

ETH DENVER Proposal: Polkadot Music Events Initiative

[March 2024]

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PMEI is a team of developers, music industry entrepreneurs and live events coordinators focused on creating intuitive web3 experiences within the context of side events during major crypto conferences.

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Proponent: Polkadot Music Events Initiative, LLC

Beneficiary: Polkadot Music Events Initiative, LLC

Multi-Sig Address: 15nKYvAm8Yu9QVK65JWrhfyabhHkWywg21X9gX4GFJo3v4cT

Proposed Date of Event: March 2nd, 2024

Requested: \$95,973 @ [7 day Avg. Tool](#) = 14,619 DOT

This proposal is for one main event taking place at 2024's ETH Denver conference as well as full Polkadot brand support at ETH Denver.

Description:

The Polkadot Music Events Initiative, or PMEI, is the organizer of a curated event series taking place alongside major web3 and music conferences, in this specific case, ETH Denver. PMEI events give Polkadot dApps and parachain teams an opportunity to showcase their tech in a live, in-person setting. These events leverage Polkadot technology and create a thoughtful experience for the attendees, developers and talent involved.

Every single attendee will be using Polkadot tech (ie. 1500 attendees = 1500 users of Polkadot)

For ETH Denver, we will be creating a number of exciting interactions with Exiled Racers and Zeitgeist (for predictions and drops), API3 (for randomized draws) and Moonbeans for attendance NFTS.

We're also officially working with Distractive for successful Polkadot brand alignment. **The PMEI event will be the official Polkadot event at ETH Denver.** As an added layer of excitement, we are going to be holding an exclusive NFT drop with our headliner, Secondcity, which will include a limited edition pressed vinyl release! This is yet another incredible opportunity to attract new users, in this particular case music fans, to Polkadot.

Context

On many levels, music is an incredible vertical where blockchain can solve real world issues and create a higher quality and more equitable outcome for the fans and the artists. Polkadot should, and can be a phenomenal arena for music in web3 to grow and incubate necessary advances in technology and culture, alike. Many Polkadot projects already have products that can actively help advance this, directly and immediately, through the experience around live music events.

We think of this event as a clever way to accomplish a few things that are ultimately required for the growth of the ecosystem- more specifically onboarding new users, new entrepreneurs and new developers.

How are we accomplishing this?

Glad you asked! Each event will focus on three key elements to funnel into our larger goal for adoption and usage.

Accessibility - Prioritizing an intuitive experience for ALL attendees

Hard and Fast Implementation - UX/ UI build outs and backend implementation specific to the event series. This will give developers a chance to work together on specific business needs surrounding the events and engage more use cases for XCM.

Ownership and Perpetuity - A focus on creating brand loyalty through community, collectibles, cross-ecosystem collaboration and compounded benefits for ongoing/ repeat attendance.

These three principles help us define the conditions for success and measure qualitative and quantitative outcomes.

For our events, the goal is to take measurable and attainable steps in implementing new attendee experiences and advancing the music tech stack.

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Accountability

As a passionate team of people striving to better the ecosystem, we firmly believe it is important to have complete transparency and uphold accountability for the efforts associated with the Polkadot Music Events Initiative. Our objective with this is to provide the community with reporting for engagement, attendance, successes and failures. We will encourage anyone with the same passion and principles, building in the ecosystem, to connect with us for open collaboration, ideation and to provide critique.

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Who is on the team?

The PMEI has four core members dedicated to the curation, planning and execution of all twelve events. In addition to these core members, partner teams will provide direct support and resources to create successful outcomes.

The Core Team

Spencer Zabiela: Co-founder of MuFi, a music and royalty payments tech stack built on Polkadot. 10 + years of experience in the music industry. Spencer also has a background in media and financial services and has been a long time participant of the nightlife community and event organizing (most recently the September 19th Mainnet side event with Exiled Racers and Zeitgeist).

Walker Music (Jojo Walker): WM consists of four full-time coordinators, led by Jojo Walker. Jojo is a music industry entrepreneur with 15+ years of experience as a talent buyer and coordinator for the largest global nightlife brands, venues and labels, including Defected Records, Halcyon SF and Avant Gardner/ Brooklyn Mirage.

Er-Ti Chen: Previously, Ecosystem Marketing Manager and Global Event Program Manager at Parity Technologies. She has been instrumental in pioneering Polkadot's ecosystem marketing efforts and shaping the global event strategies for Polkadot Ecosystem. She has both spearheaded and provided invaluable support to the Polkadot community in orchestrating successful events throughout Europe, North America, Asia, and Africa.

Direct Support Team

Distractive: Distractive is an agency devoted to fostering the growth of the Polkadot ecosystem and supporting all individuals within it. Distractive can assist in elevating projects to the next level by offering the necessary killer marketing strategies to educate and inspire users. Distractive is dedicated to building a community and nurturing trust, recognizing that these elements are crucial for creating a truly epic ecosystem.

Exiled Studios: Gaming and prediction layer. Exiled Studios will provide technical support, marketing resources and BD support.

WebZero: WebZero is a community-run event agency which emerged during Berlin Blockchain Week in 2022 and has been a fixture in the Polkadot ecosystem ever since. The team around XyloDrone (Ordum, prev. RMRK, Kodadot), Roman Kemper (prev. CMO Subsquad) and Elisabeth Vajner (Amsterdot, Parisdot, prev. HydraDX) produced side events in the US (ETH Denver, Consensus) and Europe (Sub0, Decoded, BlockSplit, Berlin Blockchain Week) with the aim to raise awareness around Polkadot, as well as bringing the community together.

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Additional Support

In addition to the core team and support team, we have additional support from the ecosystem, including Distractive which is leading the charge for the entire ETH Denver/ Polkadot brand sponsorship. We've also spent time engaging strategic parachain and builder teams within the ecosystem to market Polkadot's presence at ETH Denver, during and leading up to the conference. This is imperative to consistently achieve better quantitative and qualitative outcomes.

These teams/ individuals included are:

RMRK

Amplified Strategy

Astar Network

Subsocial

Zeitgeist

Protocol Strategies

Moonbeans

Moonbeam Network

Prime Protocol

API3

Nolcha (partner that will draw outside ecosystem teams from Polygon etc.)

In addition, these teams will be helping with ongoing promotion and team attendance leading up to the event.

Messaging

Every conference has side events, so what makes ours worth attending?

For one, we are booking top-tier talent curated to each event's demographic.

- The reality is, money alone can't buy you major talent for an event- and certainly not at a fair market rate. Our team has fostered long-held, trusted relationships with artist managers and management companies which allows us to produce these events with great talent at a fair cost.
- These events will also almost always include specific asks to artist teams that may require more complex logistics potentially affecting an artists' existing brand image or strategy. Communicating the event needs and interactions beyond playing music requires careful

handling and experienced talent buying; a task that Walker Music does best.

Secondly, we are also giving outside music brands an opportunity to give away gear and leverage Polkadot tech! That means attendees will have a chance to win cool swag, synths, headphones etc. all for participating in these events.

Lastly, we're working with Polkadot teams to distribute event collectibles (like Moonbeans), push limited NFT artist drops (with Drop), access prediction games (like Exiled Racers w/ Zeitgeist) and RSVP and gain access (MuFi). All of these initial integrations encourage and/ or require attendees to engage with new onboarding flows!

During selected events, we're also going to provide space at or near the venue for developers, teams and participants to take meetings and have a workspace. We're creating a Polkadot resource hub that exists not only for the night of the event, but for the days during the conference.

ETH Denver curators love the concept and believe it aligns with their mission as a conference. Although the event was budgeted for a much smaller venue size (roughly 1500) they have requested that we host this event in a space that can accommodate closer to 4500 people. What that means is that pricing for everything increases: staff, venue, prep, talent, talent buying, and production (ie. sound, rigging etc.)

We are doing everything in our power to cut deals for this event to get the most out of relationships in Denver.

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What Happens at a PMEI Event?

A great outcome for us would be an attendee saying "that was awesome, but unexpected". Sure, there's always networking and great conversations. Yes, we have great music- our events are designed to feature artists appropriately booked for the venue and conference demographic. However, a key value-add is

how uniquely positioned we are as a team and an ecosystem to amplify the attendee experience for high-quality music events.

Ok, so where does Polkadot tech play in?

Pre-event

Gamified ticketing access

Leading up to the event, we will be working with Distractive and Moonbeans to create a scavenger hunt with NFT drops.

Although it won't be ready for ETH Denver, we're in the process of building out a "tipping app" which is a native mobile application where event attendees can directly send DOT to a DJ by purchasing with Apply pay. We are hoping to leverage the resources at the WebZero hacker house to get feedback on the codebase and collaborate with developers interested in furthering the tech. Likely this would be ready for Consensus or LBW.

Event

Art Exhibition

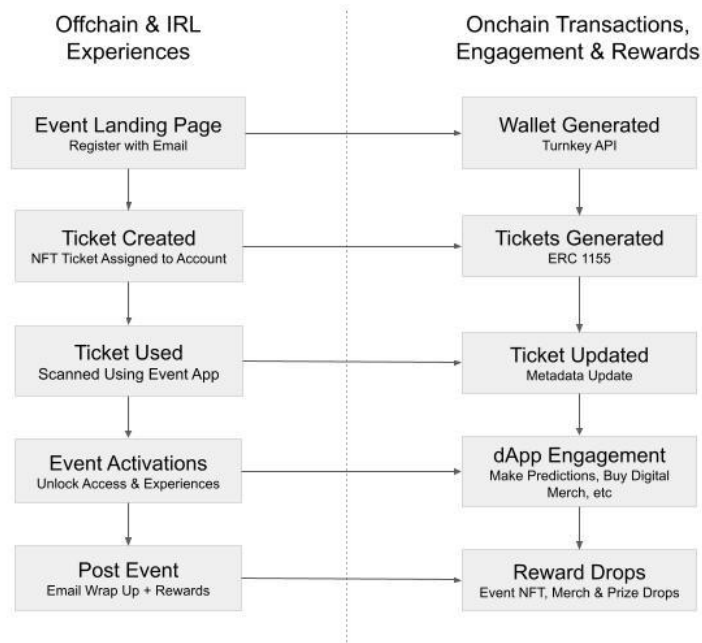
Live Gaming

Specific to this event, attendees will be automatically submitted randomly for predictions on races with EXR when they RSVP for an event ticket. A technical further development will allow an intuitive way for attendees to place further paid predictions on the races during the event. The idea is to get everyone involved and engage with Polkadot tech automatically, but further incentivize them to engage with the EXR platform.



PMEI Events incorporate familiar and easy to use experiences Web2 users expect with one of a kind Web3 activations.

- Custom Event Landing Pages
- Gasless Wallet Generation
- NFT Ticketing System
- Partner dApp Engagement
- Post Event Rewards



Post Event

Random prize draws

NFT Airdrop w/ EXR

Educational followup emails

Community followup with recap mini-doc - including a limited NFT QR code drop within the video itself!

Marketing Strategy

We have been working within our network to create direct relationships with ETH Denver to designate this PMEI event as an official conference event. The

marketing success for our Mainnet side event was seen through cross-network promotion and brand partnerships. With the support of our partner teams, many telegram channels and a conference partnership, we have a high probability of getting the desired attendance.

PMEI will also deliver ongoing content around this event to provide an update and recap, with more transparency for the community, sparking interest for those who could not attend. This video will not only include recaps, but developer stories to showcase the teams building out integrations. Why was it a success? What went wrong?

We also have long-standing relationships with Denver-based promoters, making this a BIG opportunity to attract attendance outside of the traditional Polkadot crowd. PMEI distinctly seeks to attract attendees with no prior experience with web3. These events can simply act as a gateway for those attendees and spark curiosity.

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Cost Breakdown (includes 10% contingency and DOT price flux):

	Cost	Invoices
Tech		
Tech Integration Budget	\$5,800	
These developer-specific funds are allocated towards updated integration of the betting layer and a brand sponsor NFT proof-of-concept. The brand sponsor POC will further position PMEI to be a self-sustaining revenue generator.		
Event Production, Content Costs		
Venue	\$5,000	Invoice
This market requires no venue fee		

Event Staff	\$7,200	Invoice folder
Door staff, security, artist liaison, FOH sound, stage crew, events manager, etc.		
Ecosystem / Team Coordinator	\$1,800 (cut)	
This role is budgeted for time spent streamlining comms and initiatives between polkadot parties (ie. Distractive, PMEI, WebZero), tech integrations via developers. This is essential for compounding efforts for this event and all ongoing events with PMEI where multiple teams and tech are being brought together.		
Video Production, photo	\$14,000	Invoice folder
Includes pre-event promotion, recap documentation and user journey stories.		
Prod. Sound Rental	\$6,500	Invoice folder
Video Wall	\$7,550	Invoice
Livestream, backline	\$9,600	Invoice folder
Talent		
Talent fees are landed (meaning fee is negotiated to be inclusive of any travel or lodging costs). Also includes a fee for supporting talent and local act(s).	(\$34,000) cut	Invoice folder
Any additional funds not used will be given back to the events bounty.		
BD, Marketing + Content	\$3,500	
Marketing costs associated with general brand development, assets (graphic design), still and video content (promo), site maintenance/ updates.		
Operations		
PMEI agency Fee	\$10,000	*remainder paid upon event completion \$7,715
Staff Transportation, Accomodation	\$10,384	Travel Invoice

This includes: housing for 6-7 people for 5 nights - (\$7,500) Flights/ travel for 5 staff - (\$4,800) Contingency - (\$1200)		
Talent Buying, Advancing	(\$8,000) cut	
Talent buying is a fee for advancing, logistics, etc. This is industry standard rate for when a DJ is booked- the talent buyer is essentially an information funnel, buffer and relationship broker. They hold the relationship (which is key if you want the artist to trust you will run a reputable event- especially when asking them to do things like an NFT drop or participate in a prediction game), place and negotiate the offer, handle paperwork (advancing) and handle all logistics with management. It's a granular job that moves through the entire timeline of the event.		
Total in USD	\$87,249	\$7,715 (paid post event)
Treasury Rewards	\$95,973 @ 7 day avg. tool = 14,619 DOT w/ 10% flux	Any remaining funds for talent or contingency will be returned to bounty

Success Metrics for ETH Denver

	Mainnet (pilot event)	ETH Denver (est.)
Attendance (irl + stream)	750	5750+
Predictions	1500	4500+
Social Reach	170,000	350,000+

Non-crypto attendance	36%	40%
Newsletter sustain rate (post event)	n/a	100% of attendees (35% retention after initial newsletter)
Polkadot wallets created	-	100% of attendees
Artist NFT Drop w/ limited press vinyl	-	Est. 500 new Polkadot NFT users onboarded
This drop may* be done with Beatport.io but will definitely be a Polkadot native NFT drop with a physical vinyl pressed at Kenny Dope's new record plant!		
NFT holders (scavenger hunt with Distractive)	-	Est. 250+ people

Payment Conditions

Amount request for proposal: \$95,973 USD

The funds are used to cover operational, production, marketing and integration costs.

PMEI is using the [7 day Avg. Tool](#) by Subscan. On the day of submission the total allocation will be calculated based on the day rate in the tool.

How is it different from other events?

These events are focused on creating intuitive web3 onboarding experiences within the context of side events during major crypto conferences. There's a primary focus on technical implementation, adding web2 rich experiences with web3 abstracted tech.

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Past Events- Mainnet Pilot

Our pilot event was on September 19th 2023, billed as an unofficial Mainnet side event. We worked with Polkadot, Exiled Racers, Zeitgeist, MuFi and a list of other Polkadot ecosystem dApps to host, what turned out to be, a 750 person event on the Williamsburg Hotel Roof.

Our headliners and supporting acts were:

Barry Can't Swim
Jadalareign
Eli Escobar
Free Therapy
Haus Hats Collective

Some Highlights:

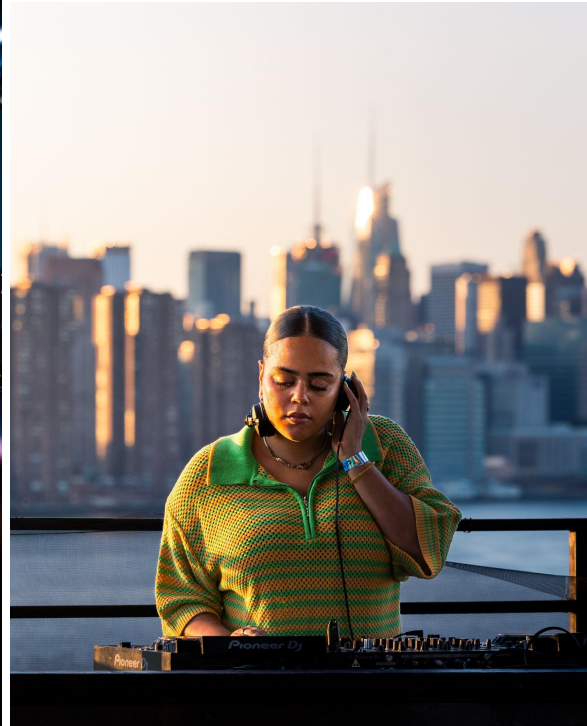
>750 attendees
~1500 race predictions
36% rate of non-crypto attendees
Social reach of ~170K

Other Supporting Teams:

- Moonbeam Network
- Biconomy
- Astar Network
- Manta Network
- Biconomy
- Web3Auth
- Dega

- Dam Finance
- Oak Network
- Prime Protocol





This first event was a great measure of the scale of production and resources required. It also gave us an opportunity to evaluate key areas where we can be more capital efficient, where a core team is working across multiple events rather than one-off events. In total, our first event was ~\$110K.

One additional thing to note is that many vendor fees, location allowance, etc. were reduced, or negotiated for free, given that the event was held in NYC where most of the PMEI team is located. It goes without saying, but we will still say it: We will always negotiate for the best value and the lowest fee.

Based on these numbers, we've estimated pricing in each additional market.

Contact

Manager of the Funds

PMEI team: hello@polkadotmusic.events

Multi-sig Address: 15nKYvAm8Yu9QVK65JWrhfyabhHkWywg21X9gX4GFJo3v4cT

More Information

www.polkadotmusic.events