

The following is a proposal to allocate LEGO funds for the sponsorship of Bankless podcast and newsletter for a full quarter.

With more than 100,000 email subscribers and 900,000+ episode downloads per month, Bankless is one of the strongest brands in the industry with significant exposure and growth opportunities.

Proposal

The cost for a full sponsoring of both Bankless podcast and newsletter for a full quarter will cost \$150k and require the approval of a \$106,500 spend (approximately 50,000 LDO) from the Lido DAO, with \$44k transferred from LEGO. This covers full sponsorship of weekly podcasts and weekly newsletter with direct ad spots and conversion to the Lido staking platform.

An overview of results will be published to show realized benefits.

Moving Forwards

A Snapshot vote will follow to determine proposal sentiment. The link will be published here.