

PROPOSAL NAME:

Swamp Experience at Beyond Basel 2024

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TEAM DESCRIPTION:

Boring Yachts is an event production company and exclusive club that brings together entrepreneurs, digital asset enthusiasts, and blue-chip holders for unique experiences in the most iconic places worldwide. In the last 2 years, Boring Yachts has organized more than 20 events at major conferences like Art Basel, NFT NYC, and Token2049. These events have been hosted in iconic locations such as the Burj Khalifa, New York City, and the Seine River in Paris, offering distinctive networking and cultural exchange environments. Throughout these events, numerous Made By Apes brands, including those selected for the Thank Ape accelerator program like Mutants Beer, Ape Spirits, Bored Munchies, House OG, and many others, have participated as sponsors or collaborators. This highlights the importance of mutual support among brands within the ecosystem. Boring Yachts also played a key role in organizing the closing event for Ape Fest in Hong Kong, solidifying its role in the Web3 community.

Soon, Boring Yachts will launch the NFT Free-Mint Captain Hat and the NFT Secret Hunter Key, which can be unlocked through a hidden challenge and experience, serving as an Easter egg that engages guests. These digital elements offer lifetime real-world benefits at events and the opportunity to earn \$APE.

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[Boring Yachts: Degen Experiences Worldwide](#) [General

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Boring Yachts is an exclusive club made by Apes that brings together entrepreneurs, degens, and blue chip holders in events mixing the best of the physical and digital world around the most iconic places in the world. [\[image\]](#) Our mission: Create memorable experiences that blend the magic of personal interaction with the limitless possibilities of the digital world. At each event, we strive to foster meaningful connections between attendees, recognizing the value of networking in today's busin...

Jack and Neo

, the founders of Boring Yachts, have over six years of experience in producing IRL events. They've led teams of over 100 people to deliver both large-scale and exclusive gatherings, tailored to celebrities and high-profile clients. They are also active members of the MBA community, not just through Boring Yachts, but as founders of Apes Game Club and GnomoLabs.

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jack

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neo

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You can check more info here:

[Website](#)

[Deck introduction](#)

[X Boring Yachts](#)

[X Jack & Jackie](#)

[X Neocxela](#)

PROPOSAL DESCRIPTION:

The Swamp Experience proposal at Beyond Basel, the biggest event at Art Basel Miami gathering more than 30000 people each year, aims to secure ApeCoin sponsorship to create an immersive experience during one of the most prestigious events in the world of art and culture.

“Swamp Experience”, led by Boring Yachts with the support of Thank Ape (although we haven’t received final confirmation yet, we can include an option for Thank APE to opt-in and participate), will involve creating a themed environment inspired by the Bored Ape Yacht Club (BAYC), which will include:

-Main Sponsor for \$Apecoin:

ApeCoin will serve as the main sponsor of Beyond Basel. This position highlights ApeCoin’s central role in branding and visibility throughout the experience for over 30000 people IRL

-5 Interactive MBA Brand Stands:

Selected through a competitive application process via a public form for any MBA Brand, these brands will offer unique, gamified experiences that reward participants with \$APE through Thank Ape. These stands with high traffic will focus on active participation and integration into the Web3 ecosystem, rather than sales. Each winning brand will receive \$5000 in funding to develop their stand in the NFT Gallery creating an ApeCoin & BAYC culture experience.

Guests will engage with each stand, receiving an exclusive holographic sticker from each brand to add to their ‘Swamp Experience roadmap,’ provided at the Info stand. This activation ensures that before claiming their \$APE rewards through Thank Ape, guests must complete their roadmap by collecting stickers from all MBA brands, each linked via ApeChain signs.

We will open a public registration form where MBA brands can apply by submitting their brand information and creative ideas for their stands. Once the submission period closes, the ApeCoin community will have 48 hours to vote on the applications. The community vote will help decide which five brands will be selected to participate in the Swamp Experience, ensuring a fair and transparent selection process.

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*The illustration is for reference only and is not final. It will be fully re-drawn from scratch.

[Beyond Basel recap 2023](#)

[Beyond Basel Deck](#)

-Free Tickets for \$APE Holders:

To ensure the ApeCoin community’s participation, 600 general tickets, and 120 VIP tickets will be distributed, creating an exclusive atmosphere with ample networking opportunities. Both general and VIP tickets will be managed via Tokenproof, requiring wallets to hold ApeCoin. The first 600 to claim will receive general tickets, while the 120 VIP tickets will require our approval based on profiles, with preferences given to BAYC/MAYC holders, KOLs, founders, active DAO members, and whales.

-Rewards for Attendance:

\$ape will be distributed to event attendees and individuals interacting with each stand through Thank Ape, thus onboarding new people into the ecosystem.

\$8,000 in \$ape for attendance - \$15 in \$ape each

\$12,000 in \$ape for complete the “Swamp Experience Roadmap” - \$25 in \$ape each

It is important to note that participants can easily access ThankApe using a social login. Once the process is completed, their participation will be validated and whitelisted, enabling them to receive \$ape. NFT holders will earn \$APE by participating in interactive activities at the MBA stands. Once they complete the activity tour, they can redeem their rewards. We plan to use a ‘Sticker Roadmap’ where participants collect stickers at each stand to unlock the reward. Once attendees complete the ‘Sticker Roadmap,’ they can claim their \$APE by visiting a designated stand and whitelisting their wallet. For those without wallets, they will have the option to create one using social login.

-VIP Area Curated by Boring Yachts:

An exclusive space for celebrities, KOLs, and VCs, carefully selected to maximize media impact and strengthen the ApeCoin network. This VIP area will be designed to offer a premium experience, with dedicated activities and opportunities for social media content creation. Big holders of \$ape can claim VIP access to this sector.

The goal of this proposal is not only to elevate the visibility of ApeCoin within the Web3 ecosystem and the contemporary art world but also to strengthen relationships within the community and attract new users to the ApeCoin ecosystem through unique and memorable experiences. Additionally, it aims to integrate five MBA ecosystem brands into this initiative, fostering their growth and offering support.

BENEFIT TO APECOIN ECOSYSTEM:

The Swamp Experience at Beyond Basel will provide significant benefits for the ApeCoin ecosystem:

-Main Sponsorship:

ApeCoin will be the main sponsor of the event, ensuring its brand is prominently featured and associated with this exclusive and high-impact experience.

-Global Exposure:

Participating in a prestigious international event such as Beyond Basel with more than 30,000 attendees, ApeCoin will gain visibility among a diverse and new audience

-Onboarding New Users:

The activations and \$APE rewards will attract new users to the ApeCoin ecosystem, increasing the adoption and use of the cryptocurrency in the real world.

-Community Strengthening:

By involving BAYC brands and organizing a VIP area for KOLs and celebrities, the proposal will foster cohesion and collaboration within the ApeCoin community, reinforcing the network and creating opportunities for future project collaborations.

-Innovation and Immersive Experience:

Implementing advanced technology and gamification in the stands and gallery areas will not only showcase ApeCoin's capabilities at high-end events but also position the cryptocurrency as a leader in integrating Web3 into cultural experiences.

These benefits will not only support the growth of the ApeCoin ecosystem but also ensure its relevance and presence at key global events, enhancing its impact and adoption.

DEFINITIONS:

KOLs (Key Opinion Leader):

Influential individuals in a specific field who shape opinions and drive trends. KOLs have a strong following and can sway public perception and behavior through their expertise and authority.

VCs (Venture Capital):

Investment funds that provide capital to startups and emerging businesses with high growth potential. Venture capitalists invest in exchange for equity, aiming for significant returns as the business scales.

Factory Town:

One of the biggest venues in Miami, Florida, place for the best Tier 1 DJs owned by Club Space.

[Factory Town Miami](#)

[Factorytown Miami](#)

MBA (Made by Apes):

A collaborative framework within the Bored Ape Yacht Club (BAYC) ecosystem that allows NFT holders to use their intellectual property (IP) to create and develop unique businesses, brands, and projects.

STEPS TO IMPLEMENT:

1-Production & Marketing (Nov 2024):

This phase includes producing the interactive stands and marketing efforts to attract attention before the event.

- Estimated Cost: \$136,250
- Breakdown:
 - 50% Marketing Campaigns (Social media, influencer collaborations, PR): \$7,500
 - 75% Operational costs: \$18,750
 - 50% Sponsoring Beyond Basel: \$75,000
 - Production costs (setup, technical support, etc.): \$10,000
 - Interactive MBAs stands: \$25,000
 - 50% Marketing Campaigns (Social media, influencer collaborations, PR): \$7,500
 - 75% Operational costs: \$18,750
 - 50% Sponsoring Beyond Basel: \$75,000
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 - 50% Marketing Campaigns (Social media, influencer collaborations, PR): \$7,500
 - 75% Operational costs: \$18,750
 - 50% Sponsoring Beyond Basel: \$75,000
 - Production costs (setup, technical support, etc.): \$10,000
 - Interactive MBAs stands: \$25,000
- Upload the form to the community
- Start marketing campaign
- Select the 5 BAYC brands that will participate in the stands.
- Design and produce the stands, VIP area, and visual elements.
- Implement marketing campaigns, including the distribution of 600 general tickets and 120 VIP tickets for \$APE holders.

2-Event Execution (Dec 2024):

This phase covers the actual event costs, including venue setup, staffing, and overall event management.

- Estimated Cost: \$98,750
- Breakdown:
 - 50% Sponsoring Beyond Basel: \$75,000 (before 12/8/2024)
 - Apecoin rewards: \$20,000 (before 12/8/2024)
 - 25% Marketing Campaigns (Social media, influencer collaborations, PR): \$3,750
 - 50% Sponsoring Beyond Basel: \$75,000 (before 12/8/2024)
 - Apecoin rewards: \$20,000 (before 12/8/2024)

- 25% Marketing Campaigns (Social media, influencer collaborations, PR): \$3,750
- Breakdown:
- 50% Sponsoring Beyond Basel: \$75,000 (before 12/8/2024)
- Apecoin rewards: \$20,000 (before 12/8/2024)
- 25% Marketing Campaigns (Social media, influencer collaborations, PR): \$3,750
- 50% Sponsoring Beyond Basel: \$75,000 (before 12/8/2024)
- Apecoin rewards: \$20,000 (before 12/8/2024)
- 25% Marketing Campaigns (Social media, influencer collaborations, PR): \$3,750
- Set up and activate the stands and thematic areas.
- Manage event participation and ensure smooth execution of all activities.
- Develop dynamic social media content to keep onboarding users from other ecosystems.

3-Post-Event and Reporting (Jan 2025):

After the event, this includes data collection, report writing, and continued marketing for the Swamp Experience.

- Estimated Cost: \$10,000
- Breakdown:
- 25% Operational costs: \$6,250
- 25% Marketing Campaigns (Social media, influencer collaborations, PR): \$3,750
- 25% Operational costs: \$6,250
- 25% Marketing Campaigns (Social media, influencer collaborations, PR): \$3,750
- Breakdown:
- 25% Operational costs: \$6,250
- 25% Marketing Campaigns (Social media, influencer collaborations, PR): \$3,750
- 25% Operational costs: \$6,250
- 25% Marketing Campaigns (Social media, influencer collaborations, PR): \$3,750
- Collect and analyze event data, including attendee interaction and impact on the ApeCoin community.
- Present a detailed report to the ApeCoin DAO, highlighting achievements and areas for improvement.

Each step will include managing costs, personnel, and platforms necessary to implement the Swamp Experience at Beyond Basel successfully.

REPORTING EXPECTATIONS:

1-Monthly Progress Updates:

- During the Production & Marketing (Oct-Nov 2024), monthly updates will be shared in the ApeCoin DAO forums, detailing progress in coordination, production, and marketing.

2-Final Post-Event Report:

- A comprehensive report will be delivered in January 2025, covering event execution, participation statistics, impact on the ApeCoin community, and an analysis of achieved goals.

3-Transparency and Feedback:

- Channels will be opened for community feedback, ensuring a transparent and collaborative process.

Reporting Duration: We will provide monthly updates from November 2024 through January 2025 to track progress in planning, production, and execution phases. A detailed post-event report will be submitted in January 2025. We will also provide follow-up reports for three months after the event, concluding in April 2025, to cover ongoing impact and post-event

analysis.

OVERALL COST:

Total amount requested from the ApeCoin Ecosystem Fund = \$245,000 USD in \$APE

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- Interactive MBA Stands (5x): \$25,000

Production and setup of interactive stands for MBA brands.

- Sponsoring Beyond Basel: \$150,000

Main sponsoring for Apecoin in Beyond Basel at Factory Town

- Marketing Materials: \$15,000

Creation of promotional materials, digital content, and campaigns to attract community attention.

- Operational Expenses: \$25,000

Includes costs for personnel, logistics, and coordination during the event.

- Production Expenses: \$10,000

Costs related to materials and equipment required for the project's execution.

- \$APE Rewards via Thank Ape: \$20,000

\$APE rewards for attendees and individuals interacting with the stands.

FUNDING TRANCHES

- Tranche 1: \$136,250 – Released upon approval of the proposal and initiation of the Production & Marketing (Nov 2024) phase.
- Tranche 2: \$98,750 – Disbursed before the Event Execution (8th Dec 2024)
- Tranche 3: \$10,000 – Released upon submission of the Post-Event and Reporting (Jan 2025).

This budget ensures that the Swamp Experience at Art Basel is executed with maximum impact and benefit for the ApeCoin community.

All the non-used budget will be sent back to the DAO.