Proposal Name:

AIP Draft: Partner Apecoin DAO with Riot Games, Prime Gaming, Ripplebox & Cxmmunity through the Cxmmunity Kickback Cup

Proposal Category:

Core: Brand Decision

Abstract | Two or three sentences that summarize the proposal.

The Apecoin DAO sponsors the Cxmmunity Kickback Cup, a Riot Games sanctioned and sponsored exhibition League of Legends tournament featuring $1.4 million in production value from Riot Games, Ripplebox & (Amazon) Prime Gaming, including a concert from an A-list popular artist.

Motivation | A statement on why the APE Community should implement the proposal.

Aside from the immediate value and exposure of sponsoring a AAA web2 gaming event, the sponsorship also includes inclusion of the Apecoin DAO into Cxmmunity's 5 month event trail at Cxmmunity partnered colleges around the US.

Apes that attend the live Kickback Cup will be treated as VIPs complete with swag and introductions to all attending sponsors/talent, to the extent that Cxmmunity can control this. (Should the proposal pass, there will be a FCFS mechanism for attendance in place to ensure that we don't overcommit too many seats if too many Apes want to come.)

The Apecoin DAO will achieve A-list exposure and syndication across multiple high value online social networks (and possibly terrestrial exposure) from the original event for weeks after the initial filming.

The Kickback Cup does not rely on the Apecoin DAO for anything. This event will take place whether or not the DAO participates, so the DAO can be sure that 100% of its sponsorship will go towards providing maximum branding value to the DAO, not into production costs or technical infrastructure.

Aside from maximizing the immediate brand value uptick, the sponsorship money will go towards incorporating Apecoin DAO into the university infrastructure that Cxmmunity is growing (6 computer labs built by us on HBCU campuses, connections to 50+ schools and staff, including the first professor to write an accredited esports college level curriculum in the US). Cxmmunity plans on providing a consistent schedule of events to introduce students from our 50+ partnered HBCUs to web3, a process in which motivated Apecoin DAO members will play a substantial role.

Rationale | An explanation of how the proposal aligns with the APE Community's mission and guiding values.

Boldness — We don't shy away from the weird, the hard or the new.

Truly focusing on underserved communities is weird, hard and new. Good news is, Cxmmunity's done the legwork already. The opportunity: Apecoin & Cxmmunity is the team that can bring true mainstream adoption to web3.

Equality — Helping the underserved? Nuff said.

Transparency — Cxmmunity is fully doxxed with chronicles of its activities online on its own channels and in Forbes and other tier 1 publications (not fake PR set up to look

like coverage; actual

coverage).

Collective Responsibility — We've already set up the hardware on campuses to bring in millions of web2 gamers into web3. Help us bring them over.

Persistence — We believe Cxmmunity x Apecoin DAO will make the journey to web3 mainstream adoption maybe not a straight line, but perhaps not so cannibalistic as an ouroboros.

Key Terms (optional) | Definitions of any terms within the proposal that are unique to the proposal, new to the APE Community, and/or industry-specific.

The Kickback Cup — The Kickback Cup (TKC) is a Cxmmunity-led event in partnership with Riot Games, Ripplebox, and Prime Gaming. TKC focuses on educating underserved audiences on opportunities in the gaming industry through IRL educational events featuring celebrity hosts and expert speakers from the gaming industry. Riot Games is backing the event with a $1 million sponsorship, and Prime Gaming is offering $400,000 of value including a filmed concert with an A-list music artist.

HBCU — Historically Black College or University

Prime Gaming — Amazon subsidiary focused on subscription gaming

[Cxmmunity](#) — Cxmmunity's mission is to increase participation of underserved communities in the gaming industry, using esports as its primary vehicle. Cxmmunity is an Amazon partner. Led by CEO [Ryan Johnson](#), Cxmmunity has brought together students and sponsors on an unprecedented level on behalf of underserved college students at HBCUs. Cxmmunity currently runs 3 huge sponsored programs, [HBCU eSports League](#), the [Mtn Dew Real Change Challenge](#), and the Kickback Cup. HBCU eSports League has a Twitch front page partnership and counts Verizon, Discover, Nike and Hot Pockets as foundational sponsors. The Mtn Dew Real Change Challenge boasts the [largest prize pool ever given out in a collegiate esports tournament ($500,000)](#). That leaves the Kickback Cup, which is already off to a fantastic start thanks to the $1.4 million sponsorship of Riot Games and Prime Gaming.

Cxmmunity has used some of its profits to build up esports infrastructure at HBCUs, with [6 esports labs currently built](#). The company will have 10 by the end of the year, with a final goal of 50 in 3 years. The labs are used as hubs for [IRL gaming outreach programs](#). Sponsors like Red Bull also use these labs as marketing hubs (every time the students come into the lab, they have to pass by a Red Bull fridge).

Cxmmunity is the team that goes down into the [podunk colleges in the middle of nowhere](#) to give budding devs and gamers a chance to compete. These are the places no one else will go with the students no one else wants to bother with. They were the forgotten ones. Not any more.

Cxmmunity also brings [top notch production value, authentic care and fun](#) to these students as well. In terms of outreach, there is no better team. And this is where the motivation of Apecoin DAO should come in.

Specifications | A detailed breakdown of the platforms and technologies that will be used.

Ripplebox, Prime Gaming and Cxmmunity will handle 100% of production and tech.

Steps to Implement | The steps to implement the proposal, including associated costs, manpower, and other resources for each step where applicable.

There is no manpower required of the Apecoin DAO either at the Kickback Cup or any event after. We simply want participation from relevant DAO representatives based on the events being planned. For instance, we hope to host Apecoin DAO members as web3 topic specialists during edutainment events like [this one](#) (featuring Offset of the Migos) or [this one](#) (ft. Grammy nom. rapper Cordae).

We've got [Baker Hostetler](#) — the top crypto firm in Atlanta — for any legal issues (not that we're expecting any, just to set everyone's mind at ease).

We also hope to integrate our network with that of the DAO. Cxmmunity believes we have access to many personalities that web2 gamers listen to — relevant personalities that are [truly integrated into web3](#). The possibilities are endless for Apecoin mainstream adoption when we introduce those people to Apecoin DAO-associated web3 experts and enthusiasts.

Timeline | Relevant timing details, including but not limited to start date, milestones, and completion dates.

Kickback Cup live event/filming — Oct 26-27

Kickback Cup pop up events — Jan 2023 - May 2023

Monthly Twitter Spaces — Jan 2023 - May 2023

Monthly lab sessions during the school year — Jan 2023 - May 2023

Summer game development labs — May 2023 - Aug 2023

Weekly Discord gaming tournaments — ongoing

Monthly hackathons — ongoing

Overall Cost | The total cost to implement the proposal.

The ask is $100,000 in $APE for the sponsorship.

Thank you so much for reading the proposal.