


April Full of Web 2&3 *Entertainment*

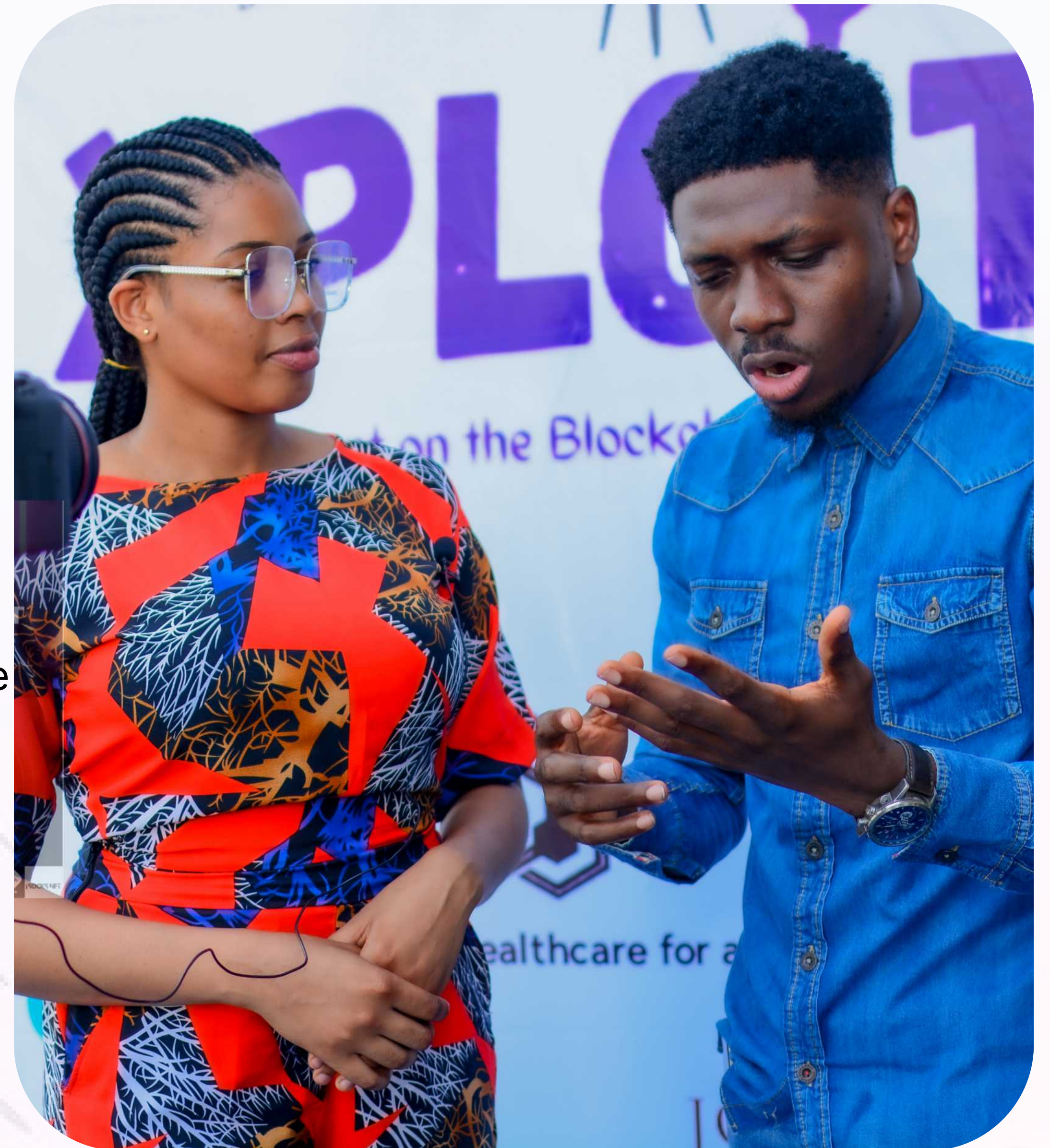
2024

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ENTERTAINMENT

Across Africa, vibrant and diverse forms of entertainment have long served as crucial channels for education and awareness.

Today, this rich tradition is finding new expression in the rapidly increasing world of Web3 to simplify and translate the *not too clear to mind* concepts of Blockchain Technology.





*Connecting Web2 and
Web3 Target Audiences
through **Entertainment***

This is not an average conference; it's an electrifying experience designed to make blockchain education fun, accessible, and unforgettable.

Why This Matters





The world of Web3 is teeming with potential

But its technical complexity can be a barrier to entry for many



We believe education is the key to unlocking its vast possibilities.



Let's help with a mental picture



Imagine a vibrant atmosphere buzzing with music, dance, and laughter. Amidst the excitement, attendees are participating in interactive games that explain how DeFi works, enjoying spoken word artististry weaving tales of Bitcoin & Blockchain Technology, rappers spit verses about NFT, and watching live dramas depicting the journey of Decentralization.

This is the fusion of Web2 and Web3 entertainment we envision - a space where familiar forms of fun become portals to understanding the concept of Web3.

This is precisely where our unique event – **April Full of Web2&3 Entertainment** – comes in.

With this being the first of its kind in Africa and the second edition in Lagos, Nigeria, we aim to be a catalyst for Web3 adoption in Africa and beyond, using the power of entertainment to:

- ✓ **Make Web3 approachable and engaging:** By leveraging familiar forms like music, comedy, and games, we can break down technical barriers and spark curiosity in Web2 audiences who might otherwise feel intimidated by the complexities of blockchain.
- ✓ **Demystify key concepts:** Through interactive experiences and creative performances, we can translate complex ideas like P2P, smart contracts, and tokenomics into engaging narratives that resonate with a diverse audience.
- ✓ **Build a community: “April Full of Web2&3 Entertainment”:** will be a platform for connection and collaboration, bringing together Web3 enthusiasts and curious newbies alike to learn, share, and fuel the future of this transformative technology.



About this Energetic Event

In our pursuit of widespread blockchain and cryptocurrency adoption, the spotlight must be cast on the **ENTERTAINMENT INDUSTRY**—a **\$1,000,000,000** sector that remains easily accessible.

The primary objective of this event is to channel our focus towards fostering cryptocurrency awareness, education, and adoption through a medium that captivates the masses—**Entertainment**. By offering a distinctive blend of education and entertainment, we aim to attract the Web2 ecosystem, leveraging their love for entertainment as a gateway to introduce them to the world of Web3.

Unlike traditional blockchain events characterized by repetitive content such as keynote speakers, panel sessions, and product marketing, this event promises an innovative and engaging experience that transcends the ordinary.

Proposed Performing Artist



Xploit
Spoken Word Artist



KennyBlaq
Music-Comedian



Endurance-Grand
Dance Artist



Pius Paul
Crypto Comedian



Karla-God
Rap Artist



JoeDTalker
Web3 Comedian



Qing
Music Artist

Be a Pioneer in Web3 Education

For forward-thinking brands and projects in both the Web2 and Web3 space, **April Full of Web2&3 Entertainment** presents a unique opportunity to:



Reach Mainstream Audience: Anyone curious about blockchain technology and its potential to reshape the future, from finance and entertainment to art and society.



Engage in a powerful narrative: Align your brand with a compelling story of community, education, and empowerment through entertainment.



Position yourself as a leader: Be a part of an innovative initiative that is democratizing access to Web3 knowledge and shaping the future of the internet.



Amplify your reach: Leverage our extensive marketing and media network to reach millions of individuals across Africa and beyond.

SPONSORSHIP ■

In the maiden edition, we had the pleasure of hosting attendees from over **20 states in Nigeria** that convened in Lagos and over 100 seated individuals. However, in this edition, we are pushing it even further for a greater turnout of over **1000 persons** in attendance. By sponsoring **April Full of Web2&3 Entertainment**, you are not just supporting an event; you are investing in the future of Web3 education and unlocking the potential of a generation to build a more inclusive technology.



BUDGET BREAKDOWN

Event Auditorium, Branding and Decoration	1,500,000
Artists Invitation, Accomodation & Management for Team Members	3,500,000
Media (PR and Advertisement)	700,000
Photography and Videography	350,000
Sound and Lighting	750,000
Branded Merches and Sourveniers	400,000
Feeding and Refreshments (Guests and Attendees)	500,000
Logistics and Miscellenous	500,000

TOTAL = N8,200,000

Sponsorship Opportunities

- ★ **Brand exposure to a diverse and engaged audience:** Reach thousands of attendees through prominent logo placement, stage mentions, social media shoutouts, and interactive activations.
- ★ **Direct connection with potential customers:** Network with key players in the Web3 space and showcase your products or services to a receptive audience.
- ★ **Thought leadership positioning:** Establish yourself as a pioneer in the convergence of Web2 and Web3 through innovative sponsorships and activations.
- ★ **Positive brand association:** Align your brand with a mission-driven event that promotes education, empowerment, and inclusivity in the digital age.



 Yellow Care

Tier 1 / BullRun (Headline Sponsor)
N3.3 Million (\$2,700)

Dividends

- Access to attendance database
- 20 mins talk time
- Logo in edited event clips
- Video marketing display on screen
- Popular artists shout-out in video
- Mentions on all promotional materials

Tier 2 / Whale
N1.4 Million (\$1,200)

Dividends

- Access to 20% of attendance database
- 10 mins talk time
- Video marketing display on screen
- Mentions on all promotional materials

Tier 3 / Uptrend
N780k (\$650)

Dividends

- Video marketing display on screen
- Mentions on all promotional materials

Tier 4 / Take Profit
N420k (\$350)

Dividends

- Mention on all promotional materials



IMAGES FROM MAIDEN EDITION ■



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ADOPTION

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Voice of Entertainment on the Blockchain



We believe **April Full of Web2&3 Entertainment** has the potential to be a game-changer in the Web3 space. With your support, we can make blockchain education accessible, entertaining, and truly unforgettable. Let's bridge the gap between Web2 and Web3, and build a brighter future together!

THANK
YOU

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