

PROPOSAL AUTHOR:

ALL CITY

PROPOSAL CATEGORY:

Ecosystem Fund Allocation

PROPOSAL NAME:

Formula One: ApeCoin Grand Prix Event Activations

TEAM DESCRIPTION

Core team to be announced in the coming weeks which may involve the use of industry-specific third-party agencies. The proposal will also look to coordinate with any resources made available to it through the team sponsorship already in place.

ABSTRACT

This early-stage proposal aims to establish an in-person presence for ApeCoin at certain Grand Prix events remaining in the 2024 Formula One season.

BENEFIT TO APECOIN ECOSYSTEM

Multi-Channel Reinforcement:

The ApeCoin (F1) team sponsorship provides a constant visual reminder of the brand through global television broadcasts. This proposal aims to compliment that visibility through on-site branding and/or side events at nearby venues. Formula One Grand Prix weekends typically attract crowds ranging between 100,000 to 300,000 attendees.

Leveraging Fan Excitement:

The presence of a branded booth or side events will maintain an already impactful buzz among fans to help spark discussions and capture memorable moments through mainstream media and photos shared on social media by race fans.

KEY TERMS

Definitions of any applicable terms will be added as the proposal develops.

PLATFORMS & TECHNOLOGIES

A detailed breakdown of the platforms and technologies involved with this campaign will be added as the proposal develops.

STEPS TO IMPLEMENT & TIMELINE

To be added as the proposal develops.

OVERALL COST

Costs to be determined as the proposal develops; which could include more than one option.