

Sponsorship Guide
January 2024

THE LEADING NFT INDUSTRY EVENT

#NFTNYC2024

April 3-5, 2024

Hudson Yards & Times Square

NFT 

#NFTNYC2023

Since its inaugural conference in February 2019, NFT.NYC events have hosted over 31,000 attendees, the leading speakers, and the best projects in the NFT ecosystem.

NFT.NYC Values

1

Give The Community A Voice

Provide a platform for speakers with new ideas, passion, and insights about NFTs

2

Connection

Bring people together who are working on like projects

3

Proselytize

Educate the global community about the value of NFTs

4

Use NFTs to Create Community

Foster direct engagement - Gifting, sharing, commenting and following

Who is the NFT.NYC Community?

Speakers on 7 Tracks across
40 NFT Topics:

1. Art
2. Brands
3. Community
4. Entertainment
5. Future
6. Gaming
7. Legal & Finance

Individuals from 72 Countries
Covering:

1. Brands & Businesses
2. Artists & Creators
3. Investors & Collectors
4. Solution Providers & Developers
5. Thought Leaders
6. Legal & Accounting
7. Job Seekers

Since 2019, NFT.NYC has partnered with the leading Enterprise brands

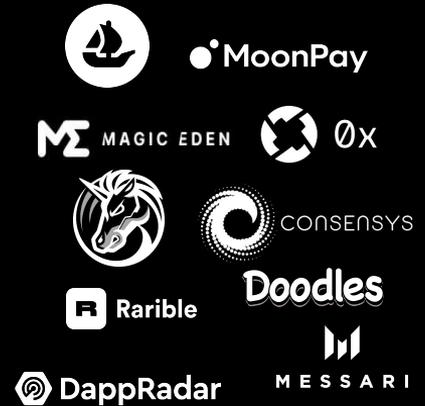
Blockchains



Fortune 500



Ecosystem



List is non-exhaustive

“The atmosphere was buzzing with excitement, and the attendees were engaged and enthusiastic. NFT NYC continues to be one of the most creative and fun events in Web3.”



Amazon Web Services

“NFT.NYC is the largest and most respected NFT conference in the world”

F Forbes

“NFT.NYC is the new CES
for NFTs”



Ledger

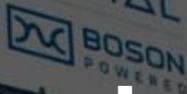
“NFT.NYC was our best marketing of the year”



Boson Protocol

SUMMER OF
PHYGITALS

PORTAL



CLAIM YOUR
SUMMER OF
PHYGITALS NFT



“The Super Bowl of NFTs”



Coinbase

NFT.NYC Community Metrics

NFT ^{NYC}

175k

Social Channel
Followers

50k

Community
Members

4k

Artist applications
received

2k

Artists showcased in the
last two events

Event Highlights

NFT NYC



Speaking Sessions



Times Square Billboards



Musical Performances

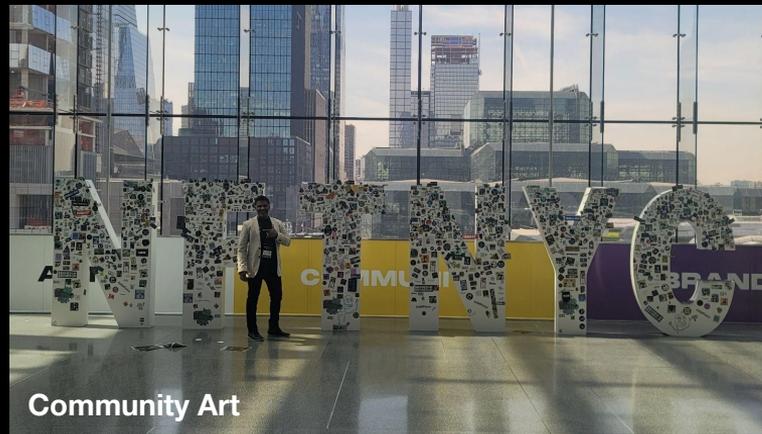


Exhibition Floor

Event Highlights



Community Events



Community Art



Zen Den



Puppy Room

| Partnership Packages | Branding | Ticket Package | NYC Billboards | Speaking | Expo Space |
|--|---|---|-------------------------------------|-----------------|----------------------------|
| Deep-Dive Workshop (Core) \$20,000 | <ul style="list-style-type: none"> – Dedicated workshop room with seating for up to 100 (60 minutes) – Logo included in AV Loop – 500 NFT Giveaway | <ul style="list-style-type: none"> 2 x VIP Access 2 x GA Access 2 x Staff Passes | Purchase through à la carte options | 60 min Workshop | 10' x 10' |
| Barista Coffee Cart (Core) \$20,000 | <ul style="list-style-type: none"> – Barista Coffee Cart with Cups or Sleeves – Logo included in AV Loop – 500 NFT Giveaway | <ul style="list-style-type: none"> 1 x VIP Access 2 x GA Access 2 x Staff Passes | Purchase through à la carte options | 5 min Talk | 10' x 10' |
| Silver Booth (Core) - Limited Qty \$15,000 | <ul style="list-style-type: none"> – Printed Booth walls – Logo included in AV Loop – 500 NFT Giveaway | <ul style="list-style-type: none"> 1 x VIP Access 1 x GA Access 2 x Staff Passes | Purchase through à la carte options | 5 min Talk | 10' x 10' |
| Bronze Booth (Core) \$10,000 | <ul style="list-style-type: none"> – Printed Booth walls – Logo included in AV Loop – 500 NFT Giveaway | <ul style="list-style-type: none"> 2 x GA Access 2 x Staff Passes | Purchase through à la carte options | None | 10' x 10' |
| The NFT Demo Marketplace \$5,000 | <ul style="list-style-type: none"> – Dedicated Counter Tabletop with 2 Bar Stools at the NFT Demo Marketplace – Logo on website and pull-up banner | <ul style="list-style-type: none"> 2 x GA Access | Purchase through à la carte options | None | Tabletop with 2 Bar Stools |
| Physical NFT.NYC Co-Branded Swag License \$5,000 | <ul style="list-style-type: none"> – Licensed use of the NFT.NYC logo on physical merchandise – Space provided on April 2nd at Registration to give away merch to attendees during Registration Day | <ul style="list-style-type: none"> 2 x GA Access | Purchase through à la carte options | None | None |

Sponsorship Package Highlights



VIP & Speaker Engagement



Booth Space



Featured Talk



Co-Branded Merch

Sponsorship Package Highlights



| A la Carte Options | Description | Availability |
|---|---|--------------|
| Times Square Billboard \$12,000 | 15 Second video clip featured across major Times Square Billboards during 1 Hour Kickoff Roadblock (April 2nd from 8:30pm-9:30pm). Clip played 25 times in total | Limited |
| Official Partner Event \$5,000 | Choice of available event spaces at North Javits (or BYO venue). Featured listing on our Events page, Official NFT.NYC Event badge and inclusion in community updates. View all benefits here | Limited |
| NFT Giveaway (2k or 10k NFTs) \$2,000 or \$10,000 | Create an NFT Giveaway for NFT.NYC Community members that share your unique branding and a call to action that benefits token holders. View example NFT Giveaways | Limited |
| Featured Profile or Banner Ad \$2,500 | Promote your brand with a featured Profile Tile or a custom banner ad on our NFT Giveaway website . Your Profile Tile or customer banner ad will be featured for 3 months. | Limited |
| Social Media Post \$2,000 | Simply provide us with a copy of your message and media asset for us to share with our actively engaged NFT community on one of our social platforms | Limited |
| Postcard Moment \$3,000 | Share a short video using our Postcard template to celebrate the best 2023 moments from your community. We'll share this video on our Twitter account for our 120k+ followers. | Limited |
| Community Email \$3,000 | Provide us with email copy to be included in a NFT.NYC Community Email sent to 50K+ community members. This covers 1 newsworthy piece of content in an email targeted to a segment of your choice. | Limited |
| Long Form Content \$5,000 | Publish a co-created Blog Post in Medium or Digital Deep Dive pre-recorded 30-minute video session. Both methods are a great way to share your expertise and innovative ideas with the community. | Sold Out |
| Scholarships \$5,000 or \$25,000 | Benefactor will support either 2 attendees, developers or job seekers to be selected by NFT.NYC or 10 Artist scholarship recipients to be selected by the benefactor. | Sold Out |

BILLBOARD

\$12,000

Times Square Billboard

Feature your Brand on the Big Screen

NFT.NYC Kickoff

- 15 Second video clip featured across major Times Square Billboards
- April 2nd from 8:30pm-9:30pm
1 Hour Kickoff Roadblock
- Clip played 25 times in total

“our best marketing of the year”



Boson Protocol
Previous NFT.NYC Billboard Sponsor



NFT NYC

A la Carte Options

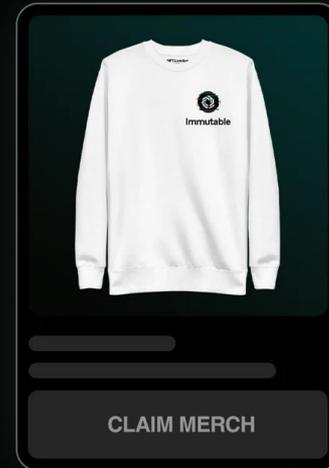
NFT Giveaway (2k or 10k NFTs) \$2,000 or \$10,000

Create an NFT Giveaway for NFT.NYC
Community members that share your unique
branding and a call to action that benefits token
holders.

[View example NFT Giveaways here](#)

NFT GIVEAWAY

UP TO 10k NFTs



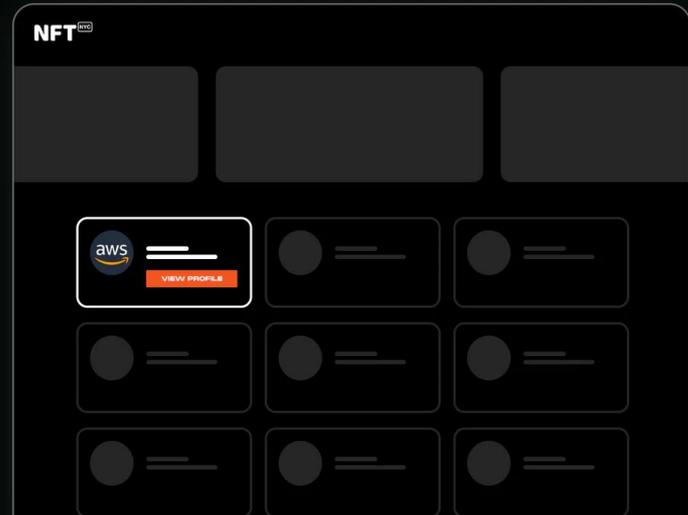
A la Carte Options

25k Members in App
\$2,500

Promote your brand with a featured Profile Tile that connects viewers through to your custom NFT.NYC Brand Profile.

FEATURED PROFILE

25k MEMBERS



A la Carte Options

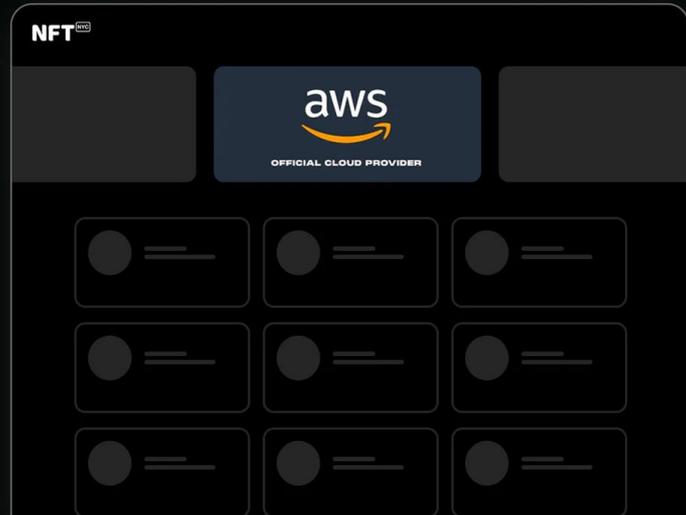
Add a Banner to the NFT Giveaway site

\$2,500

Promote your brand with a custom banner and clickable call to action button on our [NFT Giveaway website](#).

FEATURED BANNER

25k MEMBERS



A la Carte Options

175k Social Media Followers
\$2,000

Share an informational post with our engaged followers across Twitter, LinkedIn and Instagram.

SOCIAL POST

175k FOLLOWERS



A la Carte Options

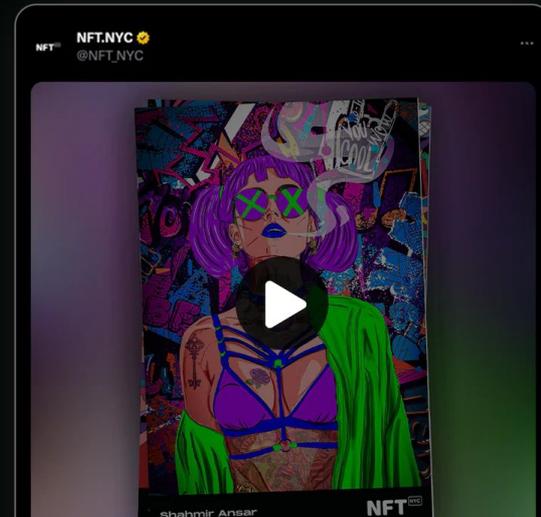
POSTCARD MOMENT

YOUR HIGHLIGHTS

Postcard Moments

\$3,000

We'll create a short video highlight using our Postcard template to celebrate the best 2023 moments from your community using your assets. We'll share this video on our Twitter account for our 120k+ followers.



A la Carte Options

50k Email Subscribers
\$3,000

Share an informational message with our email list of 50k+ NFT.NYC community members.

COMMUNITY EMAIL

50k SUBSCRIBERS

NFT^{NYC}

"For us, NFT.NYC has proven to be the most effective marketing dollar-for-dollar that you can get in the NFT space."



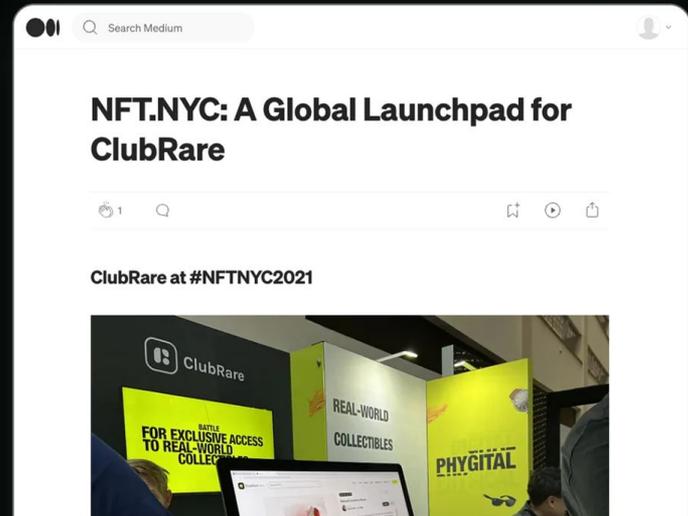
A la Carte Options

Persistent Long Form Content \$5,000

Share co-created Blog Posts or co-produced Video Content that can constantly be referenced to.

LONG FORM CONTENT

CO-AUTHORED



SCHOLARSHIP

\$5,000

Attendee Scholarship

To celebrate our 7th annual NFT.NYC, we will be awarding Attendance and Travel Scholarships to selected attendees.

Each Scholarship recipient will receive:

- 1x GA Ticket (value \$599)
- \$1,000 travel and accommodation stipend

Each benefactor will support 2 scholarship recipients to be selected by NFT.NYC.



SCHOLARSHIP

\$5,000

Job Seeker Scholarship

To celebrate our 7th annual NFT.NYC, we will be awarding Attendance and Travel Scholarships to selected job seekers.

Each Scholarship recipient will receive:

- 1x GA Ticket (value \$599)
- \$1,000 travel and accommodation stipend

Each benefactor will support 2 scholarship recipients to be selected by NFT.NYC.



NFT ^{NYC}

SCHOLARSHIP

\$5,000

Developer Scholarship

To celebrate our 7th annual NFT.NYC, we will be awarding Attendance and Travel Scholarships to selected NFT developers.

Each Scholarship recipient will receive:

- 1x GA Ticket (value \$599)
- \$1,000 travel and accommodation stipend

Each benefactor will support 2 scholarship recipients to be selected by NFT.NYC.

NFT ^{NYC}



SCHOLARSHIP

\$25,000

Artist Scholarship

To celebrate our 7th annual NFT.NYC, we will be awarding Attendance and Travel Scholarships to selected NFT Artists.

Each Scholarship recipient will receive:

- 1x Artist GA Ticket (value \$599)
- \$1,000 travel and accommodation stipend

Each benefactor will support 10 Artist scholarship recipients to be selected by the benefactor.

The 10 artists will have their artwork displayed on Times Square Billboards with the benefactor's logo.



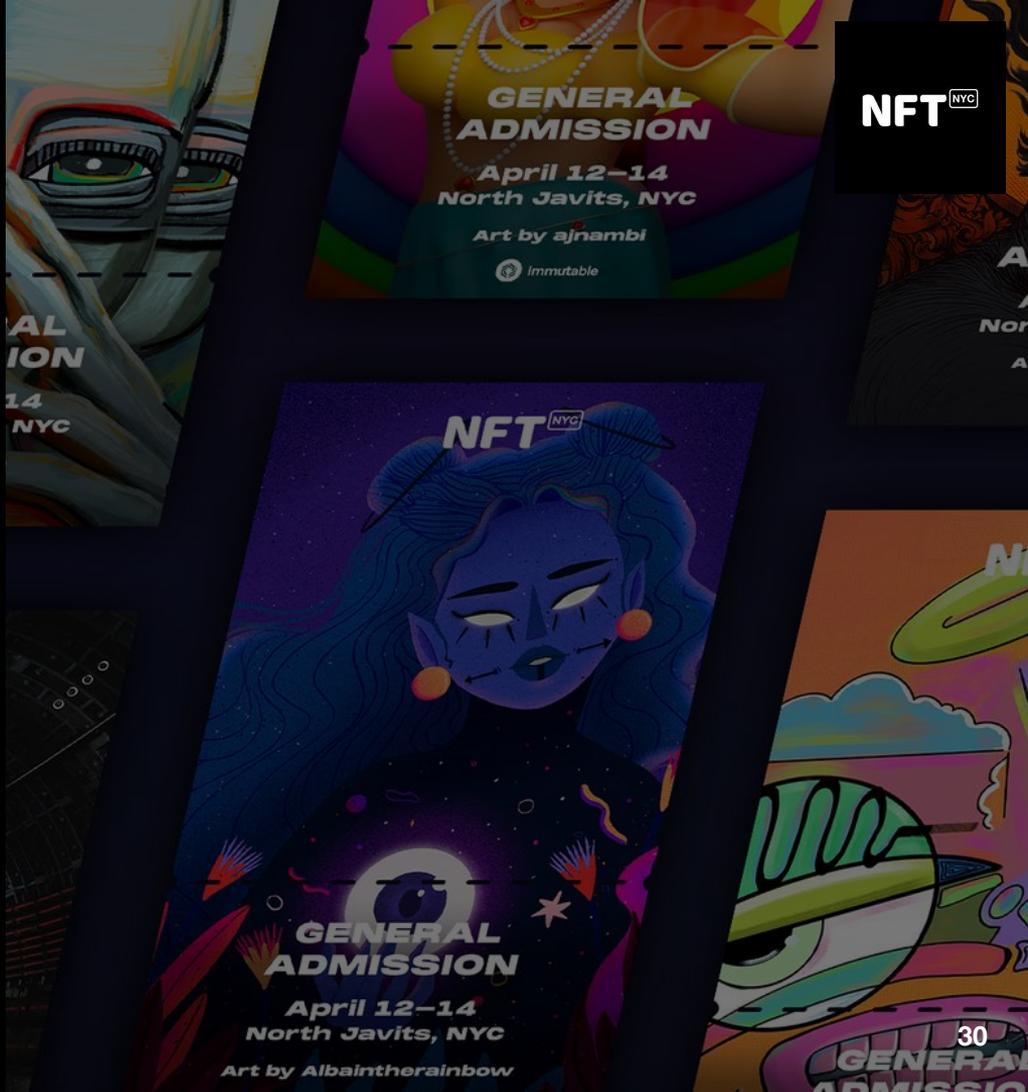
BULK TICKETS

Partner and Community Bulk Ticket Packages

Invite your Community to NFT.NYC

Volume price breaks on standard pricing:

| Qty | Discount | General Admission | VIP Access |
|-----|----------|-------------------|------------|
| 10 | 10% | \$449 ea | \$1,169 ea |
| 25 | 15% | \$425 ea | \$1,104 ea |
| 50 | 20% | \$399 ea | \$1,039 ea |
| 100 | 25% | \$375 ea | \$975 ea |



NFT NYC

Ready to join us?

Secure Your Spot

Select your preferred package and à la carte options and our partnership team will help guide you through the next steps.



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