



If you build it, they will sponsor it!

One-stop solution for sponsorship assets tokenization and management of sponsorship deals.

The Problem

Sponsorship is the fastest growing and most effective marketing segment. The industry's annual investment will exceed \$90Bn by 2019. The market today is concentrated in hands of small number of influential agencies – intermediaries. As a result, the industry is heavily biased towards AAA-sized brands and events, such as McDonalds, FIFA and NASCAR. Small and medium businesses, who are interested in generating additional sponsorship cash flows, are constantly being overlooked by agencies. They have to resort to manual search for sponsors, which is not scalable. Agencies-intermediaries are notoriously known for being slow (a deal can take more than 12 months to complete) and charging large fees (up to 35%). Non-transparent pricing, fraud, lengthy due diligence processes and manual approaches used today are a few key pains faced by market participants.

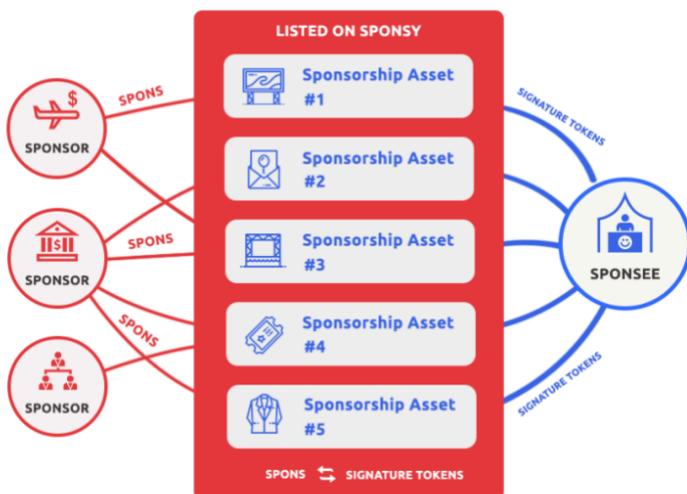
Solution

We enable sponsees to tokenize their sponsorship vehicles and sell them to sponsors by issuing custom SPONS-backed tokens. As a result, businesses are given a chance to start generating cash flows they never suspected existed through sponsorship placements. Sponsors on their turn get access to a wide range of sponsorship opportunities across the world with unprecedented targeting features. All the sponsorship-related information, including previous deals associated with each particular sponsorship vehicle, other sponsors' reviews, intellectual property rights, can be stored on Ethereum blockchain, thus enabling potential sponsors to track the history of sponsorship assets and know the fair price paid for each of them. In the long run, Sponsy intends to become a global platform exhibiting both sponsorship and advertising vehicles, and eventually reformat the market of non-digital ad placements amounting to \$353Bn.

Sponsy Features

Sponsorship Tokenization

We propose a **Net Sponsorship Asset (NSA)** as a unit that sponsors are willing to pay for in sponsorship business. This unit is backed by sponsee's audience/clients attention. Sponsorship assets are desirable for sponsors to be purchased as they can feature anything sponsors may wish (logos or branding in its simplest implementation). Sponsorship assets are to be defined broadly and can be both physical objects (banners, stands, and their likes) and virtual opportunities (getting mentioned in an online app or website, playing a sponsored video, mentioning sponsor in an introductory talk).



SponsyMatch AI

Artificial intelligence system, that is currently being developed, allows us to instantly drop up to 85% of brands and events that would have been very likely not to be able to collaborate productively if a sponsorship deal had been concluded.

Structured sponsorship opportunities

Sponsorship assets can be packaged in tranches structured by location, sponsee type or audience size. This allows sponsors to get featured across hundreds of sponsorship vehicles simultaneously with a couple of clicks.

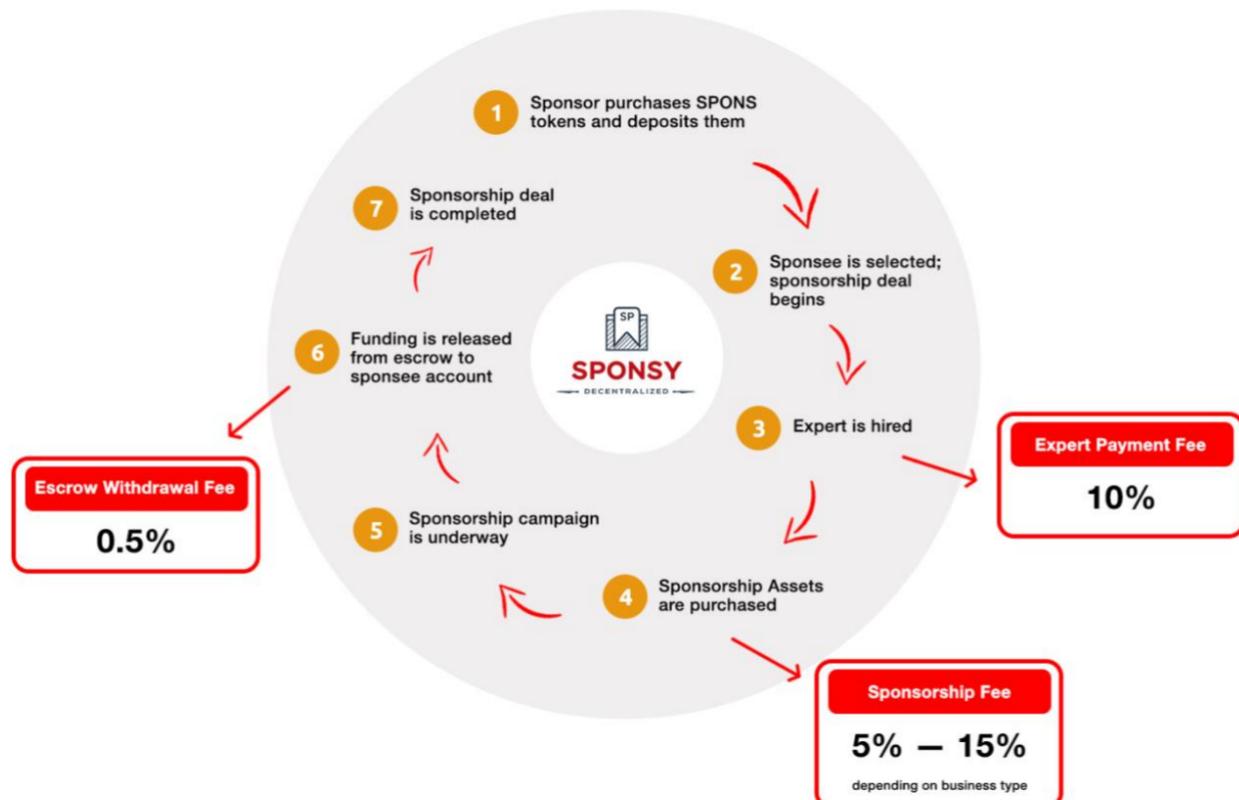
Sponsorship deals on blockchain

The information on sponsorship assets, including all the manipulation that they have been subject to, can be stored on blockchain. Sponsees who opt to make this information available to potential sponsors would benefit from various perks within Sponsy, such as featuring, reduced fees, etc. This would constitute a step towards truly transparent sponsorship business. Sponsors will always know the real price that each asset is worth, which will eventually become one of the key factors attracting users to our platform.



- ✓ Prices asset has been sold for previously
- ✓ Reviews
- ✓ ROI and asset's performance
- ✓ Intellectual property rights & trademarks
- ✓ Other sponsors involved

Business Processes



Token Sale

Name: Sponsy Token

Ticker: SPONS

Total tokens expected to be sold: 200,000,000 SPONS

Payment methods: BTC, ETH, LTC, DASH, USD (wire)

Hard cap: USD 14,000,000

Soft cap: USD 2,000,000

Token Sale Date: TO BE ANNOUNCED

Token Sale Duration: TO BE ANNOUNCED

Team



Ivan Komar

CEO, Co-Founder

5 years of software architecture experience. A few business exits



D.C. Noye

VP Software Development, Co-Founder

14 years of IT experience



Dan Vail

CTO

23 years of software development and CIO experience



Chris Bouchard

Chief Strategy Officer

8 years of marketing and sponsorship experience.

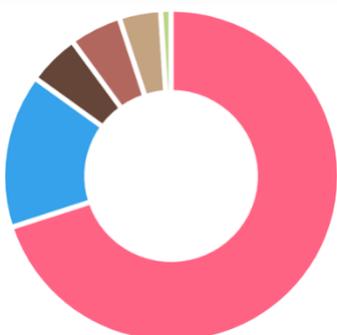


Frontend, Mobile and Blockchain developers, Machine Learning Expert, Data Science Expert

Team Experience



SPONS Allocation



- Token sale: 70%
- Team*: 15%
- Advisors**: 5%
- Reserve Fund: 5%
- Conversion Fund: 4%
- Bounty: 1%

Token Features

Backbone of tokenized sponsorship assets

Each sponsorship asset offered in Sponsy is backed by SPONS tokens; so do Signature Tokens minted by sponsees. It is impossible to complete a sponsorship deal without using SPONS.

Paying discounted platform fees in SPONS tokens

Sponsors can pay for Sponsy services in SPONS tokens with a discount.