Abstract:

Ethereum Mexico is a driving force for Ethereum growth in Mexico, educating individuals on blockchain technology and promoting Ethereum values. Serving as a link between the Ethereum community, the Ethereum Foundation, and Mexico's local communities.

Our organization offers IRL Meetups, Twitter Spaces, Workshops, and educational content. One of their major 2023 initiatives is a large event in Mexico City, set for Q4, expecting over 800 attendees. This event aims to foster education and innovation within the Ethereum community.

Having engaged in events like, ETHMexico, #RoadToDevcon

and EthLATAM since June 2022, Ethereum Mexico wants to move beyond just market talk and truly display Ethereum's transformative power.

Motivation:

The project is fueled by a pressing need to fill the educational and resource gap in Mexico concerning Ethereum and blockchain technology. It aims to create a more inclusive and diverse Ethereum community in Mexico, thereby contributing to the global Ethereum ecosystem. Ethereum Mexico is not just another crypto initiative; it's a mission-driven project that focuses on real-world impact. Far from falling into speculative conversations, it aims to educate people about the transformative power of Ethereum as public infrastructure.

Primary Objectives:

1. To educate individuals about the safe and effective use of blockchain technology, focusing on the Ethereum ecosystem.

2. To disseminate the core values and tools of Ethereum and Web3 to a broader audience.

3. To provide unwavering support and assistance to local communities in conceptualizing, building, and scaling Ethereum-related projects.

4. To organize and host a series of large-scale events, workshops, and community gatherings, including a landmark event planned for Q4 2023 in Mexico City.

Scope of Work:

1. Meticulously planning and executing a large-scale event in Mexico City for Q4 2023, aimed at attracting over 800 participants.

2. Organizing a mix of in-person and virtual educational events, including workshops, meetups, and seminars.

3. Creating and distributing high-value content through various channels like IRL Meetups, Twitter Spaces, and specialized Workshops.

4. Establishing strong collaborations with the Arbitrum Foundation and other key stakeholders in the Ethereum ecosystem.

Deliverables:

1. Registration area branding

2. Logo present in event artwork

3. Press release mention

4. Social Media announcement

5. Metallic stickers of your logo

6. Talk

7. Logo during streaming breaks

8. Booth / On-site activation

9. Workshop

10. 1 Follow up support virtual session after the event

11. 1 dedicated IRL event about your project to the community, devs and builders in México City before or after the event for 30+ people.

12. 2 scholarships for builders to attend the event + Twitter Post

Reporting and Metrics:

1. Engagement at Arbitrum booth:

Minimum: 30-49 meaningful conversations about Arbitrum.

Expected: 50-99 meaningful conversations about Arbitrum.

Exceeded: +100 meaningful conversations about Arbitrum.

Source: Tracking of POAP received by individuals after engaging with Arbitrum.

1. Attendance at Arbitrum workshop:

Minimum: 15-29 attendees at Arbitrum workshop.

Expected: 30-39 attendees at Arbitrum workshop.

Exceeded: +40 attendees at Arbitrum workshop.

Source: POAP to participants after they complete the Arbitrum workshop.

1. Streaming views during Arbitrum talk:

Minimum: 700-999 views/streams during the talk.

Expected: 1,000-2,999 views/streams during the talk.

Exceeded: +3,000 views/streams during the talk.

Source: View counts will be monitored on our YouTube channel.

1. Attendance at in-person (IRL) event about Arbitrum:

Minimum: 15-29 attendees at IRL events.

Expected: 30-49 attendees at IRL events.

Exceeded: +50 attendees at IRL events.

Source: Attendance data will be collected and verified through the issuance of POAP to event attendees.

1. Testimonial from scholarships

Source: 1-3 min. recording of scholars sharing their experiences.

Budget and Timeline:

Budget: $8,000 USD

Breakdown:

1. Registration area branding: $350

2. Logo in event artwork: $350

3. Press release mention: $200

4. Social Media Announcements: $300

5. Metallic Stickers of Arbitrum Logo: $200

6. Talk & Logo during Streaming Breaks: $1,500

7. Booth / On-site activation: $1,500

8. Workshop: $1,000

9. 1 Follow-up Support Virtual Session: $500

10. 1 dedicated IRL event about Arbitrum: $1,000

11. 2 Scholarships: $1,000 ($500 each)

12. Twitter Post: $100

Timeline:

Milestone 1: Pre-Event Activation (1 months prior)

- Contract finalization

- Preparation of marketing materials, including press releases, social media announcements, and branding materials

- Virtual Workshop for community engagement

Milestone 2: Event Execution (Q4 2023)

- On-site activation, including Registration area branding, booth set-up, and social media promotions

- Workshops, Talks, and other Interactive Sessions

- Collect metrics for reporting and tracking

Milestone 3: Post-Event Follow-up (within 1 month after the event)

- 1 follow-up support virtual session

- 1 dedicated IRL event about Arbitrum in México City

- Final report and metrics evaluation

- Testimonial collections

Team:

1. Bricia Guzman - Sponsorships & Grants Coordinator (Email:briciaguzman@gmail.com)

2. AnaTech_eth - Comms Coordinator

3. Ariiellus - Community Lead & Speakers Curator

4. Facunar97 - Content Creator & Speakers Curator

5. Acidlazer - Social Media Manager

6. Dmars300 - Sponsorships & Grants

7. 0xyNaMu - Public Goods Advisor

8. TralfamadorNode - Event Coordinator

9. Karen84.crypto - Volunteers Lead