Project Author:

ALL CITY & MisterHype

Project Name:

ApeCoin DAO at NFC Lisbon

Project Category:

Ecosystem Fund Allocation

TEAM DESCRIPTION

ALL CITY:

Elected ApeCoin DAO Governance Working Group Lead Steward.

MisterHype:

ApeCoin DAO core contributor who combines five years of legal counsel (infrastructure, green energy, communications) with a proven history of event management to help coordinate this initiative. He is also the lead author of AIPs 259, 291, 315, 329 and 407.

ABSTRACT

[

Untitled design-9 copy

1366×457 262 KB

](https://global.discourse-cdn.com/apecoin/original/2X/f/f3247dda57bba19f253098e52d69c61a9ba9a762.png)

This proposal aims to establish a dominant presence for ApeCoin and ApeCoin DAO at the Non Fungible Conference (NFC) in Portugal, scheduled for May 28-29th, along with the wrap-up event on May 30th.

Planning involves securing a 20m² furnished networking lounge situated in a premium area of the conference. This lounge will include an interactive play-zone featuring stand-up arcade games designed to capture conference-attendee interest and generate opportunities to segue into ApeChain talks. The booth will also feature a large digital monitor playing ApeCoin-focused content, and a branded wall.

The conference's primary WiFi network accessible for guests and other sponsors will be named ApeCoin. Attendee wristbands and staff t-shirts will display ApeCoin branding, and ApeCoin will be featured on various banners and screens during Agoria's final set of the opening night party, held at the event venue.

Two on-stage panels are being organized each with up to four speakers and a moderator. One discussion will focus on ApeChain, prioritizing members of the Special Council, Horizen Labs, and Layer Zero, while the other will cover ApeCoin DAO Working Groups.

ApeCoin will be announced as co-organizers alongside The Sandbox for the May 30th boat and beach wrap-up parties. The beach event will also serve as a pre-party for the Moga Music Festival expected to draw between 10-12,000 jet-setters.

We will receive forty general access event tickets, access for forty general access allowlist spots, forty special-access boat tickets, and entry for up to forty people in the special-access area of the wrap-up event. Tickets will be distributed to community members in-person, and we will incentivize new Discourse signups with small amounts of APE.

The proposal also seeks approval to use the ApeCoin logo, and Powered by ApeCoin trademarks to be used for conference and wrap-up event marketing and physical conference-related branding. Provisions for promotional items include, but are not limited to, t-shirts, stickers, and educational materials have also been made. Any inventory produced under this allowance will be exclusive to conference attendees, on-stage panelists, and booth operators [not for sale].

Other conference features include a gaming startup competition with panelists Sebastien Borget (CEO Sandbox) and Robby Young (CEO Animoca Brands) helping judge, an AI Film and Fashion Festival, and a first-of-its-kind "Memecon" presented by OSF Rekt.

NFC speakers include Claire Silver, Punk6529, Deekay Motion, and John Knopf.

BENEFIT TO APECOIN ECOSYSTEM

Participating in the NFC Conference offers ApeCoin, ApeChain, and the DAOs Working Group a prime opportunity for increased brand awareness and media exposure with over 200 Web3 speakers expected to attend.

Additionally, the cost-effectiveness of this plan compared to other events allows us to establish ApeCoin and ApeCoin DAO as one of the two dominant brand's at the conference, alongside The Sandbox. Furthermore, Lisbon is known for its affordability in Western Europe, which helps business operations and travel.

Securing a 20m² area in a premium location with games and seating will enhance ApeCoin's credibility, providing real-world exposure as a leading brand in the space. The conference also offers valuable networking and onboarding opportunities for ApeChain, serving as a platform for education regarding opportunities provided by the DAO.

[

Screenshot 2024-03-22 at 9.52.42 AM

1362×761 111 KB

](https://global.discourse-cdn.com/apecoin/original/2X/7/7eb5eacf4602d2df65ab2f2685f8dc52bc8b0a89.png)

KEY TERMS

NFC Conference:

The Non Fungible Conference (NFC) Lisbon is an annual event entering its third year of operations.

The conference features Web3 gaming, artists showcasing their creations, collectors seeking investment opportunities, developers shaping the future of the technology, and individuals interested in the broader implications of digital ownership through a series of presentations, workshops, and networking events.

[

FPkWUgoX0AgY89A

2048×1536 142 KB

](https://global.discourse-cdn.com/apecoin/original/2X/d/da5ee95e66ff895c3dbbab423b16596a52cd4e66.jpeg)

PLATFORMS & TECHNOLOGIES

There are no new platforms or technologies to present.

STEPS TO IMPLEMENT & TIMELINE

Post-approval, hypothetical benchmark date: April 15th.

Week 1:

- Send payment to secure booth location and event sponsorship

- Develop budget breakdown

- Begin promotional materials development

- Begin developing booth communication culture and script

- Assemble list of potential speakers, moderators and booth hosts

- Travel and accommodation arrangements

Weeks 2-3:

- Finalize speakers and moderator

- Finalize promotional material content

- Source other ApeCoin DAO members interested in attending

- Promotional materials printing and production

- Set conference engagement KPIs and expectations from helpers

- Train booth operators

Post-Conference:

- Gather feedback and analyze results

- Develop post-conference report

- Share

OVERALL COST

The proposal is requesting $155,000.00 USD denominated in APE with the full amount of funding required for conference and wrap-up sponsorship being provided in APE to the event.

If platinum-level sponsorships are unavailable when funding is provided, we will secure a gold-level booth in its place. Any difference in funding will either be not accepted or returned to the APE Foundation.

[

Screenshot 2024-03-20 at 1.58.28 PM

2463×1428 496 KB

](https://global.discourse-cdn.com/apecoin/original/2X/5/5791a33a1ebb2980c17cac7e297dd1a7ae444bbc.png)

[

NFC24_SPONSOR_PACKS (dragged)

4500×1436 423 KB

](https://global.discourse-cdn.com/apecoin/original/2X/7/7edb340a98eeca2dff0c3ec579bc442ba47269ab.png)