

UTXO. 22

4.-5. June 2022

Gabriel Loci - Prague, Czech Republic

Open Community Cryptocurrency Conference

Web: utxo.cz

Twitter: [@utxocz](https://twitter.com/utxocz)

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Who we are?

We are an association uniting several Czech crypto communities, dedicated to education in the field of blockchain and cryptocurrencies. Czechoslovak Ethereum and DeFi community [Gwei.cz](https://gwei.cz) with a local branch of a [Bankless Czech](#), [BohemianDAO](#), and “[Women in crypto](#)” organizations supporting and hosting events and activities aimed at reaching beginners and slightly advanced users.

Among other activities, this year we organized the biggest outdoor [Crypto meetup](#) with lectures in Brno (6/22) with more than 600 visitors and an [ETHBrno conference](#) (10/9) with 200 visitors. Both are free of charge.



*Holky v
kryptu*

BANKLESS
CZECH



(Photos from our ETHBrno 2021 event)

What is UTXO.22?

UTXO.22 is the largest crypto event of its kind in the Czech Republic. It is a multi-day event that combines current crypto topics without focusing on one particular blockchain.

Thanks to an extensive program containing more than 100 hours of lectures and workshops, we can offer content to both the general public as well as advanced users.

Our goal is to introduce and educate the general public about open blockchains, their basic principles such as decentralization, neutrality, openness, trustlessness, cooperation, and related topics. Show the benefits, present the use cases and at the same time deepen the confidence in its use with an emphasis on safety. A great benefit of the UTXO.22 will be the connection of the public with the wider crypto community and at the same time the connection of individual communities with each other, as these often tend to have separate content, events, and also the audience.

Last but not least, the program is purposefully planned to follow up on other major crypto and related events in the region and thus offers a suitable stop for both lecturers and listeners. For example, following Blockchain & Bitcoin Conference in Kyiv (5/12/22) and ETHAmsterdam right before ETHPrague takes place just days after.

Concept of the event

The main program will take place on **June 4th and 5th** in the building of a former monastery in the center of Prague. **The optimal capacity will be 1000 guests** (up to 1 200) and at the same time, we plan to offer the **conference online, which should multiply the impact.**

There will be a main lecture hall with a capacity of 350 people, two medium-sized lecture halls with a total capacity of 320 people, and 4 smaller workshop halls with a total capacity of 200 people. Content in these will be running simultaneously.

We will also offer several other spaces in the building for the exhibition and charity auction of NFT art, spaces with educational materials and practical demonstrations, bitcoin ATMs, and, of course, refreshments and spaces for networking and relaxation.

The outdoor part of the building will provide approximately 150 seats and a wider area for networking with several food truck options. The evening after the first day of the conference will be followed by a social evening with an entertainment program and a charity auction.

In addition to the main conference, several smaller events will take place under the auspices of Crypto Days Prague. In our direction or in the direction of partner organizations. For example, screenings of crypto-themed films, various workshops, crypto pub quizzes, and so on.

Where and When

Address: **Gabriel Loci**, Holeckova 106/10, Prague 5, Czech Republic, 150 00

Date: **June 4th and 5th**

The other smaller events will take place in several different places in Prague a few days before and after the conference, connecting the program with another major crypto event, ETHPrague, beginning on June 10.



(The main event venue - Gabriel Loci monastery in Prague)

Sponsorship opportunities

○ **Main partners - recommended 20 000 USD, 4 max.**

Logo integration

- Large featured logo on UTX0.22 displays, main podium & printed materials
- Large featured logo in sponsor section of UTX0.22 website
- Exclusive main-stage branding
- Large featured logo in Livestream
- Entrance & registration area branding

Communication

- conference opening acknowledgment of sponsorship
- social media announcements - 10 000+ followers

Extras

- swag-bag insert
- side event promotion
- main award handover (conference quiz/contest/auction)

○ **Partners - recommended 10 000 USD, 5 max.**

Logo integration

- Featured logo on UTX0.22 displays & printed materials
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- Entrance & registration area branding

Communication

- social media announcements - 10 000+ followers

Extras

- swag-bag insert
- side event promotion
- main award handover (conference quiz/contest/auction)

○ **Supporters - recommended 10 max.**

Logo integration

- Featured logo in sponsor section of UTXO.22 website
- Entrance & registration area branding

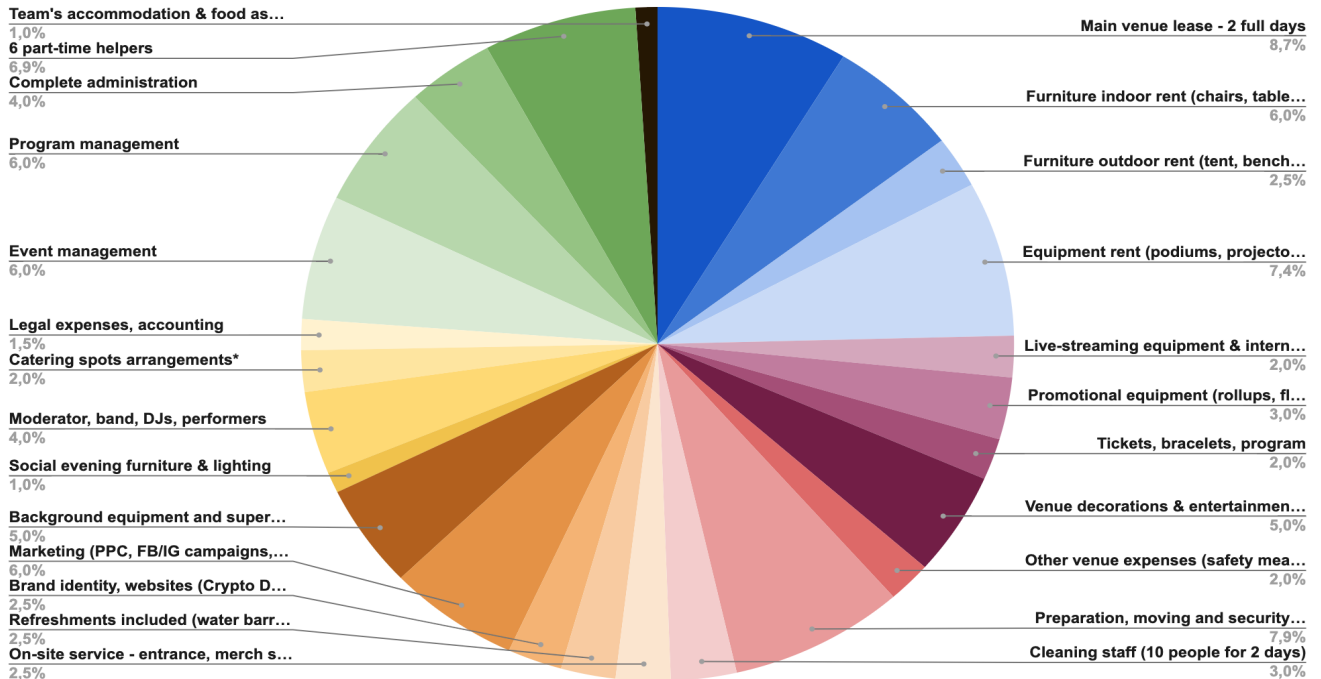
Communication

- social media announcements - 10 000+ followers
-

Budget breakdown

We have calculated the minimum cost of organizing the event to be approximately \$100,000.

Budget breakdown



Purpose	Budget
Venue Expenses	27 300 \$
Technical Equipment	9 500 \$
Staff	17 500 \$
Marketing	13 500 \$
Others	9 000 \$
Org team	24 000 \$

Tickets

The admission to the entire 2-day conference will cost an average of \$ 25 and shall cover most of the organization & management expenses, organizational team's costs associated with the event expenses and possible omitted expenses.

Legal

In terms of the legal aspect, the conference is planned as a purely non-profit event. We are in the process of establishing a single-purpose NGO entity based in the Czech Republic ("spolek").

Current status

The venue is booked as well as 30 % of the speakers (major Czech ones included). We are currently working on both websites, both the general signpost of the Prague Crypto Days calendar and the main conference itself. We want to have the first ready by the end of December 2021 and the second by the end of January 2022 in order to release the first round of the tickets by the end of February.



(Main lecture hall)



(Second lecture hall)



(Third lecture hall)



(First workshop hall)



(Resting zone)