

Proposal Name: Feasibility study for Regional Conference & Festival in Phuket, Thailand - 2023 APE and Friends Festival (name to be finalized)

Proposal Category: Branding, Marketing, IRL events

## Abstract

This proposal is to conduct a Feasibility Study of organizing a 3-day/weekend IRL regional APE themed event that brings together existing APE community and new fans through cultural experience including resource education, music, tourism activities and food. The 3 days festival aims to spark inspiration and collaboration for APE community to expand the region's ecosystem in a fun and engaging way.

This AIP will allow us the mandate to get proposals/quotations from other stakeholders including NFT communities, sponsors, brand ambassadors, venues, and event organizers to come up with a detailed event proposal to be resubmitted to the DAO.

## Background

Based on our collective experience in attending top global conferences and music festivals, we believe IRL events are special ways for participants to form bonds and a sense of community with each other and the brand. We want to bring together our experiences, networks, and professionalism to organize a regional event in Phuket, Thailand. Phuket is the global renowned ideal beach destination with short flight proximity to leading Asian nations like Singapore, China (Hong Kong & Taiwan), Japan, Korea, Indonesia, Malaysia, and Philippines. To pay tribute to the BAYC brand, we also plan to include an armada of yachts! We believe this event will boost APE global brand recognition and ignite a new Asian wave of engaging fans to the community.

## Motivation

As the leading NFT brand in the world, we believe APE group (BAYC, MAYC, Otherside, etc.) has the magnet power to bring people together from all walks of life, background, and countries to learn about this new era of NFT culture through IRL conference/festival event.

## Rationale

We believe this event will allow us to reach and onboard new communities, build relationship with other stakeholders and non-crypto brands, and demonstrate high professionalism of event organizing in a transparent manner. There are many people that have yet to experience NFT culture which may be due to the complexities in the whole onboarding process. We believe IRL will bridge the technology gap and allow people to experience the amazing web 3 culture for the first time.

## Key Terms

**Feasibility Study:** A feasibility study is a detailed analysis that considers all of the critical aspects of a proposed project in order to determine the likelihood of it succeeding. Success in this event will be measured in regional participation, brand awareness, sponsorships (to reduce capital required from APE DAO), and new initiatives or partnerships that grow APE ecosystem.

## Key Highlights

- Tropical Vibes - [Example](#)
- Panel stage for discussion/ showcase/ education to promote web 3 culture
- Web 3 integration to allow new comer/ user to onboard APECOIN/ DAO mechanism through owning an APECOIN offers VIP guess status waitlists/ giveaways/ etc.
- BAYC/MAYC VIP Zones
- Yachts
- A-list DJs
- Celebrities
- Luxurious villa properties/ 5-stars accommodation hotels campaign
- Food fair events (celebrity chefs, etc.)
- Drone photography

## Specifications

Landing Page, Social Media Accounts (FB, IG, Tiktok), Dropbox (for contract proposals, quotations, sponsor background,

etc.), Telegram/Line chat

#### Steps to Implement

- AIP approval to appoint author with mandate to deal with 3rd parties require to create this event.
- Form event committee up to 6 members including author, people who have direct experience in successful regional scale festival projects, and public company directors to increase transparency. (free but may compensate in next AIP detail project proposal)
- Work with event organizer with proven track record to list out event details including venue/activities/stage and quotation in line with APE/NFT culture. (~ \$5k upfront - \$10k)
- Work with design team for event and setup landing page and social media accounts. (~ \$5k)
- Work with PR company for PR strategy and quotation. (Free)
- Find event sponsors. Key anchor sponsor, a publicly listed company leading the digital assets sector in Thailand, is already onboard. (Free)
- Reach out to YUGA labs for additional feedback before AIP detailed event proposal submission. (Free)
- On boarding various related both public and private bodies like the Tourism Authority of Thailand, Phuket Tourism Association, Thai Hotels Association, local authorities cooperation to hold the event, ensuring safety for all comers, and facilitation to ensure impressive outcome for the event. (Free)

#### Timeline

- September – AIP draft, submission, feedback, approval
- October – committee set up, fact findings, stakeholders identification
- November – December – blue print AIP proposal of actual event to be submit with budgeting details for APE DAO to consider

#### Overall Cost

- Likely in the range of \$15k
- The author receives zero \$ for this but may add compensation for the next AIP detailed event proposal.

We believe our success case can also become a blue print for others to organize regional events around the world truly enhancing the spirit of global web3 culture. All IP of the event belongs to Ape DAO.

Background regarding chosen location Phuket - Thailand:

[Google Maps](#) - Google Map location of Phuket

In 2019, Thailand ranked 8th most visited destination globally with roughly 40 million visitors with Bangkok ranked 1st surpassing Paris and London in Mastercard's list of "Global Destination Cities Index 2019" with 22.78 million visitors. Phuket was 14th with 9.89 million visitors.

Phuket is a southern province of Thailand consisting of the island of Phuket and 32 smaller islands off its coast and considered to be amongst the world Top 10 destination by various medias and rankings for both pre and post pandemic.

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Beach in Phuket Thailand

1200×800 223 KB

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Phuket Island

962×600 101 KB

](https://global.discourse-cdn.com/apecoin/original/2X/5/5a8866d98fad310b2cd1943272e6d9fb936f6289.jpeg)

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Phuket map circled

1165×1085 172 KB

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