Hello

Long time lurker, first time poster. I've tried to read as many of the help documents as I could before posting this, but appreciate any feedback on my approach. I won't be offended if you tell me I did something wrong as long as you help me do it better.

This ideation is in response to a recent post by ThreadGuy on Twitter in which he mentions sourcing sponsors for his podcast. I believe his podcast would be a huge "get" for the ApeCoin DAO as the DAO continues to work to improve overall visibility, vibes and increase engagement.

Link to tweet sourcing sponsors:[x.com](x.com)

I've never written an AIP before but figured this would be the best place to start. I'm 100% looking for feedback, more experienced folks thoughts and pushback wherever possible. My goal is to keep this proposal as straightforward as possible. I also believe speed to be critical here as ThreadGuy could get snapped up at any moment.

Questions for the more experienced member:

- Are there other AIPs for sponsorship that have passed or almost passed I should take a look at? (I did a cursory search, but if anybody has specific good ones I'd dive deeper)

- What are best practices for funds when managing a sponsorship style AIP?

- Do I have to personally take ownership of funds? Does the DAO payout directly to the sponsored individual/company?

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- Engagement Metrics:

- Do we have any metrics on how many wallets vote for each AIP either personally or through a delegate?

- Are there any specific metrics related to engagement on Discourse?

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- Reporting Expectations:

- Any good examples of well received KPI tracking / reports?

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Please use the AIP Draft Template below.

PROPOSAL NAME:

ThreadGuy Podcast Sponsorship

TEAM DESCRIPTION:

I'm ultimately unimportant to this proposal, besides being the person bringing this opportunity to the group and pushing it forward, but figure you'd still want to know about me.

- Drew Crittenden, Drucritt, Product Manager, Startup Advisor, Consultant

- I'm currently a Product Manager for a healthcare market research firm, having worked in product for 7+ years in a variety of different roles. Previously, I'd worked as a financial and technology consultant working with everything from large international banks, esports startups and AI streaming analytics.

- My responsibility within this proposal would be for reporting of metrics, ROI and other administrative duties

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Find me on Twitter or Discord -@drucritt

PROPOSAL DESCRIPTION:

ApeCoin DAO should sponsor ThreadGuy's podcast. ThreadGuy is a critical part of the NFT and Web3 ecosystem. He's gone from Twitter shitposter to media mastermind in a very short period of time.

This proposal would be over multiple podcasts to start, the next 10 episodes Powered by ApeCoin.

Update for clarity: This would NOT be a new podcast or sponsorship of ThreadGuy overall, but be focused solely on the podcast that he already does - Previous guests include Beeple, Nifty Nick and Garga coming up shortly. This would be an ad read, potentially some ApeCoin props in studio, etc.

BENEFIT TO APECOIN ECOSYSTEM:

ThreadGuy's podcast gets approximately 225k views per episode. ThreadGuy keeps the vibes high and if he's bought into an idea then the majority of web3 comes with him. 225k views would be 225k impressions for ApeCoin DAO in a positive light.

The ApeCoin DAO Snapshot currently has 27k members, increasing this number would be great to see more members involved.

The average AIP posted to the forum gets 10-20 replies, reminders directing people to the forum could amplify engagement.

Vibes are immeasurable, but my personal barometer is that vibes about ApeCoin DAO are low. Putting ThreadGuy in our corner would help turn the tides for many people.

DEFINITIONS:

ThreadGuy - Hype man, vibes extraordinaire with a side of shitposting [x.com](x.com)

STEPS TO IMPLEMENT:

- 5/6 - ThreadGuy agreed he would be interested in pursuing a sponsorship by ApeCoin DAO

- As Soon As Possible - Negotiate per episode fee and confirm overall cost expectation

- Within two weeks of AIP passing - Create "ad read" material

- TBD - Podcast dates

- ThreadGuy has dropped 1-2 podcasts a month in 2024, I would expect our 10 podcast sponsorship to last through most of 2024.

- We don't want ThreadGuy to believe he's tied to us for specific dates, but we'd work together to get some high-level understanding of what he's hoping to accomplish in 2024.

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- Cost Timeline:

- Payment for each episode would occur within one week of Podcast dropping and receipt of invoice from ThreadGuy ($5k outflow per episode)

- Payment for episodes approved expenses would occur within two weeks of receipt of expense report and receipts (Up to $5k outflow per episode)

- Administrative / Miscellaneous Expenses would be disbursed as used (up to $8k over lifetime of proposal).

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OVERALL COST:

Total amount requested from the ApeCoin Ecosystem Fund = 88,000 $APE or approximately $110,880 at the current price of $APE ($1.26)

- Proposed sponsorship cost per episode: $5,000 + up to $5,000 travel, hotel, studio time expense = up to $10k per episode or $100k total
- Industry expert provided me the following details:

- Average views per episode

- Divide by 1000

- Multiply by $25-40 depending on how popular the podcast is/engaged their audience is

- Range: 225,000/100025=5,625 and 225,000/1000

40=9,000

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- I believe doing an initial fee with capped travel expenses allow us to cover this range in a fair and equitable approach for both parties.

- Travel expenses would be collected after each episode has been created and would be reimbursed based on ACTUAL expenses

- After the conclusion of our 10 episode sponsorship, leftover budget would be remitted to the DAO

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- $2k would be used towards ApeCoin SWAG, both given to ThreadGuy and present in studio (Prior to moving this forward, I'd expect to more solidify what would be purchased here)

- $8k would be used for administration and miscellaneous expenses (reporting, other materials, etc.)

- I am anticipating approximately 5 hours of administrative work per podcast episode at a consulting rate of $100/hr (5100

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REPORTING EXPECTATIONS:

One week after each podcast has dropped, I'd receive numbers from ThreadGuy related to engagement, views, etc.

Two weeks after each podcast I would create a report on engagement metrics both directly with the podcast, overall wallets on Snapshot and recent replies to AIPs on the ApeCoin Forum.

These metrics would be compiled into an easy to read report for the DAO and shareable on social media.