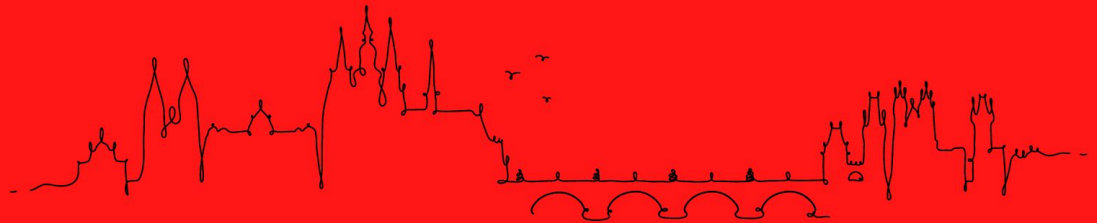


PRAGUE BLOCKCHAIN WEEK

June 2-11, 2023

Sponsors / Event+
Pitch Deck

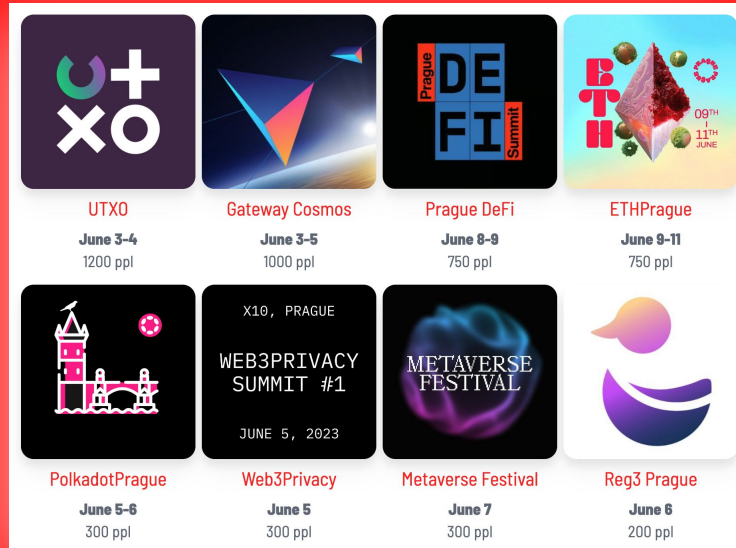
version 0.9.3 - 28.3.2023



What is Prague Blockchain Week (#PBW23)?

A decentralized gathering consisting of many independent cryptocurrency events with the common goal of spreading awareness about cryptocurrencies and connecting people with similar interests.

- **10 days**
- **15+ venues**
- **30+ events**
- **200+ speakers**
- **3000+ visitors**



Why does #PBW23 need funding?

The primary goal of our initiative is to create a common coordination space, leverage the power of joint marketing, simplify the delivery of information and making visitors' stay in Prague more pleasant.

Although our activities are largely made up of volunteers for free, we still need some financial budget to achieve our goal in the quality and scope we have set out. We are a non-profit initiative, so all funding depends on you, our sponsors.

What will your money be used for (in the first place)?

- marketing, mainly social media promotion (Twitter etc.)
- reaching and coordinating media partners, operation of PBW Press Center
- printed materials and information stands at events



Sponsor us!

Your money will be used for a good cause, whether you're a event, an organisation or a small donor. Various benefits are available as a reward for your contribution.

Benefits for Main sponsors (Tier 1-3)

- **Brand visibility** - your logo on roll-ups, website and other places
- **Free tickets** - free entry to PBW events (limited availability)
- **Social marketing** - promotion within our soc. networks and other channels (*Tier 1+2 only*)
- **Media coverage** - direct access to our (media) partners (*Tier 1+2 only*)



Event+ (only for events)

Special partnership program for all #PBW23 event organizers. All events that participate in this program and contribute to our operation will receive extra benefits. The amount is variable, based on the size, format and other parameters of your event.

Event+ Benefits

- **Event visibility** - your logo on our printed materials such as rollups or information stands
- **Social marketing** - promotion within our social networks and other channels
- **Media coverage** - direct access to our (media) partners
- **Information for visitors** - Attendees Guide, PBW information stand(s) at your event
- **Visibility of your partners** - catalogue of all partners on our website



Funding DAO (optional)

All funds donated in cryptocurrencies will be held and redistributed through a one-time *decentralized autonomous organization* (DAO) created for this purpose, called the PBW23 Funding DAO.

If you sponsor us by joining Funding DAO directly (using your own private keys or smart-contract wallet), then you have the right to vote on how the funds are spent and the ability to withdraw your remaining share of the money at any time (ragequit).

If you don't want to contribute by joining Funding DAO, you can always contribute in the traditional way.

Sponsorship Matrix - Main sponsors/Event+

| | Tier 1 | Tier 2 | Tier 3 | Event+ (only for events!) |
|--------------------------|---|---|---|---|
| Price | >= 5.000 EUR | >= 2.500 EUR | >= 1.000 EUR | - |
| Logo visibility | Logo on roll-ups (general partner)*, Website logo with backlink (general partner) | Logo on roll-ups (big)*, Website logo with backlink (big) | Logo on roll-ups (small)*, Website logo with backlink (small) | Logo on roll-ups*, Website logo with backlink |
| Social promotion | Individual Twitter posts about your brand (min. 3x) | Twitter promo in a group with other sponsors | - | Individual Twitter posts about your event |
| Access to media partners | Full access - Telegram Group + assistance | Basic access - Telegram group | - | Full access - Telegram Group + assistance |
| Tickets | 8x Free entry to PBW event** | 3x Free entry to PBW event** | 1x Free entry to PBW event** | - |
| # Available | 3 | 5 | 20 | ∞ |

*Logos on roll-ups: Valid for PBW info booths that will be located at all Event+ events and other special locations (PBW Media Center, PBW Info Points).

**Free entry to PBW event: You can only choose from events included in the Event+ program. Depends on available capacity.



Sponsorship Matrix - Unique opportunities

If you're looking for something specific, you might be interested in our exclusive #PBW23 sponsorship offers

| | Info Center | Press Center | Live-streaming (PBW TV) | Opening Party (June 2) |
|-----------------|--|--|---|---|
| Price* | 15.000 EUR | 10.000 EUR | 7.500 EUR | 5.000 EUR |
| Description | A place in the centre of Prague that will serve as the main IRL contact and information point for all #PBW23 visitors. | Special venue in the centre of Prague for accredited journalists and other professionals. The venue will be equipped for podcasting. | Unified livestream platform that will aggregate all streams from all #PBW23 events. | #PBW23 Opening party, which will take place on the first day on Friday 2 June. The event should be free, for at least 500 people. |
| Benefit for you | Branding of the place, possibility of placement of your own roll-ups or your own stand | Branding of the place, possibility of placement of your own roll-ups or your own stand | Branding of the platform, logo visibility. The opportunity to reach people online. | Branding of the whole party, logo visibility, possibility of placement of your own stand and roll-ups |

*Prices are only approximate, it depends on the agreement



Sponsorship Matrix - Small donors

Small donors can also support us financially. Each donor is entitled to one or more rewards, see table below.

| Tier name | Amount | Reward |
|----------------------------|------------|--|
| "Every coin counts" | >= 1 EUR | Mention of you in the list of donors on our website |
| Donor | >= 25 EUR | Unique #PBW23 Funder SBT (+ stickers) |
| Super Donor | >= 50 EUR | Free drink at #PBW23 Opening Party |
| DeFimaniac | >= 125 EUR | Free entry to UTX0.23 conference |
| Market Maker | >= 175 EUR | T-shirt with #PBW23 visual |
| Whale | >= 500 EUR | Guaranteed free entry to ALL these events (until stocks last): <i>UTX0.23, Web3Privacy Summit, DeSci Prague</i> |

The individual bonuses are cumulative, so if you for example contribute over 50 EUR, you are entitled to all previous rewards in addition to the drink.



Team

The legal cover of the #PBW23 initiative is provided by the [UTXO Foundation](#).



Tree

Main PBW coordinator



Tereza Starostová

UTXO Foundation

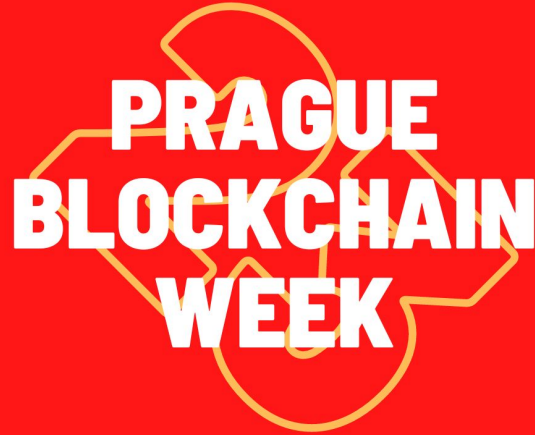
And many more (maintainers, contributors, volunteers, allies) ...



*Questions, ideas or need more info?
Reach out!*

Sponsorship, Event+
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Twitter

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Telegram Community

t.me/prgblockweek