

The idea sounds silly but if the hope for apecoin is to become a diverse functional token with application both in the metaverse and normal life, what better way to reach an audience of millions than branding on an arena?

Add to that the narrative background of Miami as the hometown of the Yuga founders, Miami's desire to be a prestigious cryptohub, and their current name being that of a cryptocurrency exchange. While the cost is undoubtedly extraordinary (FTX paid ~7mill with a 19 year contract), naming rights could open the doors to further collaboration and use cases for apecoin on a much wider scale than we've seen thus far and be a launching point for a myriad of ideas (streetwear pop-shop, heat tickets purchasable via \$ape, etc.) all while advertising itself on national television to viewers across the country multiple nights a week.

The idea is very raw and just that - an idea. But I believe there is potential enough to consider as an aggressive way to permeate mainstream culture and drive big awareness to Apecoin.

If there is enough interest in the idea and we develop it further into a doable, actionable idea, I will make it an AIP draft.

Dilly Dilly!