

Modern Market x Polkadot - 6 Month Partnership

TLDR: Headline sponsorship of (i) The Snapshot + (ii) Modern Market Show 3x per week for 6 months. Polkadot will receive routine exposure to a growing and prominent web3 audience of thought leaders and sophisticated investors via our written publication, live social audio and video distribution (300-400 live on X and YouTube / 40k combined following on X).

Ask: \$120,000 USDC for 6 months (\$20k per month) with 5% (\$6k) finders fee to Phunky, who has generously committed to donate half (\$3k) to TeddyDAO - a social good NFT project on Polkadot.

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1 - About Modern Market & Testimonials



The Modern Market Show

[The Modern Market Show](#) is a live daily show on the NFT market, the crypto market, and how to make money on the internet.

The Breakdown

- Monday - Friday 7AM ET for 60 minutes.
- Live on X and [YouTube](#); published to Spotify and Apple Podcasts
- 350-450 live listeners each day; more tuning in to recordings

The Hosts

- [@BCheque1](#): Former UK commercial lawyer and teacher; Founder of [The Snapshot Newsletter](#) with 2,900+ subscribers; 11.9k followers
- [@Legendarygainz](#) : Former Management Consultant; Helped raise multiple teams' seed rounds and/or KOL rounds; Advisor to Playember & Mintify; 29.3k followers
- Angel investors for \$250k in some of the most promising crypto/NFT teams.

The Audience

- The audience is a reflection of the professional backgrounds of the hosts: more sophisticated crypto participants who are familiar with coins, NFTs, and DeFi strategies on ETH, SOL, + BTC.
- Notable routine listeners/contributors like NFTStats (111k), NFT market show hosts SteveKBark (49k) and Captain Zwingli (31k), content creators like Wale (101k), Signal (17.7k) and Rahim Mahtab (22k), and huge traders & collectors like Kodama (33k), and Danielson (4k).

Testimonials

["@Legendary_NFT & @BCheque1 finding their own niche within the crowded spaces genre and creating a show that always gives an immense amount of education and accurate information."](#) Waleswoosh

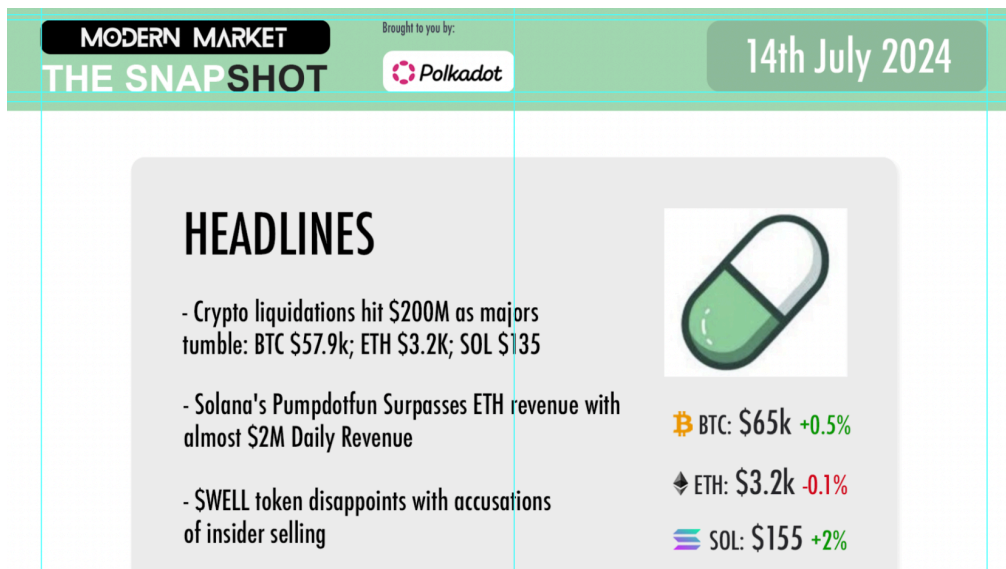
["BCheque has quietly built one of the best daily podcasts and updates in his Modern Market product. His daily newsletter is the perfect combination of bullet points and visuals and he rarely misses a trend. The title "Modern Market" is apt as his work covers social media trends, influencer trends, and mo."](#) NFTStats

["Congrats to @BCheque1 and @Legendary_NFT on a huge Space this morning. Modern Market is how I start my day every single weekday. They bring so much value, run a great stage, and have the discipline and consistency to keep showing up."](#) NFTBark

[You could follow < 10 accounts and get > 80% of the info you need to succeed in this space](#) - Deeze

["Probably one of the most underrated newsletters out there. So much alpha within it's pages"](#)- Zeneca

2 - The Snapshot Partnership



Draft Of The Snapshot x Polkadot Headline Slide

[The Snapshot](#) is a daily “modern market” news update on X: its focus is crypto, NFTs & the creator economy.

The Snapshot is read and enjoyed by prominent web3 thought leaders across media, art and culture and receives 1.5k - 3k views per day on X.

It is the center of discussion for the X daily show, *The Modern Market*, which has between 300 - 400 live audience members each day.

Polkadot will receive prominent brand positioning as headline sponsor of The Snapshot 3x per week (see above draft image) and the Polkadot X account will be tagged in the body of the tweet.

3 - Modern Market Partnership

[The Modern Market Show](#) is a live daily show on the NFT market, the crypto market, and how to make money on the internet.

It has grown to become one of the most prominent web3 daily shows (300-400 live listeners each day).

The vision is to provide Polkadot with prominent exposure on the timeline and on the show.

The Timeline Exposure

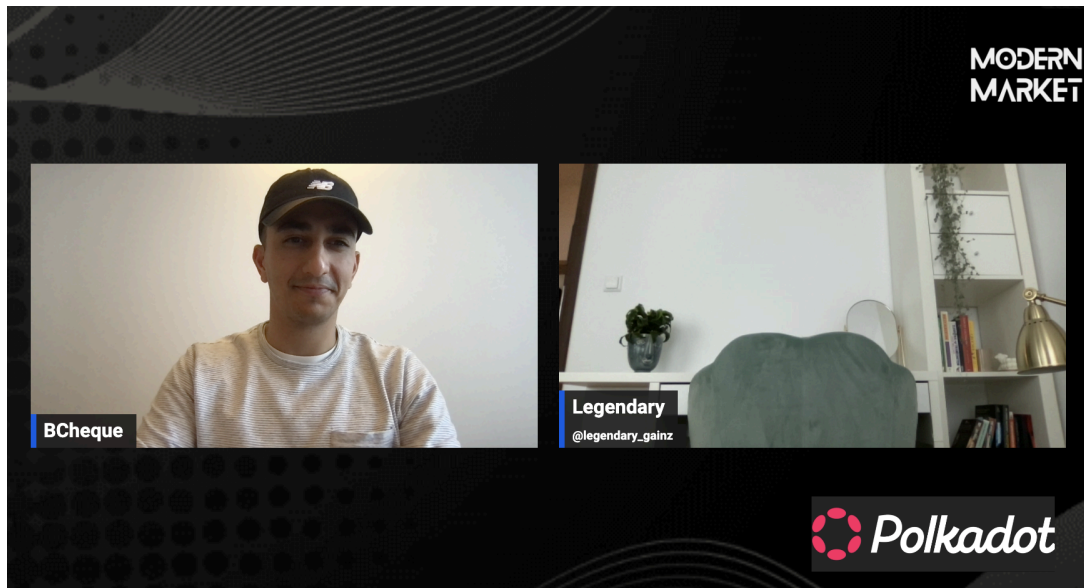
Every week day we produce a [show announcement tweet](#). The main Polkadot X account will be tagged in this tweet 3x per week.

The Live Show Exposure

We will shout out Polkadot at the start and end of the show. We will usually share some core information about Polkadot, but we will also keep ourselves up to date on latest Polkadot developments so we can share those when appropriate.

In addition, the Polkadot main X account can join us up on stage so those on X will see Polkadot's presence as a headline sponsor.

Finally, we will also include the Polkadot logo on screen so that those who are watching the show on X or YouTube will recognise Polkadot as a headline sponsor.



Draft Of Modern Market X Polkadot Partnership: What The Viewers Will See

N.B. For his work bringing this opportunity to our attention and assisting us with this proposal, we will allocate 5% of the funds (\$6k) to Phunky, who has generously committed to donate half (\$3k) to TeddyDAO, a social good NFT project built on Polkadot.

4 - Conclusion

Polkadot will receive:

- i) Title sponsorship of [The Snapshot](#) - one of the most read daily NFT/Crypto market updates on X - 3x per week for 6 months
- ii) Title sponsorship of [The Modern Market Show](#) - with 300-400 daily live viewers and listeners - 3x per week for 6 months
- iii) Polkadot main X account on stage of X space for increased X exposure to live audience
- iv) Polkadot logo will receive prominent placement on screen for duration of sponsored Modern Market show for exposure to X and YouTube viewers (non-exclusive)