

NFT NYC

2022 Sponsorship

June 20-23

Mission

1. **Give The Community A Voice**

Put as many speakers on stage as possible to provide a forum for the NFT community to give voice to most relevant ideas of the moment.

2. **Connection**

Bring people together who are working on like projects

3. **Proselytize**

Educate the global community about the value of NFTs

History of NFT.NYC

February 2019

- 1 Day 1 Stage
- 80 Speakers
- 450 Attendees

February 2020

- 1 Day 1 Stage
- 120 Speakers
- 500 Attendees



#NFTNYC2021

November 2021

- 3 Days 3 Stages
- 600 Speakers
- 5,500 Attendees
- 135 Sponsors



NFT NYC

NFT.NYC June 2022

As of February 10th

- 366 first-round speakers announced. This year we are expecting 1,000 speakers.
- 7 stages at 4 venues booked in Times Square.
- \$1.5 million Times Square billboard space secured.



NFT NYC

Resources

- [NFT.NYC Website](#)
- [NFT.NYC 2022 Sponsor Pricing Guide](#)
- [NFT.NYC 2022 First Round Speakers Announced Article](#)
- [Book Your Room at Our Host Hotel](#)





NFT.NYC 2022

Times Square Billboards

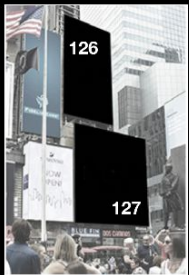
Ten second video clip included in Times Square Billboard buy (see next page for locations).

Inclusion in NFT.NYC Kickoff Roadblock

Your clip will be presented approximately 24 times among other participating NFT.NYC partners in a 1 hour takeover (June 21 - 8:30-9:30am) of 8 of the featured Times Square Billboard properties (on average, each clip with display 3 times per Billboard)

Inclusion in NFT.NYC Week Rotation

Your clip will be presented approximately 720 times across all 9 featured Times Square Billboard properties for 4 days (on average 65 slots per Billboard) on June 20-24



D126
D127



D16



2 Times Square



D221



M159

Billboard Package Includes:

NFT.NYC Kickoff Roadblock:

Your clip will be presented approximately 24 times among other participating NFT.NYC partners in a 1 hour takeover of 8 of the featured Times Square Billboard properties (on average, each clip with display 3 times per Billboard). June 21 - 8:30-9:30am (prior to NFT.NYC content commencing)

NFT.NYC Week Rotation:

Your clip will be presented approximately 720 times across all 9 featured Times Square Billboard properties for 4 days (on average 65 slots per Billboard).



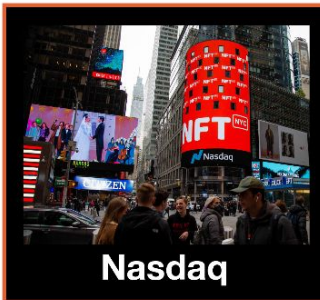
Red Steps



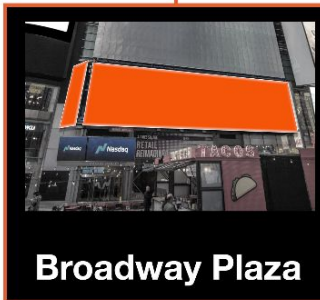
Thomson Reuters



Nasdaq



Broadway Plaza



1 Times Square





NFT.NYC Sponsor Expo

Level 9
Marriott Marquis



NEW YORK MARRIOTT MARQUIS

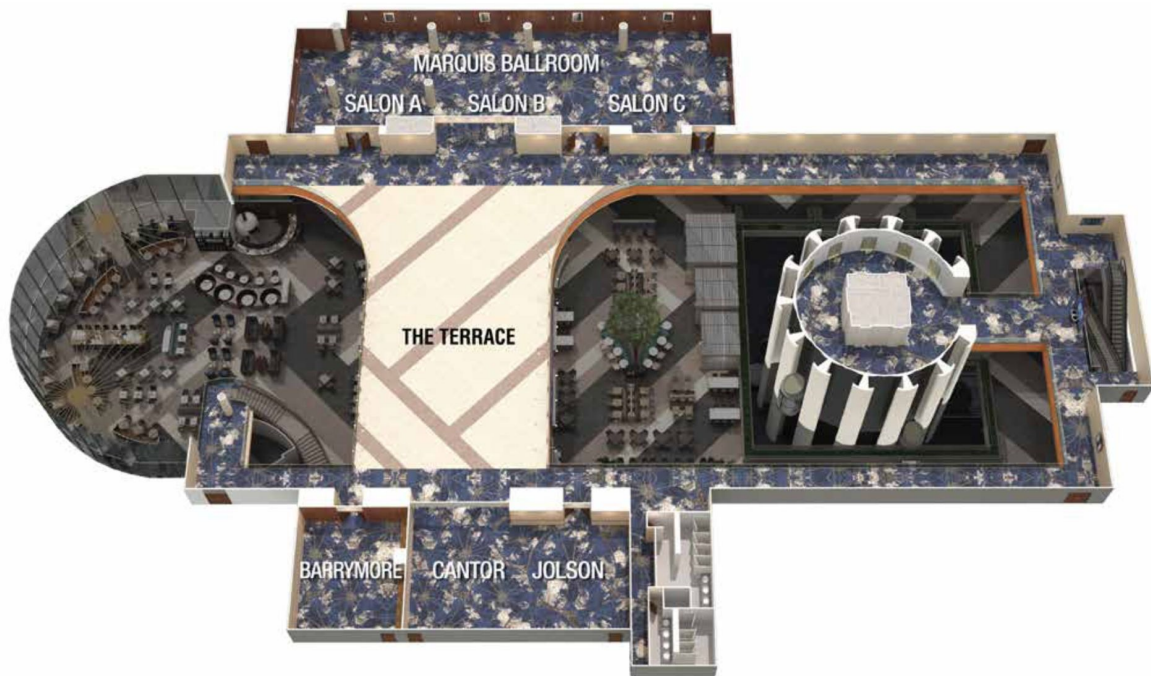
NINTH FLOOR

The Terrace Marriott Marquis

June 20: Registration
On The Terrace - VIP, GA,
and Speaker tickets

June 21: Sponsor Load-In

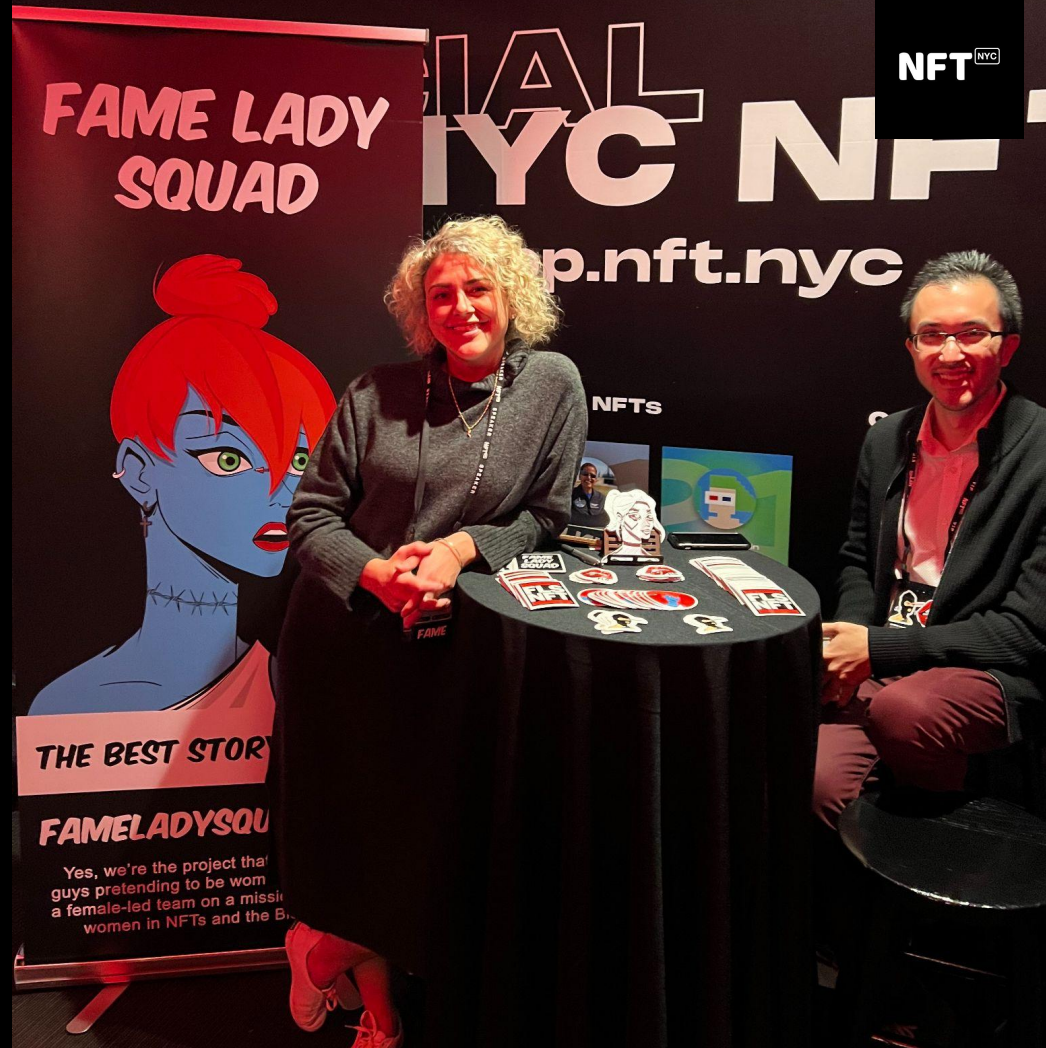
June 22-23: Sponsor Expo
(9:00 am - 5:00 pm)



Sponsor Expo Demo

June 22-23, 2022 | 9:00am - 5:00pm

- Right in the heart of all the action
- Location: Marriott Marquis
- Example: Demo Table - 30" Highboy



Barista Coffee

Daily

- Right in the heart of all the action
- Location: Marriott Marquis
- Branded coffee cart and cups
- Coffee by Bluestone Lane
- Staffed by professional baristas



NFT 

2022 Sponsor Pricing Guide

June 20-23

NFT.NYC JUNE 2022 Sponsor Price Guide

***Late pricing in effect as of 1:00 pm ET April 27th*

TITLE SPONSOR - Sold Out

Speaking	Exhibition	Times Square Billboards	Marketing
<ul style="list-style-type: none"> • Fifteen minute talk on Opening morning • Moderator on twenty-four minute panel with approved participants 	<ul style="list-style-type: none"> • Premium installation location • 20 x 10 foot exhibition space 	<ul style="list-style-type: none"> • Fifteen second video clip included in Times Square Billboard buy • Inclusion in one hour road block kick-off • Inclusion in SOV rotation June 20 - 23 	<ul style="list-style-type: none"> • Opt-in VIP list • Opt-in General Admission list • Opt-in Media list
Event Branding	Event Branding	Dedicated Support and Meeting Space	Tickets
<ul style="list-style-type: none"> • Branding the fold on NFT.NYC website • Branding on tickets • Branding on elevator doors • Branding on elevator floor • Branded Badge Holders and Lanyard • NFT Swag bag inclusion • Branded Wifi 	<ul style="list-style-type: none"> • Branding on print and AV materials • Branding on printed banners at Official Satellite events • Digital Program Sponsor • Entry and Lobby Branding • Thirty second video placement in AV loop 	<ul style="list-style-type: none"> • Dedicated meeting space • Dedicated NFT.NYC Partner Success Manager 	<ul style="list-style-type: none"> • Four VIP tickets • Sixteen General Admission tickets • Ten Exhibition staff passes

LATE PLATINUM SPONSOR: Stage - \$125k | Sold Out

Speaking	Exhibition	Marketing
<ul style="list-style-type: none"> Ten minute talk Talk added to NFT.NYC YouTube channel (post event) 	<ul style="list-style-type: none"> 10' x 8' exhibition space 	<ul style="list-style-type: none"> Opt-in VIP list Opt-in General Admission list Opt-in Media list
Event Branding	Event Branding	Tickets
<ul style="list-style-type: none"> Stage Branding (One Day) NFT Swag bag inclusion 	<ul style="list-style-type: none"> Branding on AV materials Fifteen second video placement in AV loop (one day) 	<ul style="list-style-type: none"> Two VIP tickets Ten General Admission tickets Six Exhibition staff passes

LATE PLATINUM SPONSOR: VIP Lunch and Lounge - \$125k | One Remaining

Speaking	Exhibition	Marketing
<ul style="list-style-type: none"> Ten minute talk Talk added to NFT.NYC YouTube channel (post event) 	<ul style="list-style-type: none"> 10' x 8' exhibition space 	<ul style="list-style-type: none"> Opt-in VIP list Opt-in General Admission list Opt-in Media list
Event Branding	Event Branding	Tickets
<ul style="list-style-type: none"> Branded VIP Lunch and Lounge (One Day) NFT Swag bag inclusion 	<ul style="list-style-type: none"> Branding on AV materials Fifteen second video placement in AV loop (one day) 	<ul style="list-style-type: none"> Two VIP tickets Ten General Admission tickets Six Exhibition staff passes

LATE PLATINUM SPONSOR: Breakout Session - \$125k | Sold Out

Speaking	Exhibition	Marketing
<ul style="list-style-type: none"> • Sixty minute breakout session in a room with up to 100 seats • Moderate panel with approved speakers 	<ul style="list-style-type: none"> • 10' x 8' exhibition space 	<ul style="list-style-type: none"> • Opt-in VIP list • Opt-in General Admission list • Opt-in Media list
Event Branding	Event Branding	Tickets
<ul style="list-style-type: none"> • NFT Swag bag inclusion 	<ul style="list-style-type: none"> • Branding on AV materials • Fifteen second video placement in AV loop (one day) 	<ul style="list-style-type: none"> • Two VIP tickets • Ten General Admission tickets • Six Exhibition staff passes

LATE GOLD SPONSOR: Club NFT.NYC Networking Lounge - \$85k | Sold Out

Speaking	Exhibition	Marketing
<ul style="list-style-type: none"> • Five minute talk • Talk added to NFT.NYC YouTube channel (post event) 	<ul style="list-style-type: none"> • Exhibition space in Club NFT.NYC Networking Lounge (One Day) 	<ul style="list-style-type: none"> • Opt-in VIP list • Opt-in General Admission list • Opt-in Media list
Event Branding	Event Branding	Tickets
<ul style="list-style-type: none"> • Branded Club NFT.NYC Networking Lounge (One Day) • NFT Swag bag inclusion 	<ul style="list-style-type: none"> • Branding on AV materials • Fifteen second video placement in AV loop (one day) 	<ul style="list-style-type: none"> • Two VIP tickets • Six General Admission tickets • Four Exhibition staff passes



LATE GOLD SPONSOR: VIP and Speaker Dinner - \$85k | Sold Out

Speaking	Exhibition	Marketing
<ul style="list-style-type: none"> Ten minute keynote to kickoff the event during the VIP and Speaker dinner Talk added to NFT.NYC YouTube channel (post event) 	<ul style="list-style-type: none"> Demo Table - 30" highboy 	<ul style="list-style-type: none"> Opt-in VIP list Opt-in General Admission list Opt-in Media list
Event Branding	Event Branding	Tickets
<ul style="list-style-type: none"> Branded VIP and Speaker Dinner NFT Swag bag inclusion 	<ul style="list-style-type: none"> Branding on AV materials Fifteen second video placement in AV loop (one day) 	<ul style="list-style-type: none"> Two VIP tickets Six General Admission tickets Four Exhibition staff passes

LATE GOLD SPONSOR: NFT Awards - \$85k | Sold Out

Speaking	Exhibition	Marketing
<ul style="list-style-type: none"> Five minute talk - NFT Awards Five minute talk during programmed content Talk added to NFT.NYC YouTube channel (post event) 	<ul style="list-style-type: none"> Demo Table - 30" highboy 	<ul style="list-style-type: none"> Opt-in VIP list Opt-in General Admission list Opt-in Media list
Event Branding	Event Branding	Tickets
<ul style="list-style-type: none"> Branded NFT Awards Branding on NFT.NYC NFT Awards web page NFT Swag bag inclusion 	<ul style="list-style-type: none"> Branding on AV materials Fifteen second video placement in AV loop (one day) 	<ul style="list-style-type: none"> Two VIP tickets Six General Admission tickets Four Exhibition staff passes

LATE GOLD SPONSOR: Happy Hour - June 22 - \$85k | Sold Out

Speaking	Exhibition	Marketing
<ul style="list-style-type: none"> • Five minute talk during programmed content • Talk added to NFT.NYC YouTube channel (post event) 	<ul style="list-style-type: none"> • Demo Table During Happy Hour 	<ul style="list-style-type: none"> • Opt-in VIP list • Opt-in General Admission list • Opt-in Media list
Event Branding	Event Branding	Tickets
<ul style="list-style-type: none"> • Branded Happy Hour • NFT Swag bag inclusion 	<ul style="list-style-type: none"> • Branding on AV materials • Fifteen second video placement in AV loop (one day) 	<ul style="list-style-type: none"> • Two VIP tickets • Six General Admission tickets • Four Exhibition staff passes

LATE GOLD SPONSOR: Closing Pool Party - \$85k | Two Remaining

Exhibition	Tickets	Marketing
<ul style="list-style-type: none"> • Demo Table During Closing Pool Party 	<ul style="list-style-type: none"> • Two VIP tickets • Six General Admission tickets • Four Exhibition staff passes 	<ul style="list-style-type: none"> • Opt-in VIP list • Opt-in General Admission list • Opt-in Media list
Event Branding	Event Branding	
<ul style="list-style-type: none"> • Branded Happy Hour • NFT Swag bag inclusion 	<ul style="list-style-type: none"> • Branding on AV materials • Fifteen second video placement in AV loop (one day) 	



LATE LIVE SCREEN PRINTING - \$50k | Sold Out

Speaking	Exhibition	Marketing
<ul style="list-style-type: none"> • Five minute talk during programmed content • Talk added to NFT.NYC YouTube channel (post event) 	<ul style="list-style-type: none"> • Demo Table - 30" Highboy 	<ul style="list-style-type: none"> • Opt-in VIP list • Opt-in General Admission list • Opt-in Media list
Event Branding	Event Branding	Tickets
<ul style="list-style-type: none"> • Live Screen Printing Installation (Staffed) • 4 T-Shirt Designs (single color) provided by Sponsor • 1,500 T-Shirts 	<ul style="list-style-type: none"> • Branding on AV materials • Fifteen second video placement in AV loop (one day) • NFT Swag bag inclusion 	<ul style="list-style-type: none"> • Two VIP tickets • Four General Admission tickets • Two Exhibition staff passes

LATE DAY BAR SPONSOR - \$40k | Two Remaining

Tickets	Exhibition	Marketing
<ul style="list-style-type: none"> • One VIP ticket • Four General Admission tickets • Two Exhibition staff passes 	<ul style="list-style-type: none"> • Demo Table - 30' highboy 	<ul style="list-style-type: none"> • Opt-in VIP list • Opt-in General Admission list • Opt-in Media list
Event Branding	Event Branding	
<ul style="list-style-type: none"> • Branded Day Bar (One Day) • NFT Swag bag inclusion 	<ul style="list-style-type: none"> • Branding on AV materials • 15 second video placement in AV loop (one day) 	



LATE BARISTA COFFEE - \$25k | Sold Out

Speaking	Exhibition	Marketing
<ul style="list-style-type: none"> • Five minute talk during programmed content • Talk added to NFT.NYC YouTube channel (post event) 	<ul style="list-style-type: none"> • Demo Table - 30" Highboy 	<ul style="list-style-type: none"> • Opt-in VIP list • Opt-in General Admission list • Opt-in Media list
Event Branding	Event Branding	Tickets
<ul style="list-style-type: none"> • Branded Barista Coffee Cart (One Day) • NFT Swag bag inclusion 	<ul style="list-style-type: none"> • Branding on AV materials • Fifteen second video placement in AV loop (one day) 	<ul style="list-style-type: none"> • One VIP tickets • Two General Admission tickets • Two Exhibition staff passes

LATE FOOD CART - \$25k | Two Remaining

Tickets	Exhibition	Marketing
<ul style="list-style-type: none"> • One VIP tickets • Two General Admission tickets • Two Exhibition staff passes 	<ul style="list-style-type: none"> • Demo Table - 30" Highboy 	<ul style="list-style-type: none"> • Opt-in VIP list • Opt-in General Admission list • Opt-in Media list
Event Branding	Event Branding	
<ul style="list-style-type: none"> • Branded Snack Bar (One Day) • NFT Swag bag inclusion 	<ul style="list-style-type: none"> • Branding on AV materials • Fifteen second video placement in AV loop (one day) 	



LATE SILVER - \$15k | Sold Out

Join waitlist for the Late Silver Package, [click here](#).

Speaking	Exhibition
<ul style="list-style-type: none"> • Five minute talk during programmed content • Talk added to NFT.NYC YouTube channel (post event) 	<ul style="list-style-type: none"> • Demo Table - 30" Highboy
Event Branding	Tickets
<ul style="list-style-type: none"> • NFT Swag Bag inclusion • Logo on AV materials 	<ul style="list-style-type: none"> • One VIP ticket • One General Admission ticket • Two Exhibition staff passes

LATE BRONZE - \$7.5k | Available

Join waitlist for the Late Bronze Package, [click here](#).

Exhibition	Event Branding	Tickets
<ul style="list-style-type: none"> • Demo Table - 30" Highboy 	<ul style="list-style-type: none"> • Logo on AV materials 	<ul style="list-style-type: none"> • Two General Admission tickets • Two Exhibition staff passes



Itemized Pricing

Branded Hand Sanitizer Stations 3 Units per Sponsorship (2 available)	\$15,000
Branded Charging Stations with Looping Video 3 Units included	\$30,000
NFT.NYC Featured Satellite Event Upgrade <i>If you're ready to boost your satellite event, click here.</i> <ul style="list-style-type: none">• Licensed co-branding as NFT.NYC Featured Satellite Event• Featured listings on the NFT.NYC website• Inclusion on the NFT.NYC Satellite Event reel on Times Square Billboards• Inclusion in Satellite Event updates to the community	\$5,000
Physical NFT.NYC co-branded swag license	\$5,000

Have a Question? Email team@nft.nyc

