Proposal Name: World's First Ape Bar In London

Arcade Apes - Worlds First APE bar, bringing arcade gaming, bored games and digital art gallery. A bar that will bring together different crypto and NFT communities together. We aim to educate, inspire and showcase this world to people on the outskirts of Crypto and NFTs by educating them through events.

Proposal Category: IRL Event, Marketing, Branding

Abstract | Two or three sentences that summarize the proposal.

Arcade Apes is a venue in London that provides semi-private spaces each with a retro arcade machine (100s of games and a separate area to hold NFT events (educational and networking). Artwork will be displayed on state-of-the-art screens and AR across the entire venue. We will also be adding gamification using AR to set challenges to find NFTs to engage and promote the project.

This AIP is to provide funding for marketing and set up costs at a bar in the City of London, UK - We have already struck a deal with the venue owner who has spare capacity to use the space at no cost.

We have validated the idea previously with paid marketing at our expense and build a database of those interested in attending. We currently have a mailing list of 5,000 people.

Motivation | A statement on why the APE Community should implement the proposal.

NFT NYC has been a testament to the demand for IRL NFT events to meet others and strengthen bonds within the community. Arcade Apes is designed to bring together the community, and provide a space to entertain, connect and educate.

Rationale | An explanation of how the proposal aligns with the APE Community's mission and guiding values.

ApeCoin DAO has the mission of bringing communities in the NFT space together and bringing on new people to the community.

Arcade Ape provides an IRL experience, with retro arcade machines, display screens, and AR displaying various NFTs. It attracts those who want to see NFTs in a gallery style, meet others within the space at our events, and educate or learn to bring in newcomers.

We have a simple scalable model if proven successful in London.

Steps to Implement | The steps to implement the proposal, including associated costs, manpower, and other resources for each step where applicable.

The author and partner will be working on all of the below at no cost, the costs required are to raise more awareness of the venue and also at the same time Bored Apes. Most of the costs are covered by the author, the funds are required to raise more awareness.

Currently, NFT projects are not allowed to market but this bar will be a way around this, a physical bar is allowed to advertise with no restrictions. We will be attracting people that aren't aware of NFTs and Crypto in a medium they can understand.

Social Media Ads - $20,000 spread across 3 months

LCD Truck - $10,000 appearing every Friday in a prime location near the bar we will use the truck 10 times across 3 months.

Leaflet Hand Out - $250 per day for 8 hours. We will be again allocating $10,000 total to this and spread out over 3 months.

PR - $10,000 over 3 months.

Lifesize Ape For Entrance (Selfie Section) - $9,000 fellow Ape Creator

10 x High Quality Digital Screens - $10,000

Further decoration ape related - $10,000

Timeline | Relevant timing details, including but not limited to start date, milestones, and completion dates.

September:

AIP proposal - in progress

New Website - in progress

Create brand assets - in progress

Create pitch deck for brand & sponsors - in progress

Event validation & marketing (paid with the use of authors funds) - completed

Find & agree venue - completed

Insurance, permits, etc - completed

Order arcade machines - completed

October:

Build AR

Outfitting of venue (screens, decor)

Launch

Marketing (paid with use of proposal funds)

Ongoing & in progress

Press release

Outreach

Marketing (organic)

Overall Cost | The total cost to implement the proposal.

$79,000

You can follow our journey athttps://twitter.com/arcadeapes

The authors take no funds from the proposal. All funds are used to benefit the cause.