

Simultaneously serious + moonshot crazy proposal + thought experiment:

Super Bowl ads are \$5m (as of 2019).

Uniswap community treasury is >\$500m.

so I say "Wen Uniswap Super Bowl ad?"

Imagine a smart person(s) could easily work out a way to just use yield from the treasury to cover that by the time Super Bowl 2022 rolls around. Requires essentially a 1% return on current AUM. I don't even like sports but without a doubt it could be a really legendary and cultural watershed moment for DeFi and Uniswap. Would also be super fun to work on.

I realize this sounds nuts and like a joke, but think it's cool and also within reach, and would actually end up paying for itself.

Thoughts?