

Sponsorship Deck



○ **ETH**
Rio
2022



A convergence of creators, builders & thinkers

The Museum of Tomorrow
Rio de Janeiro, Brazil

12th - 19th March 2022

www.ETHRio.org

“THE MARVELOUS CITY”

Rio de Janeiro is a top destination

In addition to hosting international events such as the 2014 World Cup and 2016 Olympics; the city is simply the most naturally beautiful, welcoming and fun city in the world.

Themes



The Future of Web 3



Brazilian Ecosystem



Scaling Ethereum



ESG



Latam Ecosystem



NFT Innovation



Art and Artists



The Metaverse



DAOs & Governance

Event Schedule - March 2022

ETHRio

	Saturday 12th	Sunday 13th	Monday 14th	Tuesday 15th	Wednesday 16th	Thursday 17th
All day	<div> <div><-</div> <div>Art Exhibition</div> <div>-></div> </div>					
AM	Bootcamp Day 1	Bootcamp Day 2	Bootcamp Day 3	Conf. Day 1 Regis- tration & Networking Event	Conference Day 1	Conference Day 2
PM			Bootcamp Ceremony			Launchpad
Evenin g			Sponsors & Speaker VIP Dinner	Happy Hour Day 1	Happy Hour Day 2	Launchpad Dinner
	2022					



The Venue

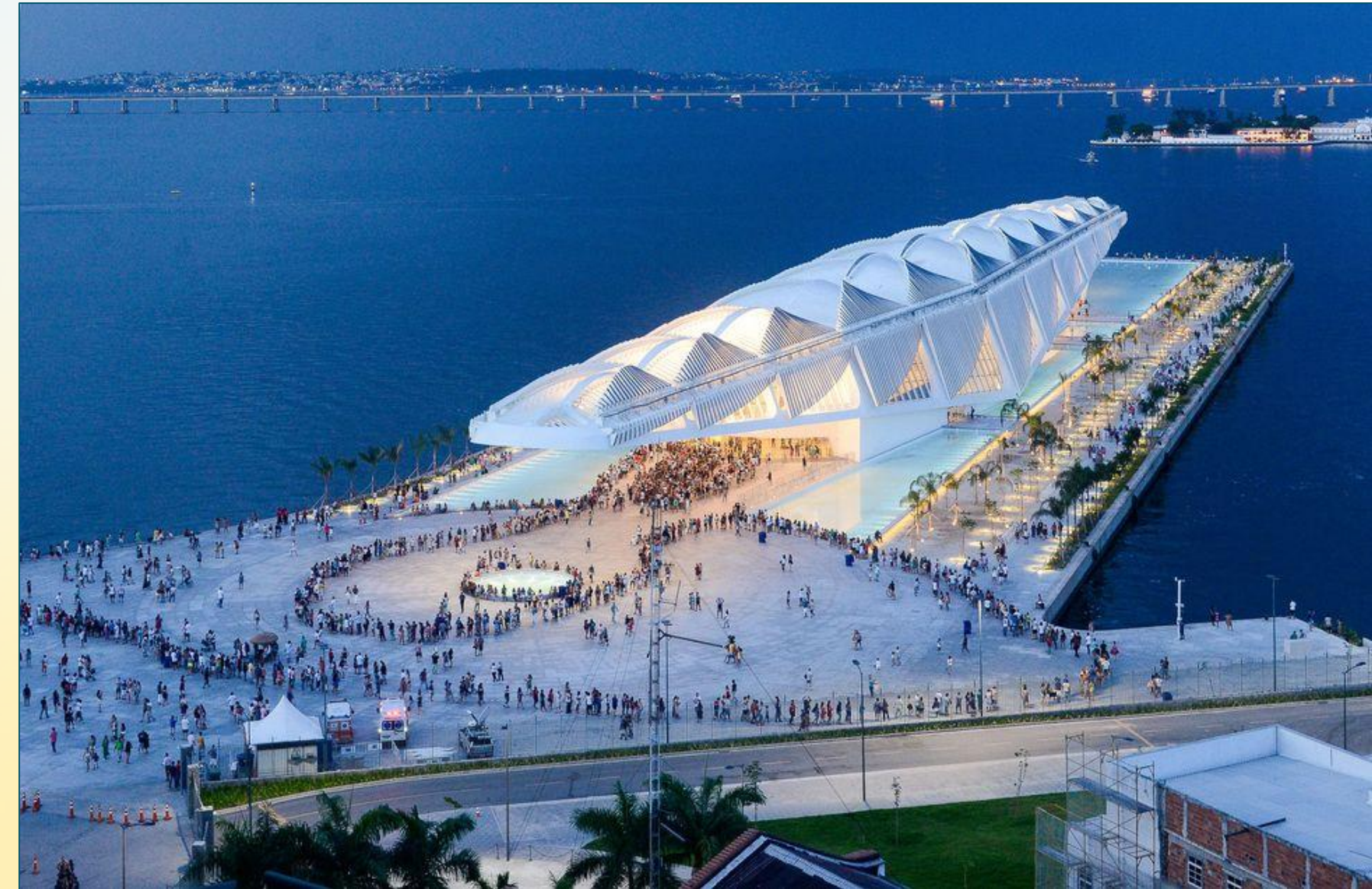
The Museum of Tomorrow

The museum is an avant-garde building located in the city center of Rio, historically an entry point to the South American continent.

It was designed to be a place of ideas and exploration to the times in which we live, and the different paths that open to the future.

It is a spacious, secure, and hi-tech location for over 800 attendees.

[website](#)



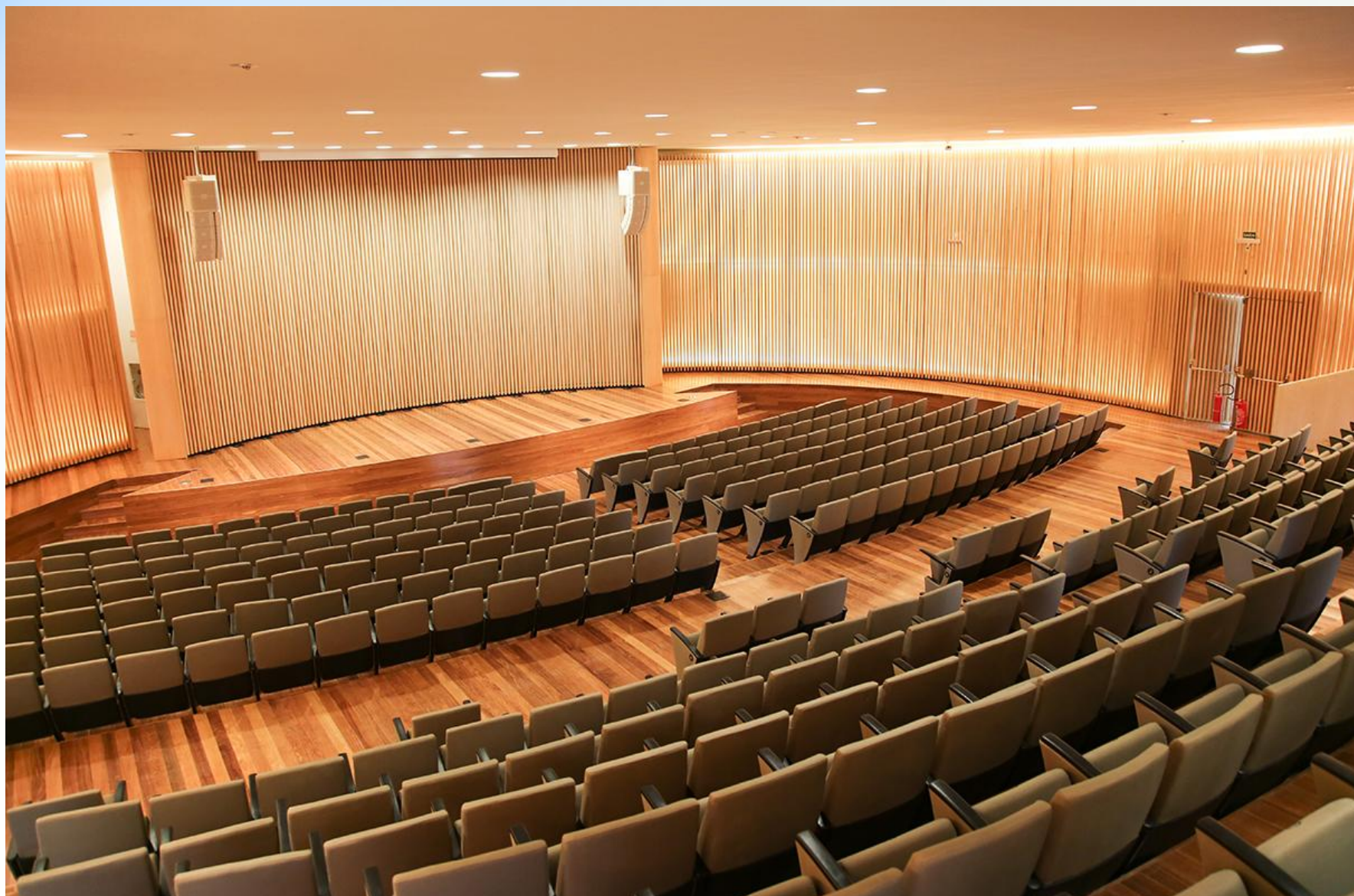
Conference

Speakers and Panels

14-16 March - ETHRio is the first Ethereum and blockchain independent-run conference for creators, builders, and thinkers in Rio de Janeiro.

Our objective is to become a platform for thought leaders in blockchain and ethereum innovation to speak and participate on panels divided into two days.

Language: **English**



Workshops

Product Education

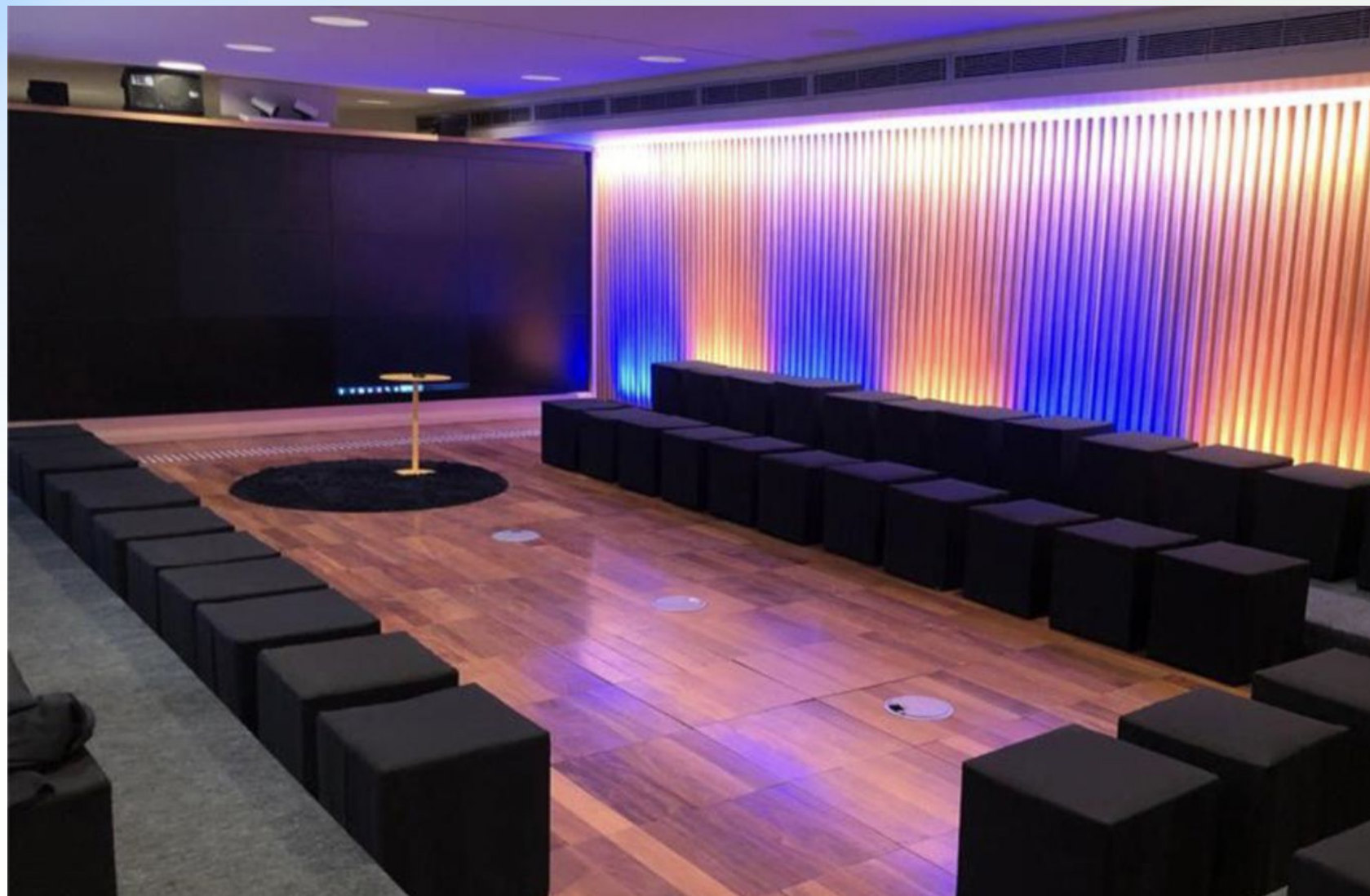
15, 16, 17 March - Workshops will be held in a room for up to 50 people located near the main auditorium in the museum, and will run during the main event.

Workshops offer an opportunity for sponsors to showcase or educate users on their platform, new features or encourage discussion from their community.

Language: **English & Portuguese**



Launchpad



Innovators meet Investors

16 March - A ticket-only event for a highly-curated batch of regional projects to pitch their ideas to investors. Afterwards, there will be a VIP dinner for all participants.

The aim is to provide access for builders to relevant investors and VCs (and vice-versa), ensuring a financially healthy ecosystem to encourage innovation

Startups can participate for free if they pass the selection process. Investors need to buy a seat - see p15 of pricing.

Language: **English**

Art Exhibition

3 Month Public Exhibition

March-June - In partnership with the Museum of Tomorrow, ETHRio will bring the first NFT art exhibition to a public institution in Brazil.

Please contact us for more details on getting involved.



BootCamp



From Web2 to Web3

12-14 March- Local devs will learn Web3 basics, apply their skills to blockchain technology, and meet like-minded people.

The course will be offered for 50 students over three days at the Museum. Approximately 50% of students will be selected from disadvantaged and poorly represented groups.

The course will be in Portuguese and the first of many across LATAM.

Language: **Portuguese**

Open Day

Blockchain 101 for locals

17 March - The open day involves talks, panels and workshops on blockchain at an introductory level.

The objective of the open day is to welcome students and the general public to this world by demystifying blockchain, wallets, NFTs, etc. We will also discuss the basics of online security, how to identify ponzi schemes, scams etc.

Language: **Portuguese**



Why Sponsor ETHRio?

Eth Rio is a regional event with a global outlook. We are building both a creative hub for regional projects with big ambitions, and a gateway for brands to connect with LATAM blockchain communities.

1. Align your **brand** as a founding sponsor of LATAM's largest event.
2. Speak directly to regional users and builders: a starting point to understand this new & unique **market**.
3. Build or extend your **community** into Brazil & LATAM.

MAIN EVENT SPONSORSHIP PACKAGES

DATE: 14-16 MARCH 2022

	Bronze	Silver	Gold	Diamond
LOGO ON WEBSITE & STAGE BANNERS	Small	Medium	Large	XL
MAIN EVENT TICKETS	2	4	6	10
SOCIAL MEDIA & COMMS OUTREACH	✓	✓	✓	✓
2 ITEMS IN SWAG BAG	✓	✓	✓	✓
PANEL / WORKSHOP / SPEAKER	P	P / W	P + W/ T	P +W+T
SPEAKER & SPONSORS PRIVATE DINNER INVITE	2	3	4	6
SHORT EDITED SOCIAL MEDIA VIDEO OF PANEL/SPEAKER PARTICIPATION	-	-	✓	✓
LATAM PR PARTNER PACK - ROUNDTABLE WITH SELECT JOURNALISTS	-	-	10 min	20 min
LOGO ON EVENT BADGE	-	-	-	✓
MARKETING STAND / BOOTH	-	-	Standard	Custom
DISCOUNTED PRICES - <u>ONLY UNTIL 15 JANUARY 2022</u>	\$12K	\$20K	\$40K	\$65K

SPONSORSHIP EXTRAS

BOOTCAMP SPONSORSHIP* - 3 AVAILABLE

BRANDING ON ALL EVENT MATERIAL + COMMS PACKAGE +10 MIN SPEAKING SLOT	\$35,000
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*SOLD AS UPGRADE TO SPONSORSHIP PACKAGES

LAUNCHPAD SEAT (SEPARATE)

1 TICKET FOR PITCHING EVENT W/ HANDPICKED LATAM STARTUPS + 2 EXCLUSIVE DINNER TICKETS + 4 TICKETS FOR MAIN EVENT	\$10,000
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OPEN DAY SPONSORSHIP PACKAGES

DATE: 17 MARCH 2022



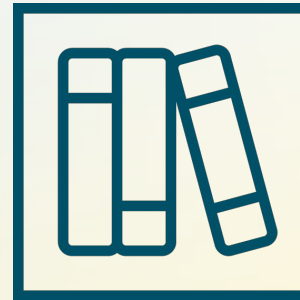
	Bronze	Silver	Gold	Diamond
LOGO ON WEBSITE & STAGE BANNERS	Small	Medium	Large	XL
OPEN DAY TICKETS	4	7	10	15
MAIN EVENT TICKETS	-	2	4	6
SOCIAL MEDIA & COMMS OUTREACH	✓	✓	✓	✓
2 ITEMS IN SWAG BAG	✓	✓	✓	✓
PANEL / WORKSHOP / SPEAKER	P	P / W	P + W/ T	P +W+T
OPEN DAY SPEAKER & SPONSORS PRIVATE DINNER INVITE	2	3	4	6
LATAM PR PARTNER PACK - ROUNDTABLE WITH SELECT JOURNALISTS	-	-	-	15 min
LOGO ON EVENT BADGE	-	-	-	✓
MARKETING BOOTH	-	-	✓	✓
DISCOUNTED PRICES - <u>ONLY UNTIL 15 JANUARY 2022</u>	\$5K	\$8K	\$15K	\$30K

Beyond Eth Rio 2022

ETHRio is the kickstart of making Rio de Janeiro a LATAM blockchain hub.



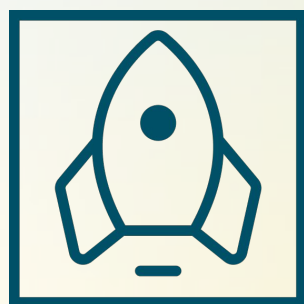
LATAM Bootcamp



Learning Platform



Partner Events



Startup Launchpad



LATAM ecosystem



Eth Rio 2023



**A convergence of creators, builders
and thinkers in the most beautiful city
in the world.**

Sponsorship details
ester@ethrio.org

Thank you.