

Proposal Name:

Sponsoring THE DAM SHOW + Live Giveaway Gameshows

Proposal Category:

Brand decisions

[THE DAM SHOW - YouTube](#)

[THE DAM SHOW - Twitter](#)

## Abstract | WTF is THE DAM SHOW?

This AIP is to sponsor THE DAM SHOW + our Live Giveaway Gameshows. A portion of the funds will be used to purchase prizes for our Live Gameshows, which are focused on entertaining and building hype leading to The Second Trip. The other portion of the funds will be used to help THE DAM SHOW get more distribution, scale operations, delegate marketing and editing so that we can become a self sustaining operation by the end of the six month period. As a sponsor, at minimum, ApeCoin will be mentioned in each of our live streams and recorded broadcasts in the form of short ad reads, logo overlays, and at times, sponsored segments.

## Author/Team Description | Who are we?

I'm [@atareh](#), a molecular scientist that moved into web2 product management and is now in web3 full-time for 1.5 years. I write insightful threads on Twitter, co-host THE DAM SHOW, and have been deeply involved in 10KTF (among other Yuga projects). I am one of the three community members that was anointed a Captain, officially entering the 10KTF storyline.

[@Mebynetta](#) is the second co-host of THE DAM SHOW. She's an MD and a business owner, and has been degening into mints since August 2021. She is deeply involved in 10KTF, especially in helping newcomers enter the project. Her 'Newcomer Package' thread (a collection of official and community resources) helped hundreds of people join and understand 10KTF. Mebynetta is also known to host "Grunches" IRL (Grailed Brunches). She is one of the three community members that was anointed a Captain, officially entering the 10KTF storyline.

[@DiamondhandGMI](#) is the third and final co-host of THE DAM SHOW. He is a policy researcher by day, degen by night. DiamondhandzGMI is well known in the community for hosting Twitter Spaces about 10KTF, and writing daily speculation recaps for the community in the early days of the project. He is one of the three community members that was anointed a Captain, officially entering the 10KTF storyline.

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Captains

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## Motivation | Why should ApeCoin DAO fund THE DAM SHOW?

Media brings attention and awareness, which brings value. Nowhere is that more true than in the NFT space. THE DAM SHOW is a media platform the three Captains of 10KTF started in July 2022, having all met through 10KTF in September 2021. Since then, we've hosted a twice weekly show (a recorded episode every DAM Monday, and a live episode every DAM Thursday) totaling more than 88 videos.

So far, we're 100% bootstrapped, we have not taken any funding and continue to produce quality content every DAM Monday and every DAM Thursday. Our recorded episodes have featured notable guests such as Elf and Bear, Founders of Forgotten Runes Wizard Cult, Luca Netz, Founder of Pudgy Penguins, Valet Jones and SAFA, Founders of Jenkins the Valet, Yam and Raph, Founders of World of Women, Kakuberry and Cromagnus, Founders of SAN, and PaperD, Founder of Bored to Death (When BAYC? Soon... we're in the DMs with Garga (get well soon Gordon)).

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Founders

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With live shows, we are pushing the boundaries of what's been done in web3, whether it's hosting the first ever NFT Community award show ([The WAGMIs](#)), the first live interactive web3 gameshow ([The DAM is Right](#)), or hosting Special council nominees on [The Great Ape Debate](#). On February 16, we will cover an IRL live event for 10KTF in LA (for which we

made an in-character in-10KTF universe ad: [NTEC video 1](#)). The bottom line is, our focus with THE DAM SHOW is “fun” - especially the live shows. As we gear up for a big 2023, we need your help to power us through the plans we have at The DAM (and we have a lot of them).

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The wagmis

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The DAM is right

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Apecoin

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NTEC

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## Rationale Pt 1 | Does this fit with the DAOs culture and values?

Culture and media are sorely lacking in the ApeCoin ecosystem - while there have been great initiatives funded like [The Bored Ape Gazette](#) - there's a need in the Video/Livestream space. By sponsoring THE DAM SHOW, we'll be bringing thousands of new eyes to ApeCoin, the DAO itself - and if you can capture attention, you can capture value.

In the eight months we've been operating, we've totalled more than 95,000+ video views across Twitter and YouTube. Having bootstrapped the entire show for eight months, we've been on a great run in helping bring fun, joy and attention to 10KTF. However, to grow and expand our show into broader Yuga content (which we've already started months back), we need your help.

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video

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Think of this as supporting us as we cross the chasm. While we're not a profitable rev generating enterprise yet, we will get there as we continue to create great content and build a following. The purpose of this grant is to get us over the chasm (at the very least partially), so that our reach is large enough to start generating revenue in the form of sponsorships, partnerships, ad placements and live events.

## Rationale Pt 2 | How this proposal benefits the DAO

As we're seeing with Dookey Dash, ApeCoin will succeed if gaming succeeds. We know from the Otherside's litepaper that microtransactions in ApeCoin will be the currency of gaming. Purchasing skins, trading, or microtransactions will all happen in ApeCoin in the Otherside, so if Otherside succeeds, ApeCoin will too (and by extension, the DAO).

### Benefit 1: Building hype for Future Otherside Trips

If Dookey Dash is any indicator, micro-transactions in ApeCoin are real and they work. ApeCoin is the currency of the Otherside as such, all commerce in it will run on it. We think that any project that builds on or around the Otherside directly benefits ApeCoin itself - we've seen it in the short-term price action of ApeCoin since Dookey Dash launched.

Simply, the funding will be used to:

- Fund giveaways for Live Game Shows (Phase 1 - \$40K USD)
- Support the crossing of the chasm (Phase 2 - \$55K USD)

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powershart

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## **Benefit 2: ApeCoin Media Attention**

Attention is value which is why Bankless is paid 6 figures per month for sponsorship slots. While The DAM Show is a smaller operation for now, the attention we bring to 10KTF and other projects is still impactful. An ApeCoin sponsor for The DAM show means overlays with ApeCoin logo, short ads in the episode, and at times, more funny skits.

## **Benefit 3: ApeCoin DAO briefings**

Lastly, with this sponsorship, we plan to dedicate some parts of our live shows to ApeCoin DAO - similar to our Special Council election episode, the possibilities are endless as long as we focus on bringing fun to the community. Whether it's bringing on WG0 members, ApeCoin DAO Special Council members, or other members who have submitted their proposals, more media attention benefits the DAO and all the participants in it.

## **Specifications | What we will use the funds for**

Simply, the funding will be used to:

- Fund giveaways for Live Game Shows (Phase 1 - \$40K USD)
- Support the crossing of the chasm (Phase 2 - \$55K USD)

## **Phase 1: Live gameshow giveaways leading up to the Third Otherside Trip (+ future trips)**

With future trips for otherside expected to come much quick in the coming months, we want to continue our well received game show "THE DAM IS RIGHT" (TLDR: we hosted a DAM-themed version of The Price is Right where we gave away a multitude of prizes live - people loved it).

The purpose of this is to:

- Build hype for The Otherside
- Get Otherdeeds in the hands of future players
- Expand our reach

We plan to spoof several different live gameshows in the lead up to future Trips, such as: The Price is Right, Who wants to be a millionaire, Wheel of fortune etc. We plan to use \$45K of the budget to purchase Otherdeeds and other smaller prizes to giveaway on this 4 week run of Live Shows. All giveaway purchases can be transparently viewed by checking thedamshow.eth multi-sig wallet. We plan to purchase 12 Otherdeeds (19.99 ETH / \$30K USD). The remaining 10K will be used for smaller prizes all in the Yuga Ecosystem (Sewer passes, 10KTF etc).

The 10KTF project has also provided giveaway support for THE DAM SHOW - offering 10KTF Genesis items (~1.1 eth floor) to giveaway. We already gave one away last week.

## **Phase 2: Support the crossing of the chasm**

The other purpose of this grant is to get us over the chasm, so that our reach is large enough to attract sponsorships and The DAM Show can become a self-sustaining operation - currently, everything has been self-funded by atareh, Meby, and Diamondhandz. While our initial ask was more conservative, after speaking with community members and them urging us to not be too conservative (particularly @captetaintrippy

), we've slightly increased our original ask for Phase 2 as well. The response from the community has been great so far as well.

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community

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Each of the co-hosts of The DAM Show is responsible for specific parts of the operation. This includes but is not limited to editing, graphic design, production, creative direction. The remaining budget will be used to operationalize and delegate this work. We also require technical livestream consulting to overcome some technical hurdles so we can enhance our live show experience and legal to create a DAM entity bound by laws. Over the course of six months, we'll use the remaining budget to improve core visual and technical and marketing parts of the show (\$50K).

## Steps to Implement | How we will use the funds

### Phase 1 Line Item Breakdown

- 12 otherdeeds (\$30,000 USD)
- 10KTF, Sewer passes, other NFT prizes in Yuga Ecosystem (\$10,000)

Phase 1 Total: \$40,000

### Phase 2 Line item Breakdown:

- Editing episodes = \$100/week (6 months total ~\$2,500 USD)
- Clipping = \$125/week (6 months ~\$3000)
- Social Media Management = \$200/week (6 months total \$4,800 USD)
- Discord Security Audit = \$2500 USD
- Graphics and overlays = \$120/week (6 months total ~\$2,880 USD)
- Producer = \$80/week (6 months total ~\$2,000 USD)
- Creative direction + Run of Show production planning = ~\$250/week (6 months total = \$7,200 USD)
- Talent cost = \$150 per show (2 shows per week, 6 months total = \$21,800 USD (7,200 per host USD))
- Software = \$150 per month (\$900 USD for 6 months)
- Merch drop = \$1400 USD
- Livestream technician = \$1500 USD
- Production consultation = \$600 USD
- Legal fees = \$3,500 USD

Phase 2 total: \$54,580 (~500 for unexpected costs)

## Timeline | Relevant timing details, including but not limited to start date, milestones, and completion dates.

Phase 1 timeline:

With the second trip in Late March, we anticipate there to be 3-4 giveaway shows in the month of March. These shows will take place during our live shows on Thursdays, but there is room for flexibility on the weekdays if required (i.e. only 2 Thursdays left before Second Trip and we have 3 shows planned, 1 show can be moved to another week day).

Phase 2 timeline:

Phase 2 will be on-going upon approval of the grant by the ApeCoin DAO over the course of 6 months. This includes creating sponsored segments for ApeCoin DAO, which includes but is not limited to: Sponsored overlays for live shows, short segments about major ApeCoin DAO updates, interviews with past grant winners, short skits, collaborations with other ApeCoin DAO adjacent organizations.

## Overall Cost | The total cost to implement the proposal.

- Phase 1: Fund giveaways for Live Game Shows (\$40K USD)
- Phase 2: Support the crossing of the chasm (\$55K USD)

Total: 95,000 USD (~18,969 APE)