PROPOSAL BY:

Mister Hype

PROPOSAL NAME:

ApeCoin Sponsorship for WebX2024

PROPOSAL CATEGORY:

Ecosystem Fund Allocation

TEAM DESCRIPTION:

I am Mr. Hype, an enthusiastic member of the ApeCoin community dedicated to fostering inclusivity and driving community growth. Within the ApeCoin DAO, I actively contribute by streamlining proposals and integrating valuable feedback to ensure optimal success, and the lead author of [AIP-259: Language and Market Focus for ApeCoin DAO in 2024-2025](), [AIP-315: Ape Strategy Steering Committee]() and [AIP-291: ApeCoin DAO Brand Guidelines](), lead with Animoca Brands [AIP-329: Official ApeCoin DAO Booth at Animoca Brands Event]() and self-funded ApeCoin DAO Mascot at Elite-Moca Cruise Party. My professional expertise lies in establishing and expanding early-stage media and technology ventures. With a solid background in law, I have accumulated five years of experience providing legal counsel in infrastructure sectors, including green energy, water, communications (5G), and natural gas. Notably, I served as a legal advisor for The Quarry Rehabilitation Fund, overseeing multimillion-dollar valuation executions, shaping long-term policies, and actively collaborating with the public sector to ensure democratic laws and implementation strategies.

About the web3 landscape, I have dedicated the past three years full-time to web3 endeavors. As CEO of an NFT investment DAO, I meticulously analyze market trends and possess in-depth insights into blockchain technology from a programming standpoint.

My educational qualifications include an LL.B and B.A. from Reichman University, specializing in Finances and Risk Management. Presently, I take pride in my role as the creator of The Pixelated Apes and the visionary founder of PixeLabs DAO.

In short, The Diamond Handed Zombie

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diamond-handed-zombie

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ABSTRACT:

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This proposal seeks funding for ApeCoin's participation in WebX2024, the largest Web3 event in Asia. The sponsorship will include ApeCoin DAO members as speakers, a dedicated booth, a lively mascot, and engaging side events.

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BENEFIT TO APECOIN ECOSYSTEM:

By participating in WebX2024, ApeCoin will gain unprecedented exposure to a diverse audience of 20,000+ attendees. The event provides a unique opportunity for networking, knowledge sharing, and collaboration with key players in the Web3 industry.

KEY TERMS:

WebX: WebX is a pioneering hub where the evolution from Web1 and Web2 to Web3 is explored, creating a collaborative

space for digital trailblazers. It's more than a conference; it's a dialogue catalyst for envisioning the Web3 horizon. Whether you're a startup enthusiast, a seasoned entrepreneur, or an investor, WebX is your conduit to the heartbeat of digital evolution. visit WebX-Asia.com

PLATFORMS & TECHNOLOGIES (Post-Deal Agreement with WebX Team):

Upon finalizing the deal with the WebX team, the sponsorship at WebX2024 are detailed below:

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(slides from WebX deck)

Platinum Sponsor:

Recognition as a Platinum Sponsor, showcasing ApeCoin's prominent support for WebX2024.

** In conversation to include ApeCoin within Title Sponsorship (+$100k), If a title partnership is secured, additional funding would not be required from the ApeCoin DAO as Arbitrum and Off-Chain Labs may provide additional sponsorship funds.

** After Party Sponsor - the author in a conversation with partnership to get for ApeCoin the slot free of charge.

Exhibition:

23㎡ Exhibition Space (Raw space) for a visually appealing and interactive ApeCoin booth – with the launch of ApeChain it will display our latest initiative about gaming and entertainment.

Include the rights use ApeKin IP to create mascot and marketing materials.

Speaker Slot:

1. Participation in Panel Discussions.

2. Session Speaker slot dedicated to presenting ApeChain's innovations and contributions.

The APE Foundation, Special Council members, Working Group Stewards, and approved AIP Authors would also have the option to participate in this event and volunteer for the speaking panel.

Logo Display:

1. Inclusion on the Official WebX Website.

2. Logo placement on the Photo Wall at the event entrance.

3. Visibility on Venue Banners throughout the event.

Special Privileges:

1. 30s PR Video showcased on Stages, highlighting ApeCoin's key offerings.

2. Support for a Side Event in Tokyo, organized in collaboration with WebX.

3. Media interview support, enhancing ApeCoin's exposure and engagement.

Announcement:

1. 4 months Twitter Announcement, reaching a wide audience.

2. Promotion email to all Business Pass Holders.

3. Publication of 2 in-depth articles on CoinPost

Tickets:

- 1 Speaker Pass for active participation in the event's sessions.

- 3 VIP Passes for privileged access and networking opportunities.

- 25 Business Passes for distribution to key ApeCoin members.

- 50 Booth Passes.

The team would oversee and manage the tickets outlined in the sponsorship deck, and their distribution to the community would be part of the marketing initiative.

Side Event in Tokyo:

Hosting a Side Event in Tokyo in collaboration with WebX organizers, providing additional exposure and networking opportunities.

STEPS TO IMPLEMENT & TIMELINE:

Milestone #1:

APR 2024

1. Approve partnership with WebX team

2. Booth Booking and Logistics

Milestone #2:

JUL 2024

1. Booth Marketing and Promotion

2. Team arrive Japan organizing booth and marketing operation

Milestone #3:

AUG 2024

1. Sponsorship is live include booth, speakers and side-events

The team would be responsible for producing all marketing content (banners, videos, mascot, booth, etc.) required for this initiative and overseeing the setup and quality control of the booth, PR video, and broader initiative.

The overall success of this sponsorship would be measured and evaluated using the following metrics: increase in brand visibility, engagement with ApeCoin members, feedback from participants, number of ApeCoin members engaged, and quality of content produced.

OVERALL COST: $205,000.00 USD in APE

1. Sponsorship: $100,000

2. Booth Production: $30,000

3. Side Event: $30,000

4. Staff Expenses: $20,000

5. ApeKin Mascot: $5,000

6. Marketing Materials: $20,000

To participate in the WebX event, this proposal must successfully advance through the AIP process and receive grant disbursement by Milestone #1

, which is in April 2024, as WebX has already secured most of the sponsorship allotments.