OCM DAO Proposal Intake Form

* Proposal Submission Date (mm/dd/yyyy)	March 20th, 2023
* Project Title	IRL Events Funding

Proposal Author

* First Name	OCM DAO Small Grants Committee
* Last Name	
LinkedIn	
Discord Username & ID (e.g. goodocmmonkey#1234 or N/A, if you do not have a Discord account)	sjvaschetto#3815, JayB#6625, afs#2407, mapleleaf#1621, julianwahl#0218
Twitter (e.g. https://twitter.com/huuep or N/A, if you do not have a Twitter account)	@VaschettoSofia, @OcmJayb, @Afs2407, @PlatformPlayer, @sine_nomine_art

* What is your connection to OCM? How did you hear about our OCM DAO?
Julian Wahl is OCM DAO Coordinator. The other 4 are elected members of the OCM DAO Season 2 Small Grants Committee.

Company

Name	
Company Website	

How would you describe your organization? (check one)	☐	For-Profit
	☐	Not-for-Profit

Project

Project Website	

* How would you describe your Project?	(check all that apply)	☐	For-Profit
		☐	Not-for-Profit

☐	AI	☐	Art	☐	Consumer	☑	DAO
☐	Defi	☑	Education	☐	Enterprise	☐	ESG
☐	Fashion	☐	Game	☐	Metaverse	☑	NFT
☐	Technology						

☐	Other (please describe)	

* Project Summary

Important: Think of this as the elevator pitch for your Proposal. The contents of this section will be emphasized within the overall summary for your Proposal on Snapshot.org (DAO voting system) for OCM Tokenholder voting. A link to the remainder of your Proposal (this document) will be included beneath this summary for voters wishing to learn more.

TLDR: Moving forward, all IRL events will be DAO driven and funded. **We are requesting a total of 35eth for this purpose:**

- **25eth for conference related OCM satellite events & activations**
- **10eth for other community-led IRL events globally**
- **To fund activations through end of May 2023**
- **OCM DAO Small Grants Committee (SGC) will manage requests and funds until an independent IRL Events Committee is formed**

* Project Description

We propose a 35eth budget for IRL events and activations through the end of May (end of DAO Season 2)

1. 25eth designated for conference-related satellite events where official Metagood representatives will be speaking/attending. List of conferences provided below.
2. 10eth used for other IRL community-led events, such as the Orlando Meetup.
3. This prop does not include funding for Metagood employees' conference-related expenses.

For the sake of expediency, OCM DAO SGC is willing to take on processing of requests for Season 2, while the community self-organizes to create an independent IRL Events Committee for longer-term sustainability.

- This will be an iterative process where we'll learn from experience to adapt/redesign the system for next Season.

- All OCM holders can submit requests to organize events and have them funded by the DAO via this prop.
  - Conference satellite events have no eth limit caps but should keep in mind that the 25eth is the total allocated through the end of May 2023.
    - Any requests above 5eth will require 4/5 SGC votes, as opposed to the standard 3/5.
  - Non-conference related community led IRL events will have the same 2eth cap as other SGC requests.

- Official OCM DAO (Community-led) Satellite events (25eth) will be open for the following conferences:
  - Outer Edge (formerly NFT LA: 3/21 - 3/25) – Amanda speaking
  - Miami NFT Week (3/31 - 4/2) – Mike speaking
  - NFT NYC (4/12 - 4/14) – Amanda & Bill Tai speaking
  - Consensus in Austin (4/26-4/28) – Danny speaking
  - BTC Miami (5/18-5/20) - TBD on who is speaking - **STRONG PRESENCE DESIRABLE**

- SGC will be reimbursed from these funds for relevant requests they've approved or will approve while waiting for this prop to pass.
  - So far, that would include:
    - 2eth for NFT LA Meetup (from 25eth budget)
    - $1000 for Orlando Meetup (from 10eth budget)
    - 2eth for ArtsDAO reimbursement (from 10eth budget)

- SGC will vote on retroactive reimbursements submitted through March 24th, 2023.
  - From then on, any IRL event funding request should be submitted min. 7 days before the event takes place (14 days preferred).
    - In the future, these minimums may be increased to ensure adequate time alloted for effective event planning and coordination.
    - Special consideration will be made for unique last-minute opportunities, but not for late planning or going over budget. Please take all expenses into consideration when creating requests.
  - We'll create a specialized request form with guidelines for submission.

- Events/Activations can be as big or small as you'd like. They can include happy hours, meals, panel discussions, collabs, guest speakers (great to include our OCM leadership & partners), activities, branding/marketing opportunities, etc. Be creative! We will strive to partner when appropriate and cross-community collaboration makes sense.

- Unused funds will be returned to the DAO

* Project Rationale Describe the benefit to the OCM community if this proposal is approved.	(4-5 sentences)

OnChain Monkey IRL events have been an integral part of the OnChain Monkey community & ecosystem for over a year. They've led to exponential growth of bonds, relationships, and trust between members, onboarding countless new holders into our community, and strengthening our brand. Many Prop House props, SGC requests, and independent collaborations have stemmed from OCMs meeting in-person. Holders become stickier and often expand their collections, and prospective members get the opportunity to experience the magic of our community and values first-hand. Our active presence at relevant conferences has been recognized throughout the NFT space as an indicator of our robustness. Maintaining and advancing this trend is crucial for the continued success of the OCM brand and community. We believe that there is a significant return of value from investing in IRL events and activations.

* Project Action Items

Specific steps to implement the proposal, fees, costs, resources required.

ADDENDUM

SGC, with input from the community, will create clear guidelines for submission of requests/props incorporating the following considerations.

EVENT PLANNING/MANAGEMENT
- When submitting requests for funding please consider all associated expenses:
    - Merch costs – official or independent special edition
    - Branding costs – roll up banners (~ $160 for a 2x5 ft), step & repeat banners, etc
    - Venue rental costs – common for larger groups
    - Food & beverage – catering or fixed price menus
    - VAT & Gratuity (average = 30% of food & beverage costs)
    - Whether or not the organizer(s) will be volunteering their time or expect to be compensated for event planning and day of hosting
    - Any costs associated with outsourcing graphic design, event specific branding, decorations, contractor compensation, etc.
    - Additional labor costs (bartenders, doorman checking guest list, security, on-site assistance for set up/take down, etc)
    - Will there be any giveaways included? Music/entertainment, games?
    - Joint events with another community or partner can significantly reduce costs but require additional planning and communications as they may have limits on numbers of guests, etc. If

collaborating with other communities – how will these costs be shared? Who will take the lead on different aspects of the event planning and management. How will branding be managed?

- ○ If not at an event venue, are there additional set up or clean up costs?

- When planning an event, please also take the following into consideration:
  - ○ How will this event bring value to OCM and its holders?
  - ○ Does the organizer have the time and experience necessary to execute a well-organized event?
  - ○ Sourcing a venue can be time-consuming, especially on a short time frame.
    - ■ Managing details & contracts with service providers.
  - ○ Does the event type/cost align with the number of guests anticipated?
  - ○ Will the event have a theme (i.e., Welcome to the Jungle, Bring on the Bananas, etc).
  - ○ Will the event have a special purpose or goal? For example: Is it to onboard new members? To strengthen bonds between established OCMs? To bring attention to a special cause (i.e., Doing Good). To volunteer as a group? To educate? To collaborate/bond with other communities?
  - ○ How will the event incorporate the usage of bananas?
  - ○ Setting up Eventbrite to keep track of guest list (RSVP's)
  - ○ Setting up Google calendar reminders for guests (careful to check the box NOT to share everyone's email addresses with all guests).
  - ○ Is the organizer local to the area? Planning from a distance? Does the organizer expect to have their travel expenses covered? Partially covered? Please include this information in your request.
  - ○ Communications with holders/non-holders/special guests:
    - ■ Discord: channel posts, Discord DMs. Twitter: tweets & DMs. Communications are necessary for getting headcount estimates, setting dates/locations, keeping attendees informed of event details/changes, and being available to communicate in the days leading up to and day of the event.
    - ■ Are there costs to create the flyer / creative to promote the event?
  - ○ ○ Social Media coverage:
    - ■ How many tweets from @OCMDAO and retweeted from @OnChainMonkey pre-event?
    - ■ IG and Twitter posts for @OnChainMonkey to help promote event
    - ■ Day of event tweets & discord posts
    - ■ Post-event tweets – sharing pics, videos, etc.
    - ■ Photos: hiring a professional photographer and/or videographer? What are their costs?
    - ■ Creating a video recap (may require outsourcing = additional cost)

- ○ Any follow-up required

Proposal Timelines

Suggested Proposal Start Date (mm/dd/yyyy)	03/20/2023
Suggested Proposal End Date (mm/dd/yyyy)	05/31/2023
Other Proposal milestones or deadlines? (mm/dd/yyyy)	

* Estimated Total Cost of Proposal Implementation

35eth

* Other Important Points

Additional information on Proposal intentions, specifications and background of what proposal is trying to accomplish.

Additional Info

* What assistance are you looking for from OnChainMonkey and Metagood?
(check all that apply)

☑	Funding from DAO	Define the amount of ETH that you are seeking, and how the funds would be used below.
	35eth to fund IRL events and activations through the end of May (end of DAO Season 2)	
☐	Advisory Input from OCM Team	Define the length of term and hours per period.
☐	**Marketing to OCM community prior to and during launch** (e.g. 1 Instagram post, 1 Tweet, Discord promotion, Twitter Spaces to talk about your Project)	
☐	Partnerships	
☐	Allowlist	
☐	Other (please describe) >>>	

Note: Metagood reserves the right to reject proposals that in its judgment require resources and time beyond what Metagood can reasonably provide.

* Is this a new Proposal submission? >>>	☑	Yes, it is an Initial Proposal.

	☐	No, it is a Revision Proposal.

For Revision Proposal submissions only:
What is the link to its Initial Proposal?
Describe why it was not approved initially.
Describe the changes made in this Revision Proposal.

Anything else we should know?

Is all of the information above correct?
(Please verify your information is accurate. If you have any questions, please reach out to the Team at hello@metagood.com or in Discord at #ask-for-help.)

☑	Yes, I have double-checked my information.