

# Partner with ETH Bucharest 2025 - Eastern Europe's Leading Ethereum Conference and Hackathon

## Non-Constitutional

## IMPORTANT NOTE

We acknowledge the community's feedback on this proposal. While we've focused on the core sponsorship package to deliver maximum value, we've kept the POAP add-on as a voting option, as we believe it would provide Arbitrum with additional visibility at ETH Bucharest.

Submitting via Questbook would have been more conventional, but we chose the DAO Events Budget to expedite the resolution, as Questbook would likely only conclude by late February or March, leaving insufficient time for preparation. A prompt decision allows us to finalize event logistics, branding, and hackathon planning in advance.

Intended Voting Options:

1. FOR, with POAP - \$69,300
2. FOR, without POAP - \$55,800
3. Abstain
4. Against

We appreciate the community's feedback and participation in ensuring Arbitrum's success at ETH Bucharest 2025!

## Abstract

The proposal invites Arbitrum DAO to sponsor [ETH Bucharest](#) 2025, showcasing its Layer 2 ecosystem and Stylus technology while supporting the Hackathon Open Track to drive real-world use cases and foster impactful startups.

The total investment for this proposal is set at \$ 69,300

(10% discount included)

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This partnership strengthens Arbitrum's leadership in innovation and community engagement.

## Motivation

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ETH Bucharest 2024 Vibes

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](<https://canada1.discourse-cdn.com/flex029/uploads/arbitrum1/original/2X/0/0cdd8d650abbcd46c8caa3d7b5fc937e2d981f6f.jpeg>)

ETH Bucharest 2025, taking place from April 2-5, will build upon the success of last year's conference, which attracted 1,100+ unique attendees and 100+ hackers.

For 2025, we expect over 1,500 community enthusiasts and 150 hackers, with a diverse range of speakers, tracks, and events dedicated to fostering Ethereum and Web3 innovation in Eastern Europe.

Your continued involvement will be instrumental as we work to create a pivotal gathering for the Ethereum community in this region.

Arbitrum has already had a significant impact at ETH Bucharest 2024 (from 27th to the 30th of March 2024), with [@ZER8](#) and [@DisruptionJoe](#) making Arbitrum's presence felt on-site.

This was the first time Arbitrum DAO had a booth at a conference and

Our collaboration deepened as we hosted the [first ever IRL Arbitrum Workshop and Hackathon, which focused on Stylus](#)—a groundbreaking technology for fully EVM-compatible smart contracts written in Rust.

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Arbitrum Workshop & Hackathon Vibes

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This initiative [was funded by the Arbitrum Education, Community Growth and Events 2.0](#) with \$ 22,524 and was completed in November 2024.

This workshop and hackathon set the stage for Arbitrum's next evolution, creating unique momentum in Romania's fast-growing Ethereum community.

## Rationale

Why ETH Bucharest 2025?

- Prime Visibility:

ETH Bucharest is Eastern Europe's most prominent Ethereum gathering. By partnering, Arbitrum will gain brand exposure across all main stages, hackathon rooms, and throughout the event, ensuring high visibility to developers, industry professionals, and enthusiasts.

- Community Engagement:

Direct engagement with the next generation of Ethereum builders through workshops, talks, and exclusive networking opportunities. This includes pre-hackathon workshops and dedicated bounty tracks.

- Early Adopter Appeal:

Be at the forefront of introducing Stylus and Arbitrum's Layer 2 technology to one of Europe's largest developer pools. This partnership would position Arbitrum as a leader in Ethereum Layer 2 solutions in Romania, Eastern Europe & beyond (we had participants from the US, Canada, Australia, etc).

- Network Expansion:

ETH Bucharest attracts over 1,500 attendees, including developers, project leads, investors, and Web3 enthusiasts, offering a valuable opportunity for Arbitrum to expand its ecosystem in a fast-growing region.

ETH Bucharest 2025 is your platform to reinforce Arbitrum's leadership in Layer 2 solutions, inspire the next wave of Ethereum builders, and make meaningful connections in the Eastern European Web3 space.

We would be thrilled to have Arbitrum DAO as one of the main partners, shaping the future of Ethereum in one of its most vibrant hubs.

Specifications

With this proposal, Arbitrum DAO will play a pivotal role at ETH Bucharest 2025, becoming a main partner and significantly enhancing its presence in the Eastern European Ethereum ecosystem.

### Hackathon Involvement

- Arbitrum will feature its own dedicated bounty tracks, focused on technologies such as Stylus and Layer 2 scaling solutions. These tracks will encourage builders to innovate within the Arbitrum ecosystem.
- Arbitrum will also support the Hackathon Open Track, themed Real World Use Cases.

This track prioritizes impactful projects that address societal challenges and incorporates a business plan requirement, ensuring a well-rounded approach to team-building and scalability. By contributing to this track, Arbitrum will attract diverse participants, including non-technical contributors vital to startup success.

### Conference Partnership

- As one of the main partners, Arbitrum will enjoy central visibility at ETH Bucharest 2025:

- 25m<sup>2</sup> exhibition booth at a prime location, allowing for extensive interaction with attendees and showcasing Arbitrum's technology and ecosystem.
- 1-hour main stage speaking slot to present Arbitrum's latest advancements, with a focus on Stylus and its contributions to Ethereum scaling.
- Pre-hackathon workshop, providing a hands-on introduction to Arbitrum's tech stack, including Stylus, to engage and onboard developers.
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- Pre-hackathon workshop, providing a hands-on introduction to Arbitrum's tech stack, including Stylus, to engage and onboard developers.

## Enhanced Branding and Engagement

Arbitrum will gain significant visibility through the Arbitrum x POAP Activation, replacing traditional VIP-focused sponsorships with an innovative and inclusive initiative.

As the exclusive sponsor of the ETH Bucharest POAP Passport, Arbitrum will:

- Showcase the POAPs minted on the Arbitrum Chain, solidifying its leadership in Layer 2 innovation.
- Drive engagement as attendees collect POAPs at key activities like workshops, panels, and hackathons, all branded with Arbitrum's identity.
- Foster community interaction through a gamified experience, encouraging networking and boosting foot traffic to Arbitrum's activations.

This activation ensures broad visibility, deep attendee engagement, and a memorable on-chain showcase of Arbitrum's capabilities.

## Rationale for Design Decisions

### 1. Hackathon Focus:

Bounty tracks and the Open Track emphasize real-world impact and onboarding multidisciplinary teams, aligning with Arbitrum's goal of fostering diverse innovation. Previous hackathons, such as the Arbitrum Workshop & Hackathon in Romania, demonstrated high engagement and successful project outcomes, solidifying this approach.

### 1. Conference Presence:

The combination of a large booth, main stage slot, and workshop ensures Arbitrum's technology and ecosystem receive the spotlight they deserve at Eastern Europe's largest Ethereum event.

Similar sponsorship models at global events, such as Devcon and ETHGlobal, have proven successful for ecosystem expansion and brand alignment.

### 1. POAP Activation: Gamified Networking

Sponsoring the ETH Bucharest POAP Passport replaces traditional networking add-ons with an interactive, gamified experience.

Attendees collect 5-7 POAPs minted on Arbitrum Chain by engaging in event activities, unlocking exclusive prizes or raffle entries upon completion.

POAP's integration on Arbitrum showcase its scalability and low-cost transactions while fostering memorable interactions with developers, enthusiasts, and thought leaders.

This comprehensive approach ensures Arbitrum's involvement at ETH Bucharest 2025 will maximize its impact, foster community engagement, and reinforce its leadership in Ethereum Layer 2 solutions.

## Steps to Implement

Given the timeline of the event (April 2–5, 2025) and the need to pass the proposal through Arbitrum DAO governance, the following steps outline the process while adhering to DAO requirements:

## Phase 1: Governance Approval

Step 1: Create a Snapshot vote pointing to this forum post.

- Action: Submit the final version of the proposal to the Snapshot vote, targeting the available budget of the [newly passed Arbitrum DAO 2025 Events Budget Proposal](#) for Ecosystem Growth.

Will include:

- Proposal details, rationale, and alignment with DAO goals.
- Breakdown of deliverables (sponsorship benefits and add-ons) and costs.
- Proposed fund transfer action (total sponsorship package cost: \$ 69,300 USD/ USDC).
- Poll duration: 1 week.
- Outcome: Proposal passes if:
  - Votes in favor > votes against.
  - Total votes in favor + total votes abstain  $\geq$  3% of votable tokens.
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  - Total votes in favor + total votes abstain  $\geq$  3% of votable tokens.

## Phase 2: Sponsorship Implementation

Step 2: Finalize Sponsorship Agreement

- Action: Draft and sign the agreement between ETH Bucharest and Arbitrum Foundation, ensuring clarity on deliverables, timelines, and payment terms.

Step 3: Pre-Event Preparation

- Action: Execute sponsorship deliverables:
  - Branding across materials and venue (roll-ups, exhibition, website, etc.).
  - Workshop planning (Stylus focus).
  - Hackathon Bounty planning
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  - Workshop planning (Stylus focus).
  - Hackathon Bounty planning

Step 4: Event Execution

- Action: Oversee on-site sponsorship deliverables:
  - Branding visibility.
  - Stylus workshop execution.
  - Hackathon judging for Bounty and Open Track and prize distribution.
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  - Stylus workshop execution.
  - Hackathon judging for Bounty and Open Track and prize distribution.

Step 5: Post-Event Reporting

- Action: Provide Arbitrum with a detailed report, including:
  - Metrics (attendance, engagement, social reach).
  - Hackathon outcomes (winning projects, bounty distribution).

- Branding impact (photos, media highlights).
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- Hackathon outcomes (winning projects, bounty distribution).
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This step-by-step approach ensures timely execution while meeting Arbitrum DAO governance requirements and maximizing the value of sponsorship at ETH Bucharest 2025.

# Timeline

## Phase 1: Governance Approval

- Milestone 1:
- Forum Post Submission: November 22, 2024.
- Snapshot Poll Launch: December 5th/ 12th , 2024.
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- Snapshot Poll Launch: December 5th/ 12th , 2024.
- Milestone 2:

Snapshot Poll Closes: December 12th/ 19th, 2024.

- Completion Date for Phase 1: December 19th, 2024

(results announced, proceed with implementation if passed).

## Phase 2: Sponsorship Implementation

- Milestone 3:
- Sponsorship Agreement Finalization: December 20, 2024.
- Payment transferred from Events Budget MSS controlled wallet to ETH Bucharest wallet.
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- Milestone 4:
- Hackathon Open Track Planning: Begin December 21, 2024.
- Arbitrum Bounties Planning: Begin December 21, 2024
- Judging criteria (including business plan component) finalized by January 15, 2025.
- Hackathon Open Track Planning: Begin December 21, 2024.
- Arbitrum Bounties Planning: Begin December 21, 2024
- Judging criteria (including business plan component) finalized by January 15, 2025.
- Milestone 5:
- Branding and Marketing Implementation: January 2025.
- Deliver marketing materials (website updates, digital roll-ups, social campaigns) by February 15, 2025.
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- Deliver marketing materials (website updates, digital roll-ups, social campaigns) by February 15, 2025.
- Milestone 6:
- Workshop and Hackathon Logistics: Workshop and track agenda finalized by March 1, 2025.

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### **Phase 3: Event Execution**

- Start Date:

April 2, 2025 (Event Day 1).

- Workshops conducted on April 2, 2025.
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- Milestone 7:

Hackathon judging begins on April 5, 2025.

- Completion Date for Phase 3:

April 5, 2025 (end of the event, winners announced).

### **Phase 4: Post-Event Reporting**

Milestone 8:

Post-event report delivered to Arbitrum by April 30, 2025.

## **Overall Cost**

### **Proposed Sponsorship Package for Arbitrum**

The below items are based on the [ETH Bucharest 2025 Sponsorship Deck](#).

#### **Genesis Block Package - \$ 35,000**

Included Benefits:

- Speaking Opportunity:

Main stage (1-hour talk) to showcase Arbitrum's latest advancements.

- Workshop Session:

Conduct an in-person pre-hackathon technical workshop on Stylus.

- Exhibition Space:

Prime 25m<sup>2</sup> space, including branding and amenities, strategically located for maximum foot traffic. (we will take care of the production part)

- Brand Exposure:

Digital roll-ups displayed on screens in key areas loops across all stages, digital and print branding, and main stage branding.

- VIP Access:

10 general tickets, 5 VIP tickets, and access to the exclusive Speaker's Dinner for VIPs.

- Additional Visibility:

Branding on website, social media, and print materials, as well as chair covers on the main stage.

- Discounted Tickets:

50% discount codes for additional tickets as needed.

## Additional Sponsorship Add-Ons - \$ 42,000

To further enhance Arbitrum's presence, we propose the following add-ons:

- ARBITRUM x POAP Activation - Custom Branded Passport

(\$15,000)

As the exclusive sponsor of the ETH Bucharest POAP Passport

, Arbitrum will:

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, solidifying its leadership in Layer 2 innovation.

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- Foster community interaction through a gamified experience

, encouraging networking and boosting foot traffic to Arbitrum's activations.

- Hackathon Bounty

(\$ 21,500): A dedicated bounty pool to be split across multiple hackathon tracks specific to Arbitrum technologies, including Stylus and Arbitrum Layer 2 solutions. This will drive engagement, encouraging developers to innovate on Arbitrum and building community excitement around Stylus development.

- Hackathon Open Track Add-On

( \$5,500)

Open Track Contribution: Arbitrum will contribute to the Open Track of the ETH Bucharest 2025 Hackathon, themed Real World Use Cases. This track is dedicated to projects that aim to have a genuine impact on society, aligning with Ethereum's goals for real-life utility.

Business Plan Requirement: The Open Track will include a significant Business Plan Requirement in the judging process. This addition is designed to attract and onboard talent from other essential startup functions beyond technical skills, such as business development, marketing, and operations.

Value to Arbitrum: By sponsoring this track, Arbitrum will not only support technical innovation but also help nurture startups with well-rounded teams capable of delivering impactful and scalable solutions. This aligns with Arbitrum's commitment to supporting projects that can drive real-world change.

Total Investment - \$ 77,000

Discount due to ETHB24 presence - 10%

Total Investment incl. 10% discount - \$ 69,300

## ALPHA !!! - here's the venue for ETH Bucharest 2025

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The National Library of Romania

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We value the input of the community and believe collaboration drives the best outcomes.

If you have any feedback, suggestions, or questions about this proposal, please don't hesitate to share your thoughts in the forum.

Your insights are crucial to making Arbitrum's presence at ETH Bucharest 2025 a success!

Helicopter!