



One platform. The whole world of sponsorships.

Creating a distributed software solution for events and brands to manage sponsorship deals conveniently and reliably.

The Problem

Sponsorship is the fastest growing and most effective marketing segment. Its market size is expected to exceed \$90Bn of annual investment by 2019. The market today is concentrated in hands of small number of influential agencies – intermediaries. This allows them to dictate their own terms. As a result, the industry is heavily biased towards AAA-sized brands and events, such as McDonalds, FIFA and NASCAR. Small and medium businesses, which are well aware of all the benefits that sponsorship brings, are constantly overlooked by agencies. These agencies are notoriously known for being terribly slow (a deal can take more than 12 months to complete) and charging insane fees (up to 35%).

Solution

We have made sponsorships available to everyone! Sponсы is a decentralized platform that connects brands and events willing to engage in sponsorship activity. With us, it doesn't matter whether you have a huge budget or what your turnover is. Unlike traditional agencies, we do not hire hundreds of full-time employees, such as lawyers, designers, researchers, etc. In Sponсы, experts from all over the world can collaborate on any sponsorship deal. This increases our collective intelligence and eliminates errors. Smart-contracts enable us to automate regulatory work and get rid of a multitude of central mechanisms. We charge a dynamic fee of no more than 15%.

How Sponсы Works

Decentralizing decision-making

We are going to let our token holders make decisions on future sponsorship deals. As end-consumers, these people will ultimately witness the results of sponsorship campaigns, and will have their own unbiased opinion. Involvement of people who are not connected with the sponsorship industry in voting on the appropriateness of the potential transaction allows for abstracting from traditional indicators and factors used by boring marketers to decide whether to sponsor this particular event, and start generating really exciting ideas

Blockchain

The Sponсы system is saturated with relationships, deals, and contracts between people scattered all around the world. Our ecosystem is largely built on the principles of decentralized voting and the participation of the network members in making most decisions.

Work with experts

We rely on several independently developed protocols, such as proof-of-work-quality and proof-of-expert-eligibility to regulate experts' work. These mechanisms ensure the quality of the work performed by the expert, determine whether the expert candidate is sufficiently skilled and allow to quickly choose an expert to propose the new job.

Instant payments

Sponsorship deals involve large financial flows that would inevitably suffer from wild fees charged by today's banking system. In Sponсы, payments are made instantly with zero fee!

Decision-making on future sponsorship deals

The votes of our tokenholders are transparently stored in Sponсы blockchain.

Safe transactions and disputes resolution.

Thanks to storing all the interactions of Sponсы members in the immutable ledger, it becomes very easy to track the sequence of actions and find the guilty party.

Storage of reviews.

Sponсы clients will strongly rely on feedback left by other members about our experts, sponsors and events.

Conclusion of legal contracts.

SPS token

SPS is ERC20 compatible token. SPS plays central role in the implementation of all Sponсы operations.

Serving as a means of payment

In order to stimulate the usage of SPS, all platform's members are required to use SPS tokens for mutual financial settlements.

Acting as discount

The fact of relying on SPS to pay for the services rendered by experts within our network is the basis for obtaining a discount of up to 25% on services' price. Such unprecedented discount is possible because of us not applying a surcharge on services' prices within Sponсы.

Carrying a voting right

Possession of SPS tokens allows for taking part in voting about potential future sponsorships deals.

Membership card; loyalty programs

SPS will fuel Sponсы Community – an ecosystem that unites brands, events, and people interested in influencing large partnerships today – the partnerships that the world will hear about tomorrow. SPS gives access to exclusive materials, secret offers, and meetings.

Token Sale

Name: Sponsy Coin

Ticker: SPS

Total tokens expected to be sold: 23.700.000 SPS

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

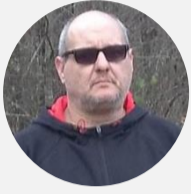
Hard cap: \$14.000.000

Min purchase: 400 SPS (pre-sale). 10 SPS (main sale)

Token Sale Date: TO BE ANNOUNCED

Token Sale Duration: TO BE ANNOUNCED

Team



Dan Vail

Chief Technology Officer



Tarek Elhage

Chief Financial Officer



Chris Bouchard

Chief Strategy Officer



Ivan Komar

EMEA Operations

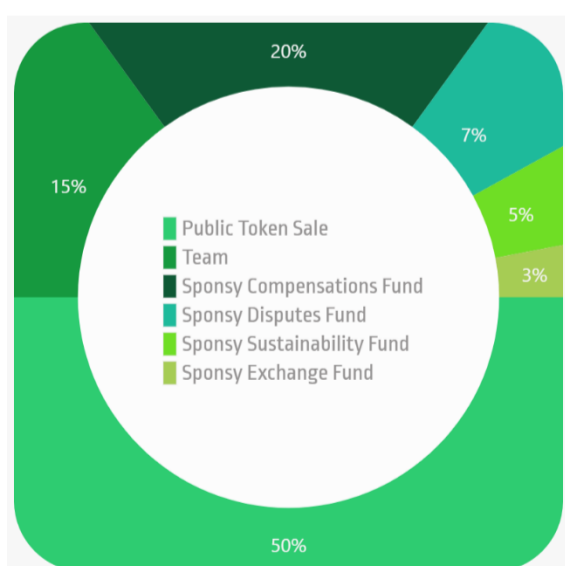


Frontend developers, Mobile developers, Machine Learning Expert, Data Science Expert, Blockchain Developer.

SPS Price

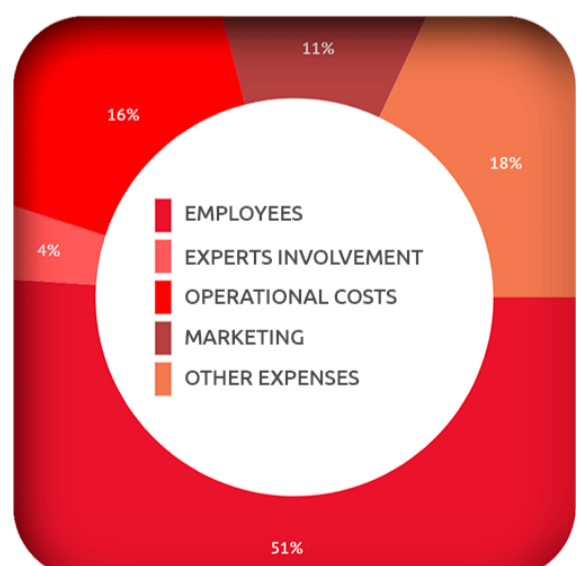
	Contribution amount		
	above \$30.000	\$3.000 - \$30.000	below \$3.000
Private Sale		\$0.85	
Pre-sale	\$0.98	\$0.99	\$1.03
First 48 hours	\$1.09	\$1.11	\$1.16
48 hours – 7 days	\$1.13	\$1.15	\$1.20
7 days – 21 days	\$1.16	\$1.18	\$1.23
21 day – 45 day	\$1.22	\$1.24	\$1.29

SPS Allocation



- 50%** - Public Token Sale
- 15%** - Team
- 3%** - Sponsy Exchange Fund
- 7%** - Sponsy Disputes Fund
- 20%** - Sponsy Compensations Fund
- 5%** - Sponsy Sustainability Fund

Use Of Proceeds



- 51.6%** - **Employees (\$14M)**
- **15.2%** - IT employees (\$4.4M)
- **14%** - Marketing Employees (\$3.8M)
- 12.3%** - **Sponsy Specific Costs (\$3.6M)**
- **3.7%** - Experts Involvement (\$1M)
- **0.6%** - Tutoring Services (\$0.1M)
- 36.1%** - **General Expenses (\$10.4M)**
- **10.7%** - Marketing Activity (\$3M)
- **3.0%** - Equipment (\$0.8M)