

PROPOSAL NAME:

Apecoin Event Hall

TEAM DESCRIPTION:

Provide a brief description of yourself, any co-authors, and your team.

Frey Jeffrey

an accomplished entrepreneur with over 20 years of experience in event management. He has organized, hosted, and invested in over 4,000 events, including exhibitions, music festivals, food bazaars, and international sports competitions, drawing crowds from 1,000 to 20,000. He has also helped more than 70 well-known brands across the food, jewelry, property, and Web2 industries grow through successful event partnerships.

In addition to his event expertise, Fred is the founder of an international school and education group, serving over 10,000 students worldwide. His leadership continues to shape both the event and education sectors with impactful initiatives.

PROPOSAL DESCRIPTION:

We propose transforming an existing event hub located in the heart of Kuala Lumpur into the ApeCoin Event Hub

—a premier venue dedicated to showcasing the ApeCoin ecosystem and its associated communities. The venue will host a regular slate of events from both Web3 and Web2 industries, serving as a bridge between these two worlds and providing a platform for fostering innovative ideas, collaborations, and partnerships.

As part of this transformation, the walls of the event hub will be adorned with ApeCoin-themed murals, featuring the brand's signature visual identity, BAYC, Mocaverse, NFT artworks, and other key cultural elements from the ApeCoin ecosystem. This proposal offers a unique opportunity to physically integrate ApeCoin branding into a highly visible, centrally located venue that already attracts significant foot traffic. Through this partnership, the venue will become a dedicated space for promoting ApeCoin's real-world utility, engaging the community, and enhancing its presence across both Web3 and Web2 industries.

Supported by a reputable real estate developer and investor partner. The real estate firm specializes in purchasing, owning, and operating multi-family, mixed-use, and buildings. Through this joint venture, a commercial land parcel has been contributed, and approximately USD 1 million in capital expenditures has been invested to develop and enhance the event hall.

Benefit from the venture partner's extensive industry network, a large number of high-profile events are anticipated to be held in the venue. This positions the event hub for long-term success, and ApeCoin DAO's sponsorship will allow for branding integration and provide an opportunity to benefit from the event hall's net profit. The sponsorship would not only enhance ApeCoin's visibility but also generate returns from the event space's rental income, making it an ideal time for ApeCoin DAO to support this initiative.

BENEFIT TO APECOIN ECOSYSTEM:

Real-World Asset:

The ApeCoin Event Hub will serve as a physical venue to showcase the tangible potential of ApeCoin in fostering innovation, collaboration, and community engagement. By creating a space that regularly hosts events from both Web3 and Web2 spheres, the hub will drive conversations around ApeCoin's real-world applications.

Profits Generation:

The ApeCoin Event Hub will provide a steady contribution to the ApeCoin DAO's treasury. For the first two years following the receipt of funds, 10% of the net profit generated from the exhibition hall will be allocated to the ApeCoin DAO. These contributions will be distributed to the DAO Treasury on an annual basis. All local compliance and settlement will be handled by the exhibition hall, ensuring that the process is efficient, transparent, and compliant with local regulations. This profit-sharing model offers a consistent benefit to the DAO while supporting the growth of the ApeCoin brand in real-world applications.

Exclusive Event Hosting for the ApeCoin and ApeChain Ecosystem:

The ApeCoin Event Hub will offer the venue free of charge for ApeCoin and/or ApeChain-related events twice a year for the next three years following the receipt of funds. Each half-year period will include one free event slot, covering only the venue costs. If the free event slot is not utilized within the designated half-year period, it cannot be carried forward to the next period. This ensures that the venue remains available for timely and relevant community events, encouraging consistent engagement and collaboration within the ecosystem.

Brand Exposure:

The themed exhibition hub will serve as a high-visibility platform to extensively promote the ApeCoin brand. Through immersive exhibitions and a thoughtfully designed space, ApeCoin will gain substantial exposure, enhancing its reputation and reach across both Web3 and mainstream audiences.

Supporting Made-By-Apes Creators:

A portion of the ApeCoin Event Area will feature Made-By-Apes goods and merchandise for sale. This initiative will create a marketplace for creators within the ApeCoin ecosystem to showcase and sell their products, supporting community-driven commerce and further embedding ApeCoin culture in the physical world.

DEFINITIONS:

None

STEPS TO IMPLEMENT:

Step 1: Brand Integration & Venue Transformation

Within two months of receiving the funds, we will begin by incorporating ApeCoin branding throughout the event hub, including painting murals that feature ApeCoin's IP, BAYC, Mocaverse, and NFT artworks. These murals will be designed and executed by renowned artists, giving the venue a distinctive look aligned with the aesthetic of the ApeCoin ecosystem, appealing to both Web3 and Web2 audiences.

Key Performance Indicators:

Ensure the renovation and mural painting are completed as planned, with the ApeCoin-themed décor and branding fully integrated across the venue. Regular visual updates and progress reports will be shared on Twitter and the ApeCoin Forum, ensuring community transparency and showcasing the transformation's successful execution.

Step 2: Event Programming & Hosting

The event hub will host a regular schedule of events, including Web3 meetups, NFT exhibitions, Web2 industry panels, and cross-industry discussions. These events will be open to the public, with exclusive access provided to ApeCoin holders for private events or VIP areas.

Step 3: Profits Generation Implementation

The event hub will allocate 10% of its net profit for the year to the ApeCoin DAO for the first two years following the receipt of funds. Local management will ensure proper compliance and settlement of funds, with contributions returned to the DAO Treasury annually. This process will be handled transparently and in accordance with local regulations, ensuring smooth and efficient fund transfers.

REPORTING EXPECTATIONS:

We will provide yearly reports to the ApeCoin DAO, financial updates, the profit-sharing structure, ensuring transparency and accountability for the contributions made to the DAO Treasury.

OVERALL COST:

Total amount requested from the ApeCoin Ecosystem Fund = \$USD 247,000.

- Event Hub Sponsorship: \$USD 120,000
- ApeCoin Mural and venue decoration costs: \$USD 77,000
- Event programming and operations: \$USD 50,000