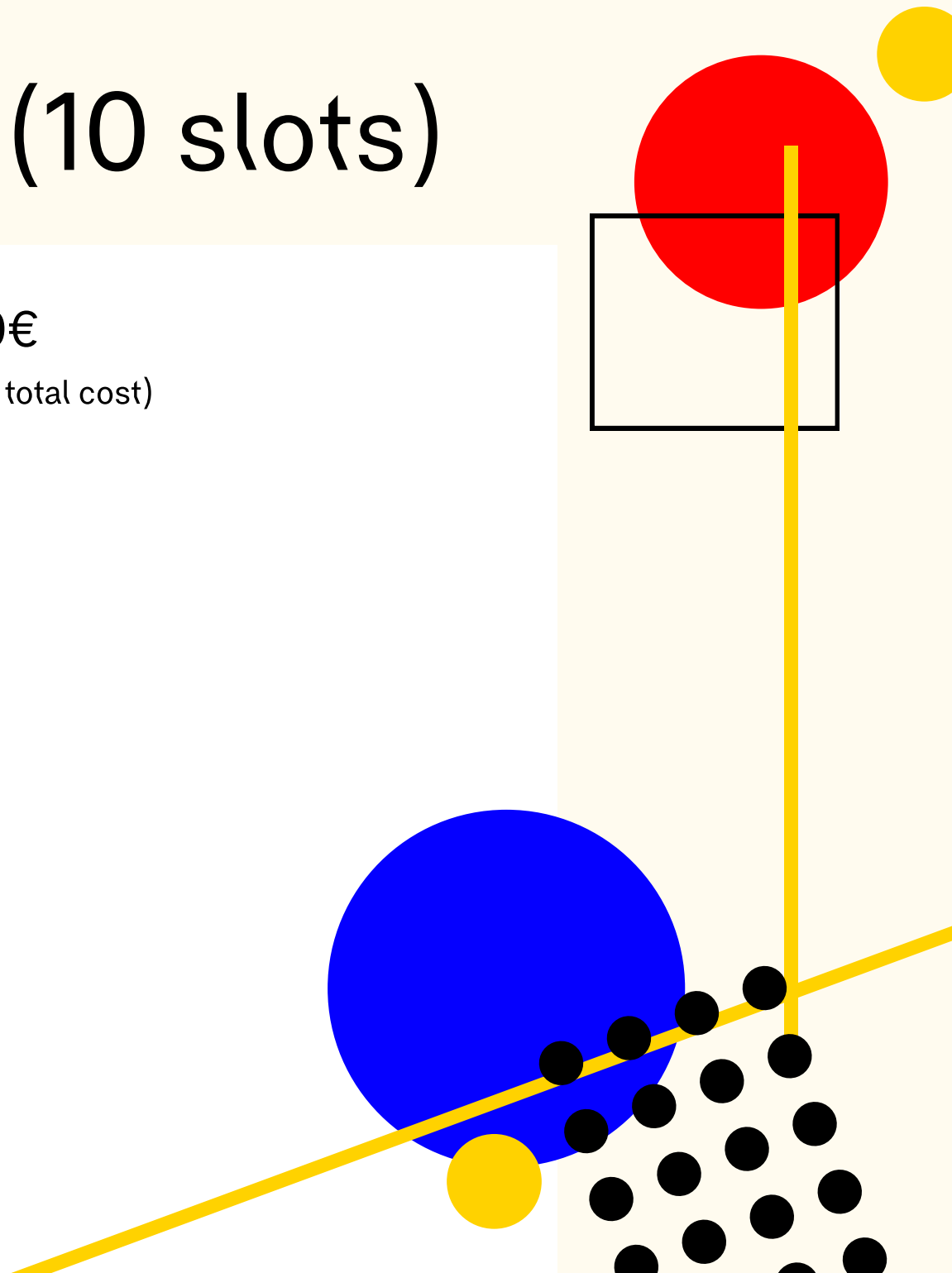


# 10. Tier 4: Klum (10 slots)

**TOTAL COST (including VAT): 3.000€**

Contribution to open track bounty: 10% (included in total cost)

- Logo on all digital material.
- Pre-event blog post & post-event communication.
- Logos on roll-ups and posters on the premises.
- Social media coverage during the hackathon.
- 3 sponsor tickets for ETHBerlin.
- 2 dAppcon tickets.



# 11. ETHBerlin Experiences

From 10.000 € to 20.000 €

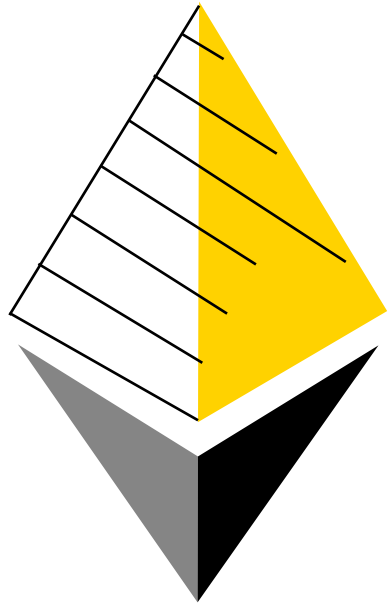
All of them include the marketing features of Tier 3

- Have a cool idea? Just tell us and we can make it happen.
- Party sponsors - help us throw a Berlin-style party, we got the logistics and the techno!
- Culture Hall sponsor: work with art curators towards the perfect experience.
- Escape Room sponsor - remember Hellhound @ DEVCON4? the team wants to help us create the perfect experience, help us support their new creation!
- Childcare: Including a coding Workshop for Kids, logical games, and more!
- Run your own node workshop: help Ethereum on this pressing issue, let's help further decentralization!
- (We will select the best experience proposals - ETHBerlin has the right to decline based on experience budget, or if the experience clashes with Tier 1).

# 12. Anti-Thiel (10 slots)

Want to help the hackers only? we got you covered:  
TOTAL COST (including VAT): 1.000€

- ◉ Your contribution goes straight to the open track. bounty.
- ◉ Logo on website and roll-ups.
- ◉ 2 ETHBerlin tickets.



Questions, comments,  
feedback, complaints, banter?

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