

## Proposal: Arbitrum Sponsorship at RWA Paris 2025

### Event Description

RWA Paris 2025, a flagship stage of NFT Paris, will spotlight the future of tokenization and decentralized finance. The event is set to attract over 7,000 attendees focused on RWAs, including 200-300 high-level actors from institutions, blockchain foundations, and financial innovators.

Steven Goldfeder, Offchain Labs' CEO is speaker on the stage.

Arbitrum's sponsorship will highlight its scalability, cost-efficiency, and suitability for real-world financial applications, positioning itself as the blockchain of choice for institutional adoption.

### Event Organizer

NFT Paris will oversee all event logistics, marketing, and operations in collaboration with Arbitrum representatives to ensure seamless execution of their sponsorship package.

### Benefits of the Event to Arbitrum

- **Showcasing Key Advantages:** Highlight Arbitrum as the most cost-efficient and scalable layer-2 solution for Ethereum, ideal for tokenization and RWAs.
- **Engaging with Financial Giants:** Connect with 200-300 institutional players exploring blockchain adoption, tokenization, and decentralized finance.
- **Unmatched Visibility:** Over 1,000,000 branding impressions through RWA Paris' stage, and social media amplification by prominent speakers.
- **Institutional Adoption:** Reinforce Arbitrum's position as the preferred blockchain for real-world financial applications, bridging traditional finance and web3.

### Proposed Budget

Total: The proposal aim to use 65 000€ from the DAO Events Budget.

- **Main Stage Branding (€40,000):**
- Prominent placement of Arbitrum's logo on the RWA Paris main stage backdrop, ensuring high visibility during keynotes and panel discussions.
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- **Breakfast Privatization (€25,000):**
- Exclusive access to a 300m<sup>2</sup> balcony for private networking with catered breakfast and branded setup.
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### Budget Tracking

NFT Paris will provide signed contracts and invoices for all expenses. A detailed financial report post-event will include receipts, expenditure summaries, and KPI achievements.

### Key Performance Indicators (KPIs)

#### KPI Target Tracking Method

Attendees Focused on RWA 10k+ Attendance analytics and registration data.

Institutional Engagement 50+ new connections with financial institutions Follow-ups and partnership discussions post-event.

Branding Impressions 1,000,000+ Analytics from social media, and attendees feedback.

Breakfast Participants 200 Registration and attendee check-ins.

Media Coverage 200+ media mentions Post-event analytics of press and social media.

### Event Logistics

- **RWA Stage Branding:** Prominent placement of Arbitrum's logo during all RWA Paris sessions.

- Breakfast: Catering, branding, and a premium networking environment for up to 200 participants.

#### Service Providers Required

- Marketing and Branding Team: To ensure proper execution of Arbitrum's stage presence.

#### Timeline

- Proposal Approval: January 2025
- Operational Planning: Mid-January 2025
- Marketing Launch: January 2025 (announcements on Twitter, newsletter, and LinkedIn).
- Event Dates: February 13-14, 2025

#### Communication Plan

Weekly updates will be provided to Arbitrum DAO delegates via forum posts, detailing progress on logistics, marketing, and KPIs.

#### Marketing Plan

Arbitrum's sponsorship will be promoted across NFT Paris' channels:

- Twitter: Announcements to 60,000+ followers.
- Newsletter: Updates sent to 20,000+ subscribers.
- LinkedIn: Posts targeting industry professionals and institutions.
- On-Site Branding: Prominent visibility at the event venue.

#### Alignment with Arbitrum's Mission, Vision, and Purpose

RWA Paris directly supports Arbitrum's mission by:

- Showcasing its ability to scale and provide cost-efficient solutions for tokenized real-world assets.
- Connecting with institutional players to drive adoption beyond the crypto market.
- Reinforcing its role as a leader in decentralized finance and the future of RWAs.

#### Post-Event Impact Report

NFT Paris will provide a detailed post-event report, including:

- Attendance statistics and breakfast interactions.
- Photos and videos of key moments.
- Achievements of KPIs.
- Media coverage and branding visibility.
- Financial summary of sponsorship funds.