Enterprise Sponsorship Guide
January 2024

THE LEADING NFT INDUSTRY EVENT

#NFTNYC2024

April 3 - 5, 2024
Hudson Yards & Times Square

NFT NYC

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

polygon
flow.com
Immutable
TRON
Algorand
WAX

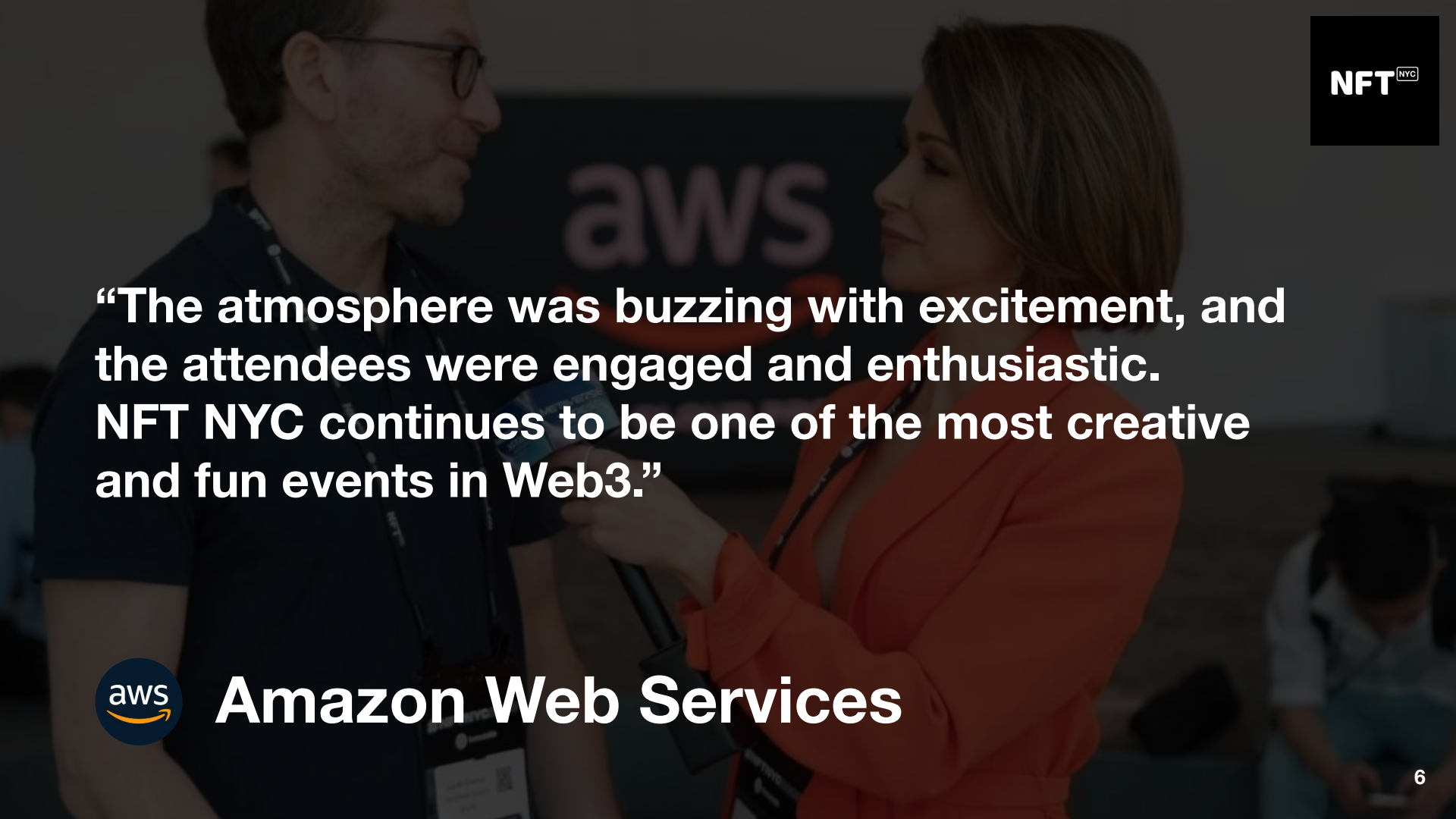
Fortune 500

aws
pwc
Canon
SAMSUNG NEXT
CHRISTIE'S
SONY
McCain
brave
DRAFT KINGS
EY

Ecosystem

MoonPay
MAGIC EDEN
0x
CONSENSYS
Rarible
Doodles
DappRadar
MESSARI

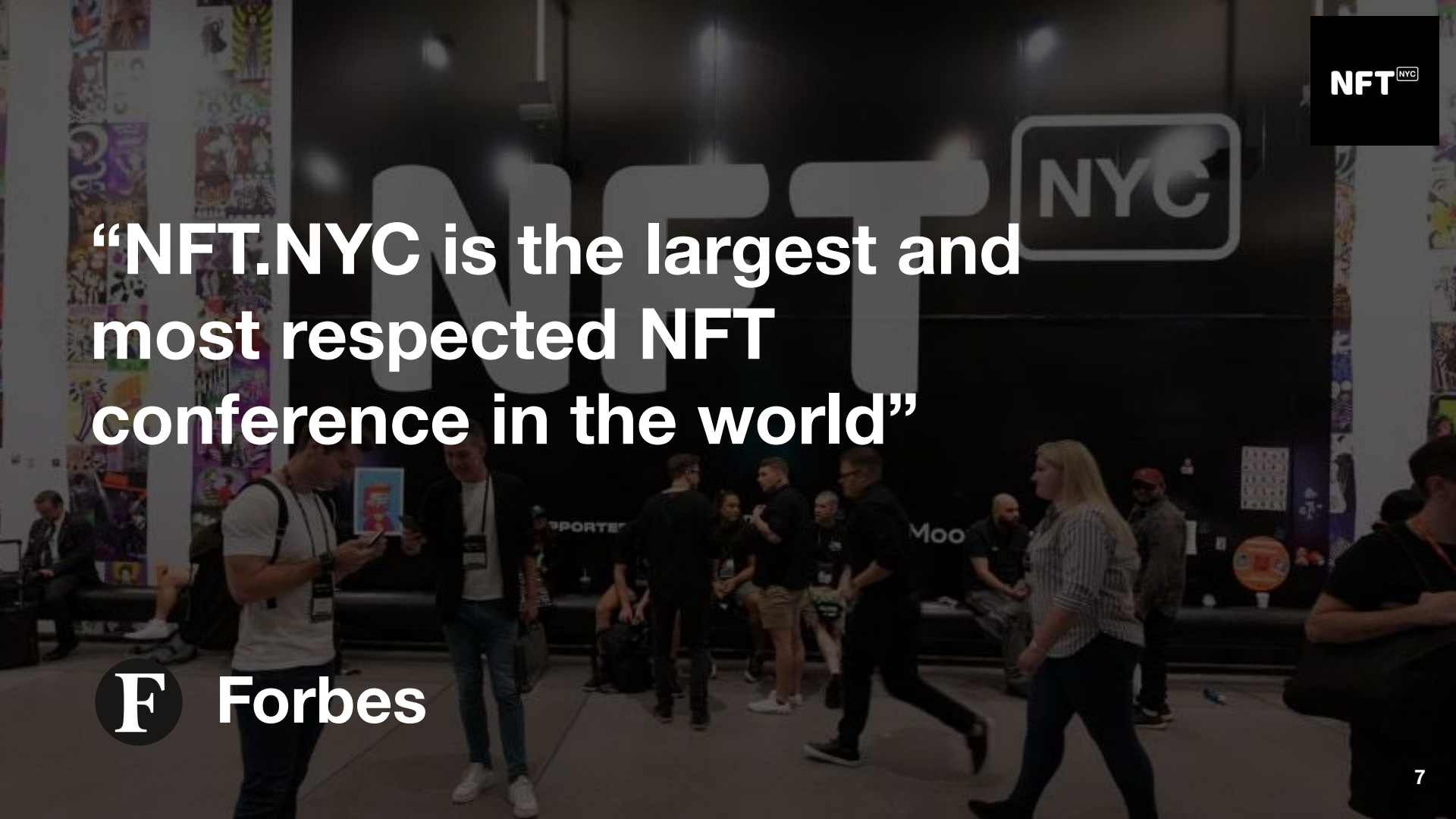
List is non-exhaustive



NFT NYC

“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.”

aws Amazon Web Services



NFT NYC

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

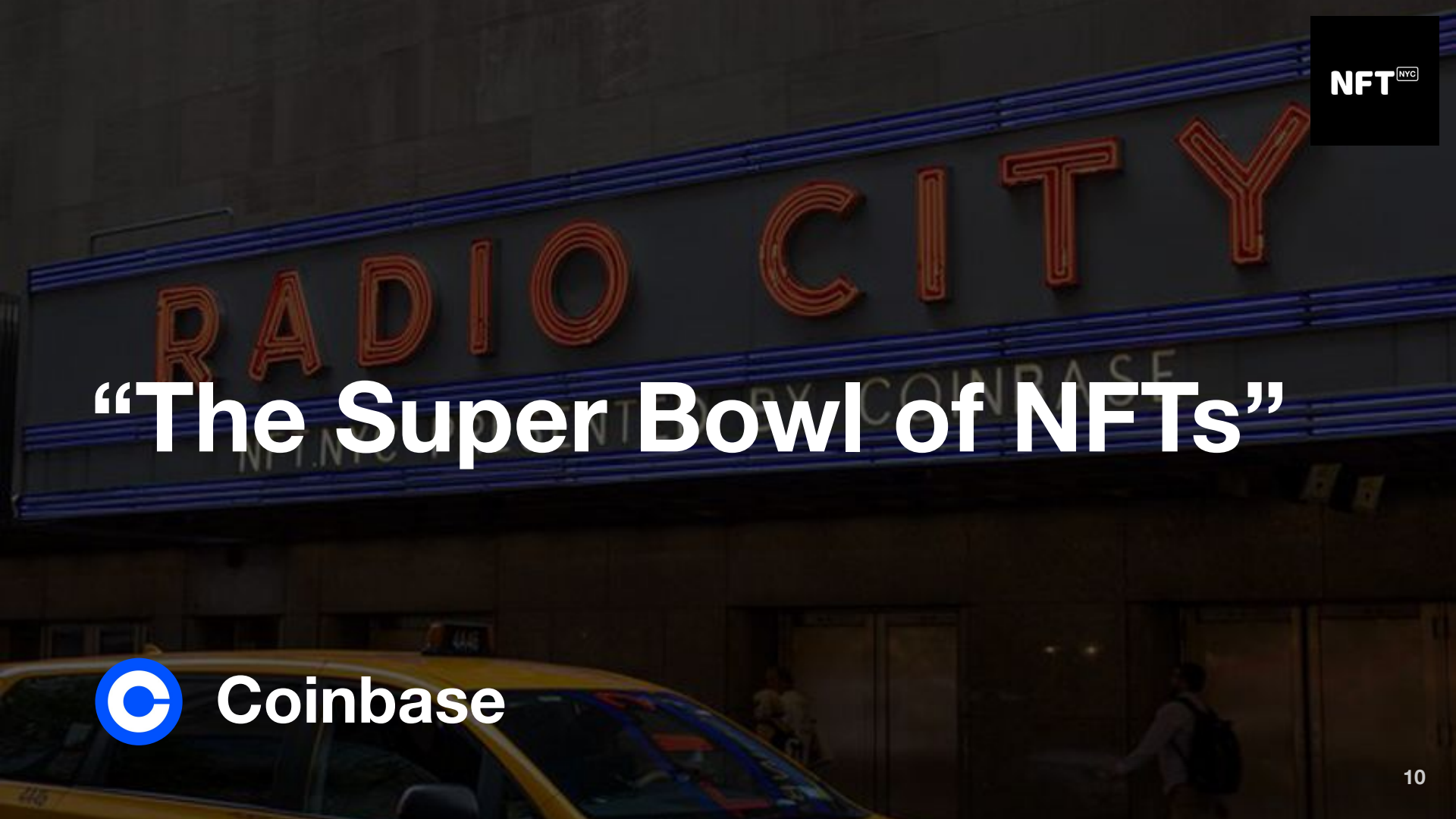
Forbes

“NFT.NYC is the new CES for NFTs”

Ledger

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

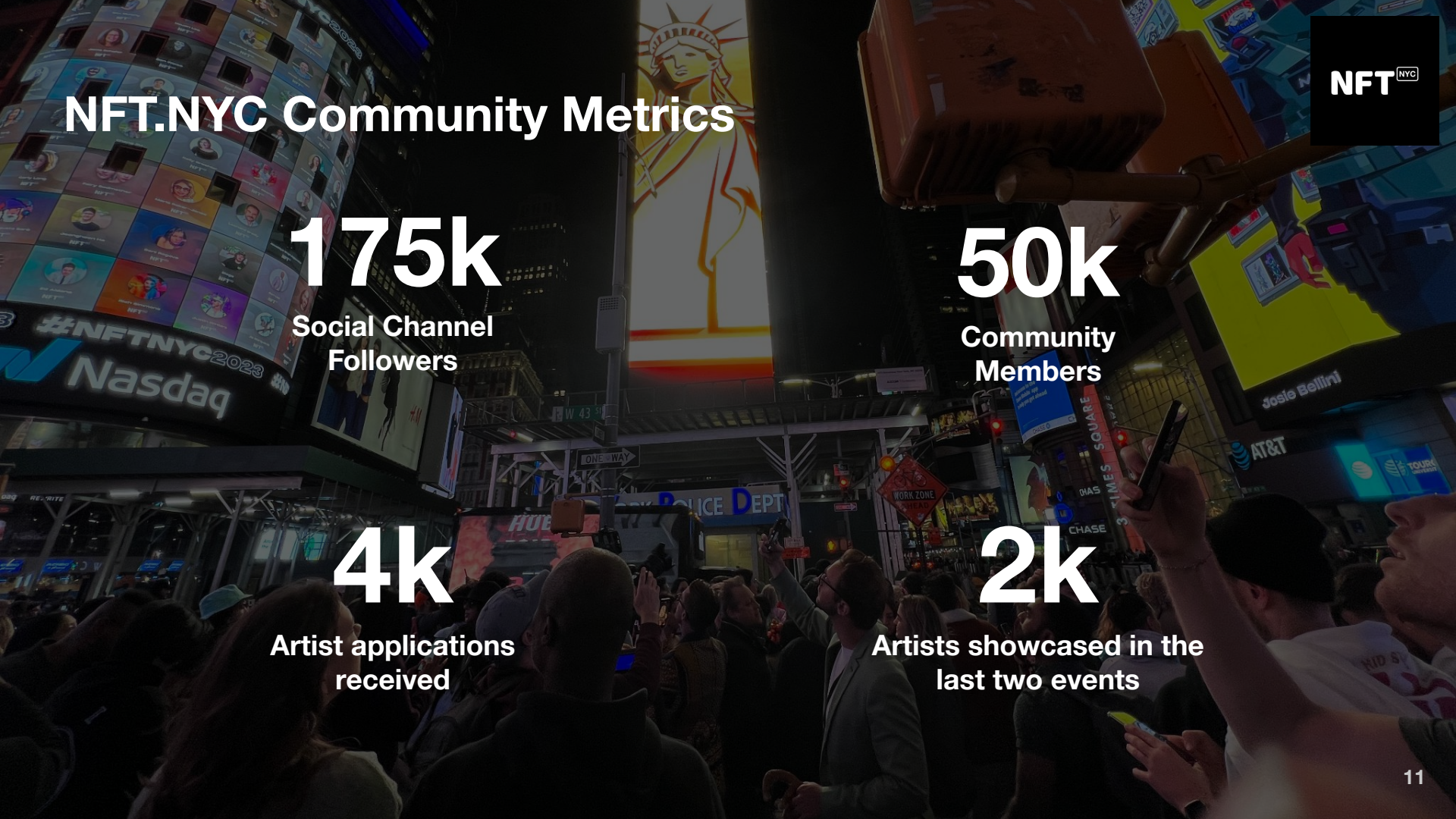
Boson Protocol



“The Super Bowl of NFTs”

Coinbase

NFT.NYC Community Metrics



175k
Social Channel Followers

50k
Community Members

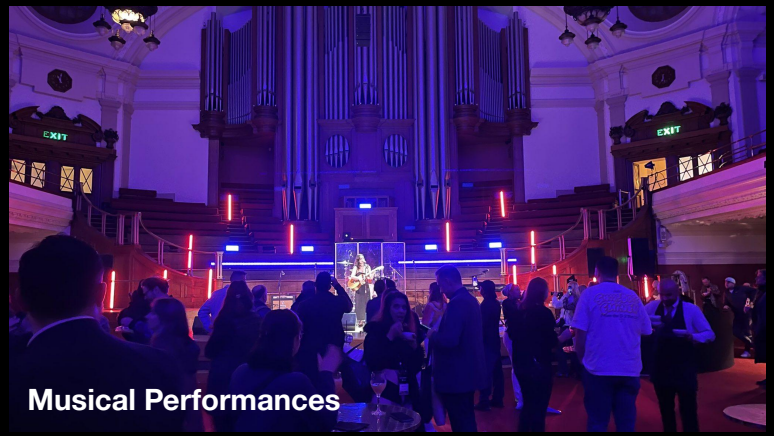
4k
Artist applications received

2k
Artists showcased in the last two events

Event Highlights

Speaking Sessions

Times Square Billboards

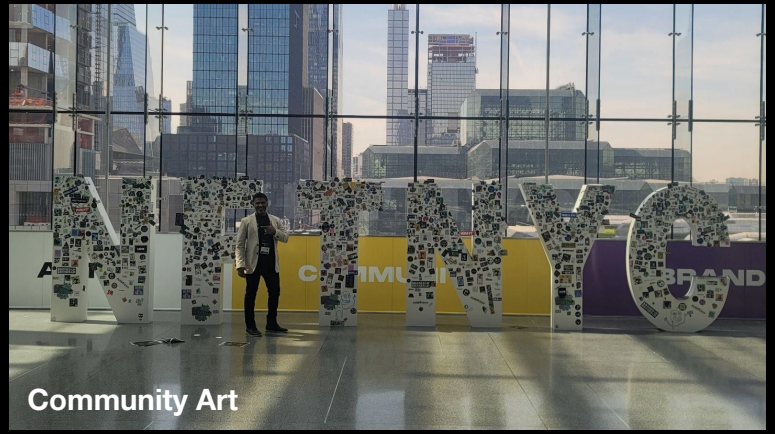


Musical Performances

Exhibition Floor

Event Highlights

Community Events


Community Art

Zen Den

Puppy Room

Partnership Packages	Branding	Ticket Package	NYC Billboards	Speaking	Expo Space
Platinum Theater Sponsor Major Tracks: $500k Minor Tracks: $250k	– Choice of Track specific Theater – Theater Branding 3x12’ hanging banner – 10x7 Graphic Walls - QTY 3 – Private Meeting Room + Twitter Space – Standard AV Loop 15 sec clip - QTY 2 – Premium AV Loop 15 sec clip - QTY 1 – 500 NFT Giveaway – LED Wall in pre-function area – 14 pre-function digital signage graphics – Branding in Digital Program – Logo on Physical Badges and Digital Twin Tickets – Social Media post + Opt-in Media List	20 x VIP Access 30 x GA Access 10 x Staff Passes	15 sec Billboard Ad	15 min Talk or 25 min Panel	20’ x 20’
Branded Day Bar Lounge $125,000	– Day Bar Lounge – AV Loop 15 sec clip – 500 NFT Giveaway – Social Media post + Opt-in Media List	2 x VIP Access 10 x GA Access 6 x Staff Passes	15 sec Billboard Ad	10 min Talk	10’ x 10’
Branded Breakout Area - Sold Out $100,000	– Branded Breakout Lounge – AV Set-up with 1-2 microphones, 2 speakers and 50” monitor – AV Loop 15 sec clip – 500 NFT Giveaway – Social Media post + Opt-in Media List	2 x VIP Access 10 x GA Access 6 x Staff Passes	15 sec Billboard Ad	Included in your area	40’ x 20’
Cafe Area with Barista Coffee Cart $100,000	– Barista Coffee Cart – Branded Coffee Cups or Sleeves – AV Loop 15 sec clip – 500 NFT Giveaway – Social Media post + Opt-in Media List	2 x VIP Access 10 x GA Access 6 x Staff Passes	15 sec Billboard Ad	10 min Talk	10’ x 10’

Late Sponsorship pricing increase on Feb 15th*

Partnership Packages	Branding	Ticket Package	NYC Billboards	Speaking	Expo Space
Day 1 Stage Co-Sponsor $100,000	– Stage Branding (co-sponsored) – AV Loop 15 sec clip – 500 NFT Giveaway – Social Media post + Opt-in Media List	4 x VIP Access 12 x GA Access 8 x Staff Passes	15 sec Billboard Ad	15 min Talk or 25 min Panel	20’ x 20’
Day 2 Stage Co-Sponsor $80,000	– Stage Branding (co-sponsored) – AV Loop 15 sec clip – 500 NFT Giveaway	2 x VIP Access 10 x GA Access 6 x Staff Passes	Purchase through à la carte options	10 min Talk	20’ x 10’
Day 3 Stage Co-Sponsor - Sold Out $60,000	– Stage Branding (co-sponsored) – AV Loop 15 sec clip – 500 NFT Giveaway	2 x VIP Access 8 x GA Access 4 x Staff Passes	Purchase through à la carte options	10 min Talk	10’ x 10’
VIP Opening Reception April 2nd $62,500	– AV Co-branded during VIP Reception – AV Loop 15 sec clip – 500 NFT Giveaway	2 x VIP Access 6 x GA Access 4 x Staff Passes	Purchase through à la carte options	5 min Talk	10’ x 10’
VIP & Speaker Lounge Co-Sponsor $60,000	– Co-branded VIP & Speaker Lounge – AV Loop 15 sec clip – 500 NFT Giveaway	2 x VIP Access 10 x GA Access 6 x Staff Passes	Purchase through à la carte options	10 min talk	VIP Lounge 20’ x 10’
Live Screenprinting $50,000	– Staffed Live Screenprinting Installation: 4 Solid color T-shirt designs (QTY 1.5k) – AV Loop 15 sec clip – 500 NFT Giveaway – Pre-event email + 1 social media post	2 x VIP Access 4 x GA Access 2 x Staff Passes	Purchase through à la carte options	5 min talk	20’ x 10’

Late Sponsorship pricing increase on Feb 15th*

Premium Package Highlights

VIP & Speaker Engagement

Activation Space

Featured Talk

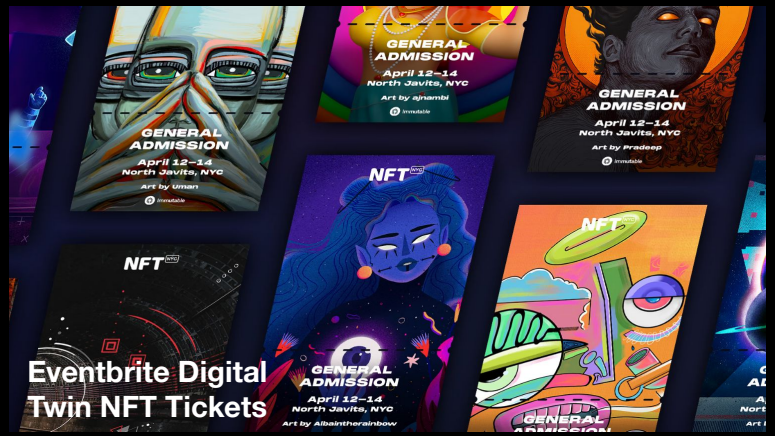
Ticket Bundle

Premium Package Highlights

Stage Branding

Premium AV Branding

Food & Beverage



Eventbrite Digital Twin NFT Tickets

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

Late Sponsorship pricing increase on Feb 15th*

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”

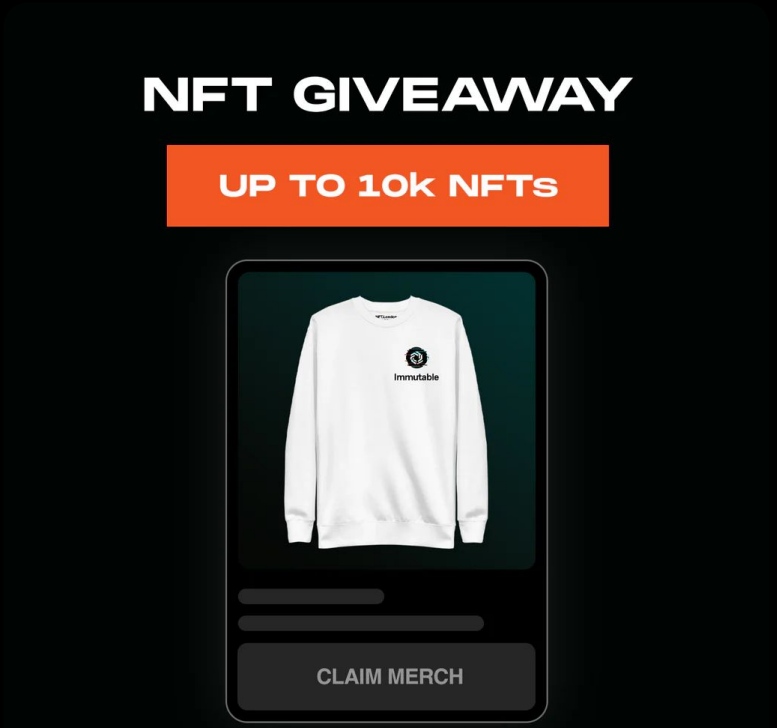
Boson Protocol
Previous NFT.NYC Billboard Sponsor

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.

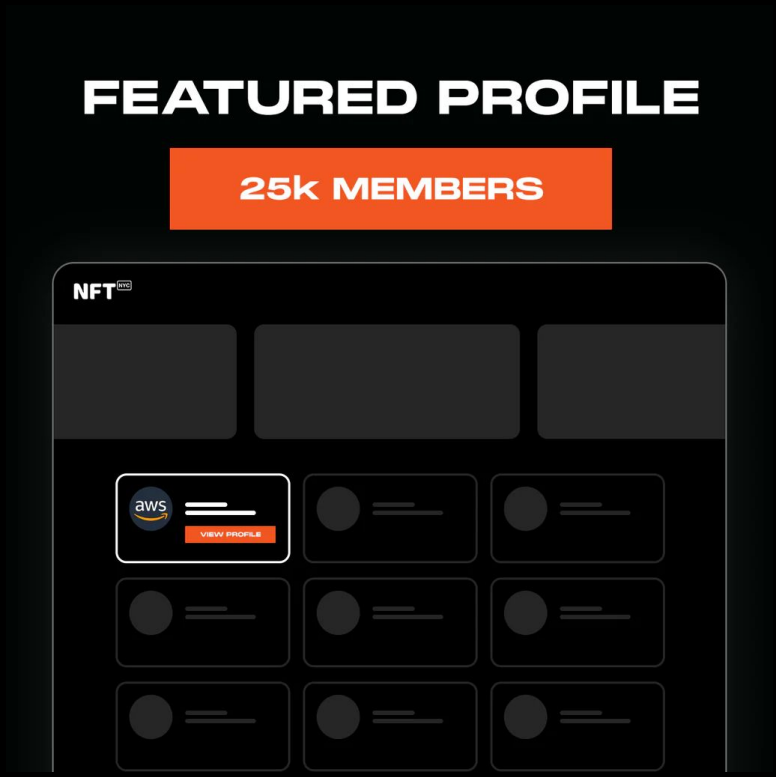
View example NFT Giveaways here



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.

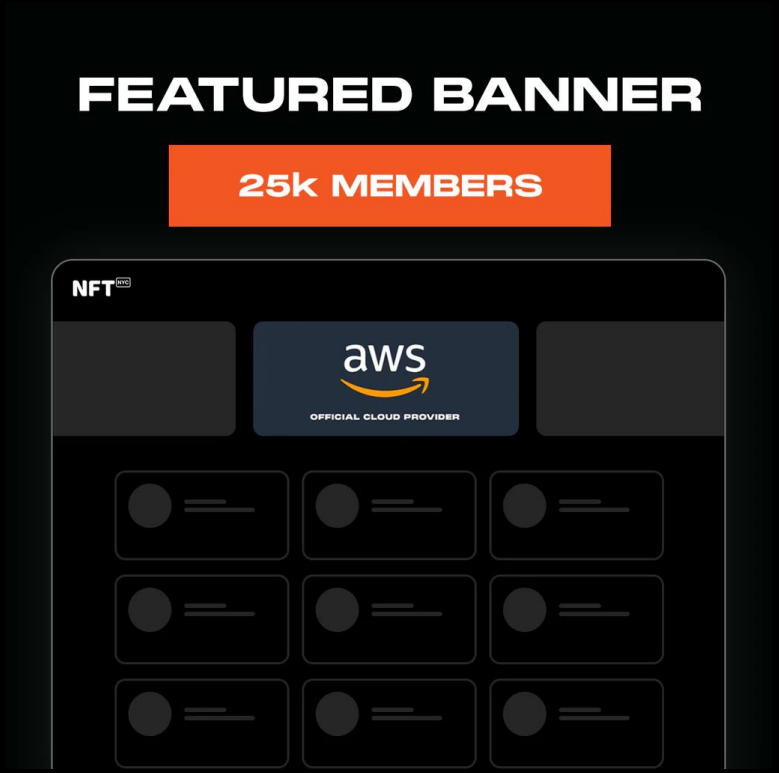


A la Carte Options

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.



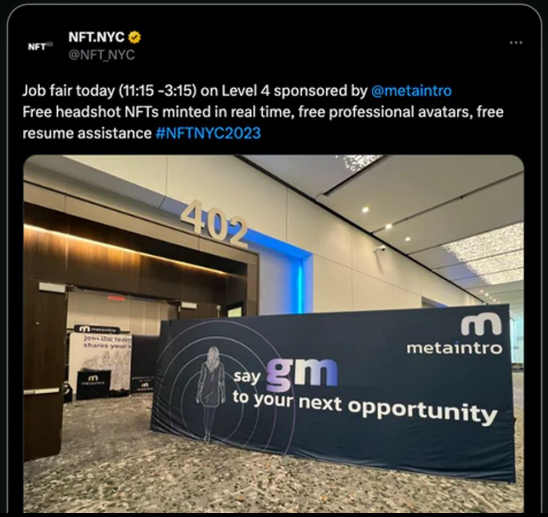
A la Carte Options

175k Social Media Followers
$2,000

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

SOCIAL POST

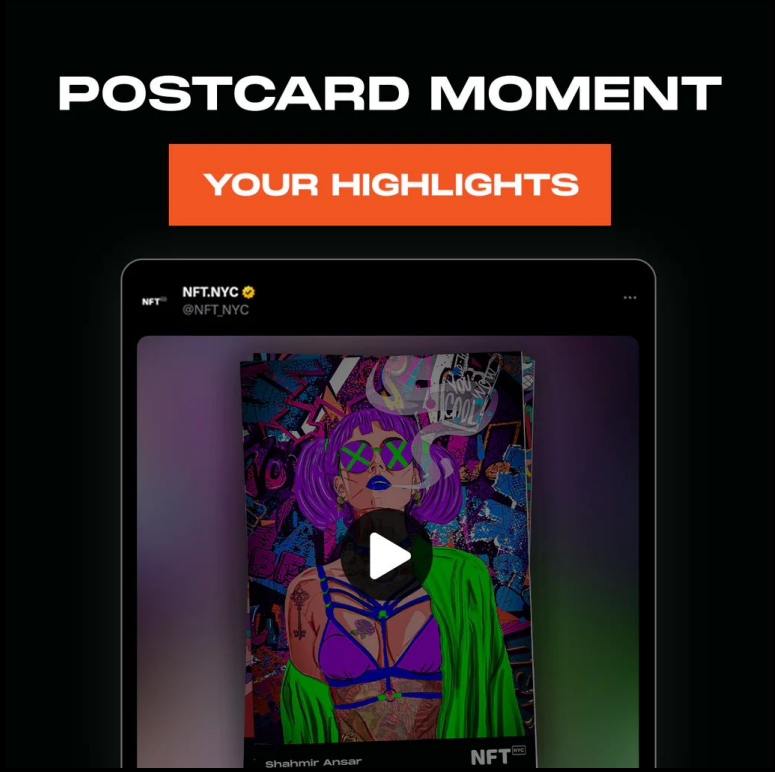
175k FOLLOWERS



A la Carte Options

Postcard Moments
$3,000

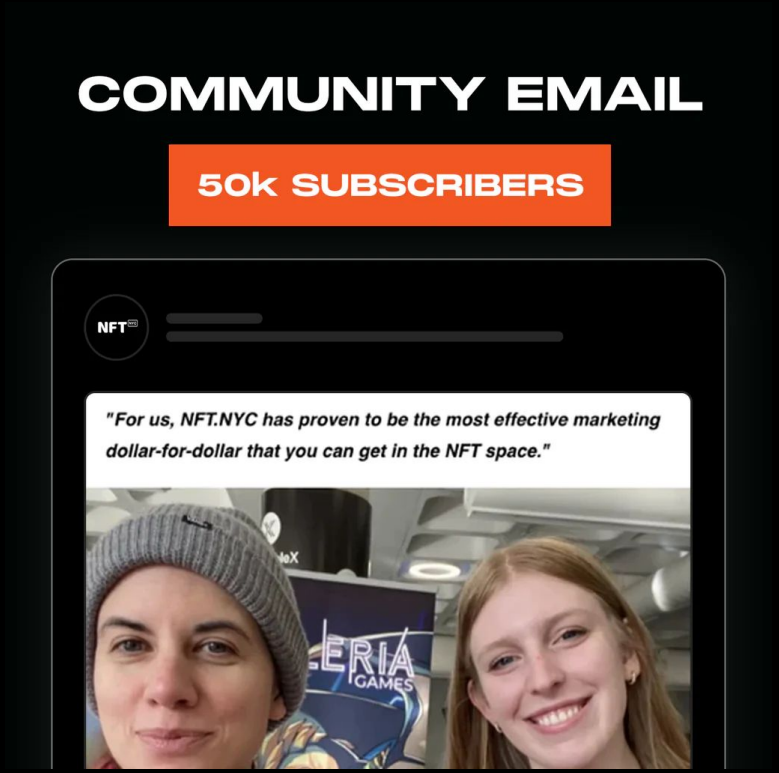
We'll create a short video highlight using our Postcard template to celebrate the best 2023 moments from your community using your assets. We'll share this video on our Twitter account for our 120k+ followers.



A la Carte Options

50k Email Subscribers
$3,000

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



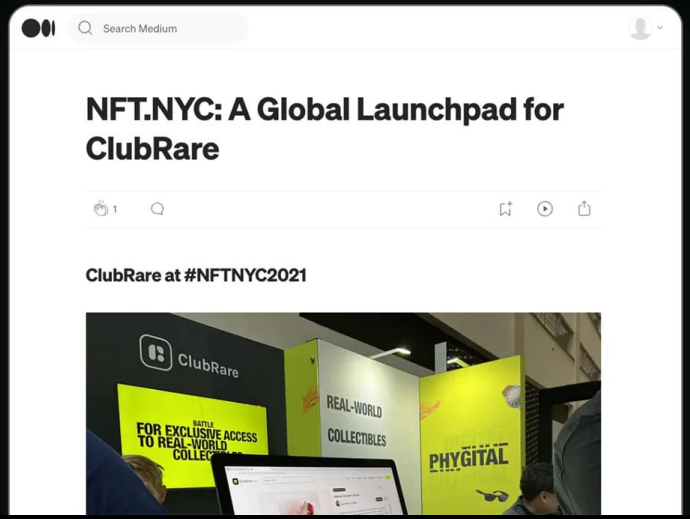
A la Carte Options

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.

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.

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.

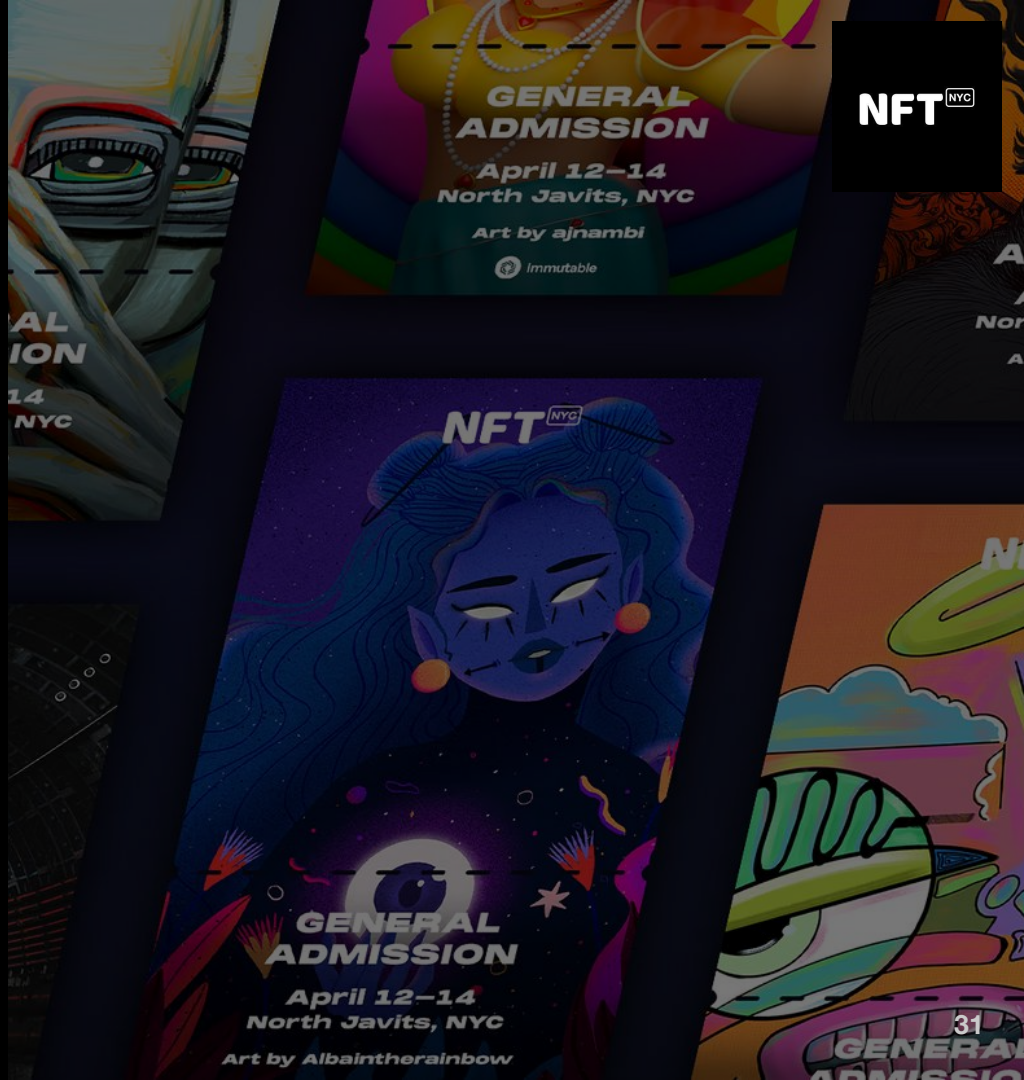
BULK TICKETS

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.

Charles Outhier
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LJ Johnson
LJJohnson@NFT.NYC