

Proposal Name:

ApeDAO Partners with Kickback!

Proposal Category:

Public Goods Funding, IRL Events

Abstract:

ApeDAO joins Kickback in sponsoring a AAA-produced one year promotional timeline in gaming — the second iteration of the successful IRL gaming activation from Cxmmunity — the Kickback. Apecoin will stand beside Kickback foundational sponsors in presenting educational tech panels, a Valorant esports tournament and concert from A-list artist (our last headliner was Pusha T).

Foundational sponsors have already committed over \$1M to the production of the event.

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What is the Kickback? Video — [The Kickback: What is the Kickback? on Vimeo](#)

Deck — [Copy of CXM Presents - The Kickback - Google Slides](#)

Author Description:

15 years total experience in the gaming business AAA events throwing tech events with Cxmmunity sponsored by Amazon, Riot Games, Epic Games, Activision, Twitch, Microsoft, Verizon, Discover, NBC Universal, Honda, Hot Pockets, Space Jam, Red Bull, Mountain Dew and others. Web3 native since 2014 with a record of successfully running/investing in international P2E gaming guilds including Yield Guild Games, Merit Circle DAO and PathDAO.

Held meet & greet for ApeDAO at Miami Art Basel. Participates heavily in ApeDAO governance, cultivating ideas that are currently being considered in the framework of ecosystem working groups, including Degen Prop House and DAO partnership building w/ LexDAO, Aragon, et al.

Team Description:

Team video — [The Kickback: Meet the Team on Vimeo](#)

Team founders and bios:

Ryan Johnson, Cxmmunity — One of the first generation of Atlantians to dedicate his career to esports career building. Aside from creating the HBCU esports market by bringing foundational sponsors Verizon and Discover to underserved rural colleges, Ryan also serves as [Head of Culture for Ghost Gaming](#), one of the largest gaming guilds in the world, which expands Cxmmunity's [direct social media reach to over 1 million](#)

Warren Davis, MAcc, Cxmmunity — Proven record of creating and executing on strategies that build efficiencies and generate new/sustainable revenue streams. Strong understanding of GAAP and cutting edge web3 financing. Emphasis on Working Capital with a focus on building strong Balance Sheets through DRO and DPO optimization. Former SunTrust Bank executive.

Team of 10 FT employees and assistance from key partners for AAA production, security, insurance.

Key Advisors:

[Trip Hawkins](#) — Former EA CEO

[Kevin Hoang](#) — Former Twitch Comms Head, current Acadarena CEO

[Sharon Byers](#) — SVP Sports and Entertainment Marketing, Coca-Cola

[Dapper Labs](#)

[Solidea Capital](#)

Teamawa Gaming

Motivation:

tl;dr — Cxmmunity has direct social media reach of 1 million, annual unique views of 20 million, and the ability to partner ApeDAO with educational and governmental institutions that will forward the ApeDAO mission.

The ApeDAO logo will be seen beside industry leading sponsors in a AAA production event.

Rationale:

Partnering with Cxmmunity exposes \$APE and ApeDAO to the next generation of gamers entering web3. The format we've set up creates an ongoing relationship between ApeDAO and Cxmmunity that extends far past the initial Q1 event. \$APE and ApeDAO promotion extends into Q4 with 3 other sponsored AAA events and is consistent with virtual events on social media and at 40+ partner US schools.

Partnering with Cxmmunity places ApeDAO in closer relations with accredited institutions and municipal governments that sponsor, oversee and regulate these events. Representatives from ApeDAO gain closer proximity to educational and government leaders to lobby for integration into these institutions, and they would be able to see firsthand how ApeDAO integrates into mainstream society.

Just as importantly, these events are the perfect balance between entertainment and education. Any ApeDAO member who comes will have a blast. and there will be endless opportunities for viral content with ApeDAO branding beside A-list celebrities with AAA production quality from Cxmmunity.

ApeDAO also partners with a company that has a track record of bringing A-list resources to underserved communities with a focus on women.

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Key Terms:

[Cxmmunity](#) — Gaming events company with a focus on improving participation of underserved communities in gaming.

Kickback — IRL activation from Cxmmunity.

Specifications:

Cxmmunity will be performing all technical backend with production assistance from a AAA media production company.

Steps to Implement:

Cxmmunity has all of the manpower necessary. All Apes need to do is show up ready to party and connect!

Timeline:

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Q2 - IRL Live Broadcast in Cannes, France: June 15, 2023

Q3 - 4 Week Virtual Gamer Training: Sept-Oct, 2023

Q4 - IRL Live Broadcast in Atlanta/Washington D.C or Austin: Nov. 2023

Overall Cost:

\$APE equivalent of \$100,000 USD (100% of profits are kept as \$APE to serve as a perpetual funding source for future events that will feature ApeDAO. FOREVER.)

Respect the gamer - [The Kickback: Respect the Gamer, Keats on Vimeo](#)

Higher learning - [The Kickback: Higher Learning on Vimeo](#)