

The logo for ETH Berlin, featuring a stylized yellow and white building icon to the left of the text. The text "ETH Berlin" is in a bold, black, sans-serif font, and "ETH ZONE!" is in a smaller, black, sans-serif font below it. The logo is centered within a yellow circle that is part of a larger yellow ring.

ETH Berlin
ETH ZONE!

Sponsorship Deck 2019

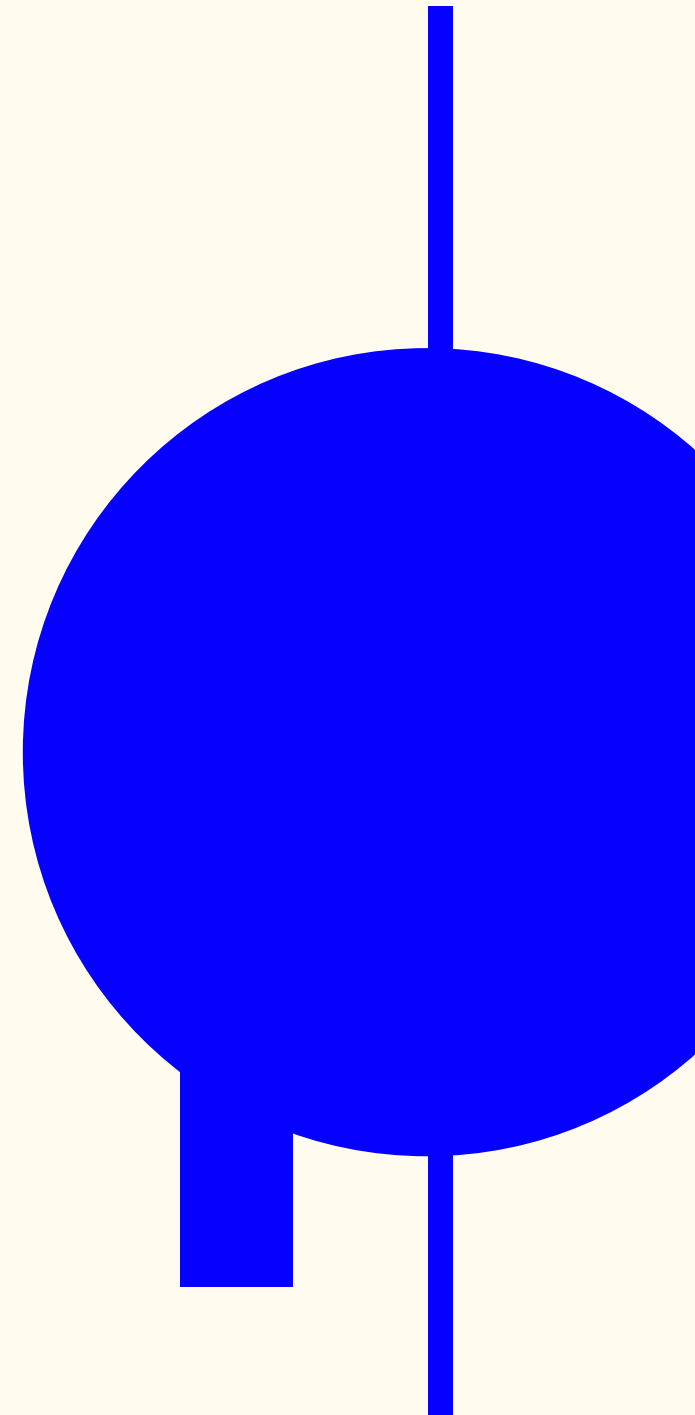
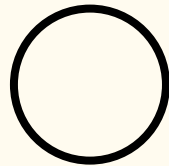
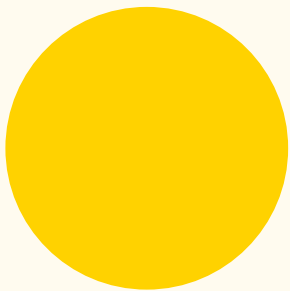
A Department of Decentralization Hacker Extravaganza

1. About

ETHBerlinZwei is a hackathon, a cultural festival, an educational event, a platform for hacktivism, and a community initiative to push the decentralized ecosystem forward.

ETHBerlin 2018 was a fertile ground where several relevant projects were born - though only one of them was actually a winner: [xDai](#), [Görli Testnet](#), the [MetaCartel](#).

Zwei pushes further towards creating an even more fertile ground for new talent to surface.



2. So... what to expect from ETHBerlinZwei:

- Anything and everything - see our [2019 manifesto](#).
- Collaboration: we are in joint work with dAppcon Berlin, giving access to all hackers to the conference.
- New jobs for hackers.
- Exciting and ambitious projects, both for the sponsors and for the ecosystem.
- Sustainability: the DoD pledges to follow up with all projects stemming from the 2018 and 2019 and help them evolve.
- Cultural, educational and inclusive experiences for all, running in parallel with the hackathon.
- Commitment: we have created an ecosystem improvement tier - all donations to that go straight into the open track bounty. All tiers contribute additionally to this bounty.
- Freedom for sponsors: we give minimum requirements, you are free to design your prizes / bounties (Tiers 1 and 2), and experiences (Tier 1).

3. More about the sponsors/job fair:

We appreciate all feedback and prioritize it. After 2018, we noticed that the sponsors were exhausted from taking shifts, assigning people to the table, and wanted to enjoy, hack, or mentor.

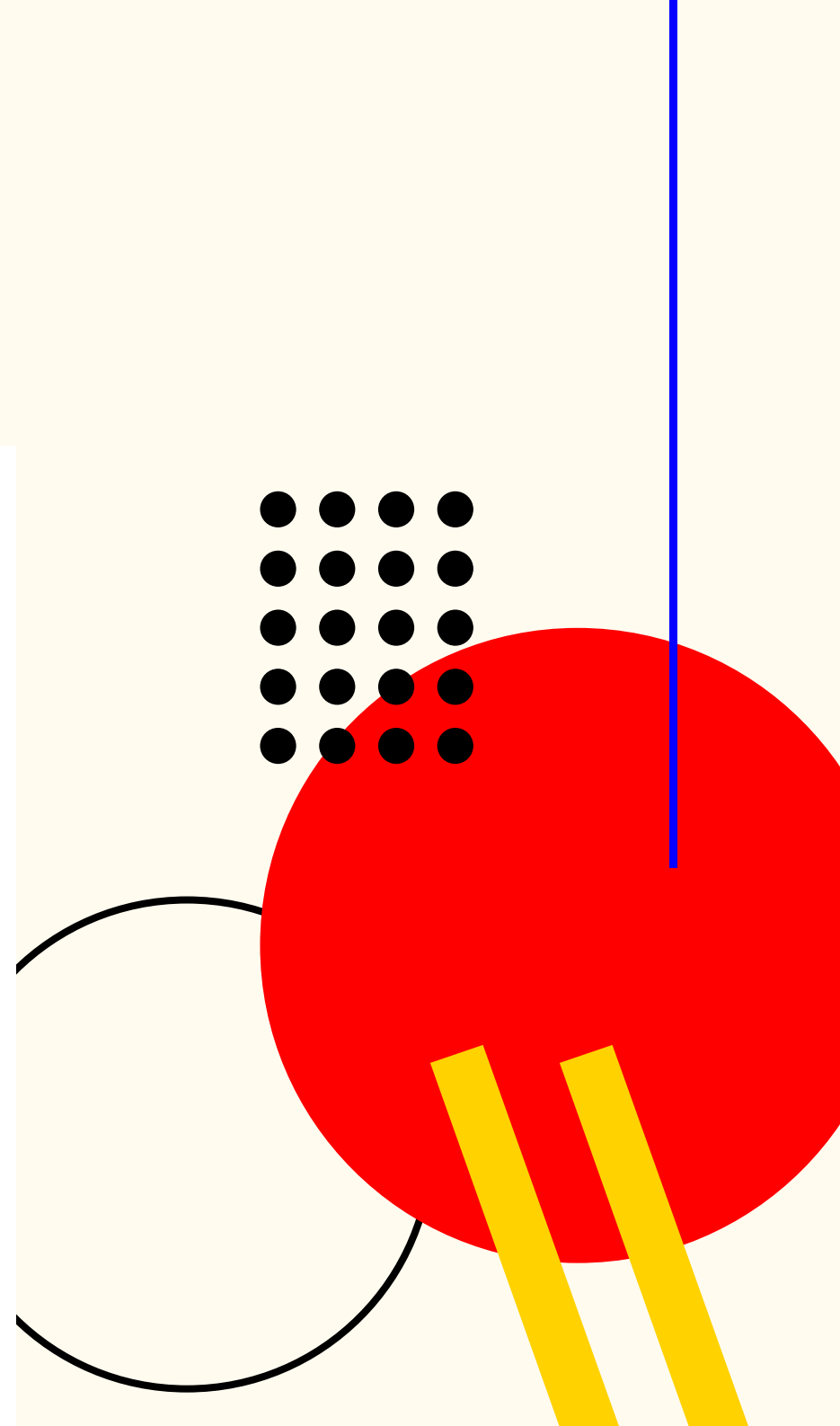
So we designed the experience accordingly. We will hold a 2-part big sponsorship fair:

Part I:

Friday after sign-up, before the hackathon starts


Part II:

Sunday at judging time/lunch including job fair and drinks



4. What do you do with all that free time?

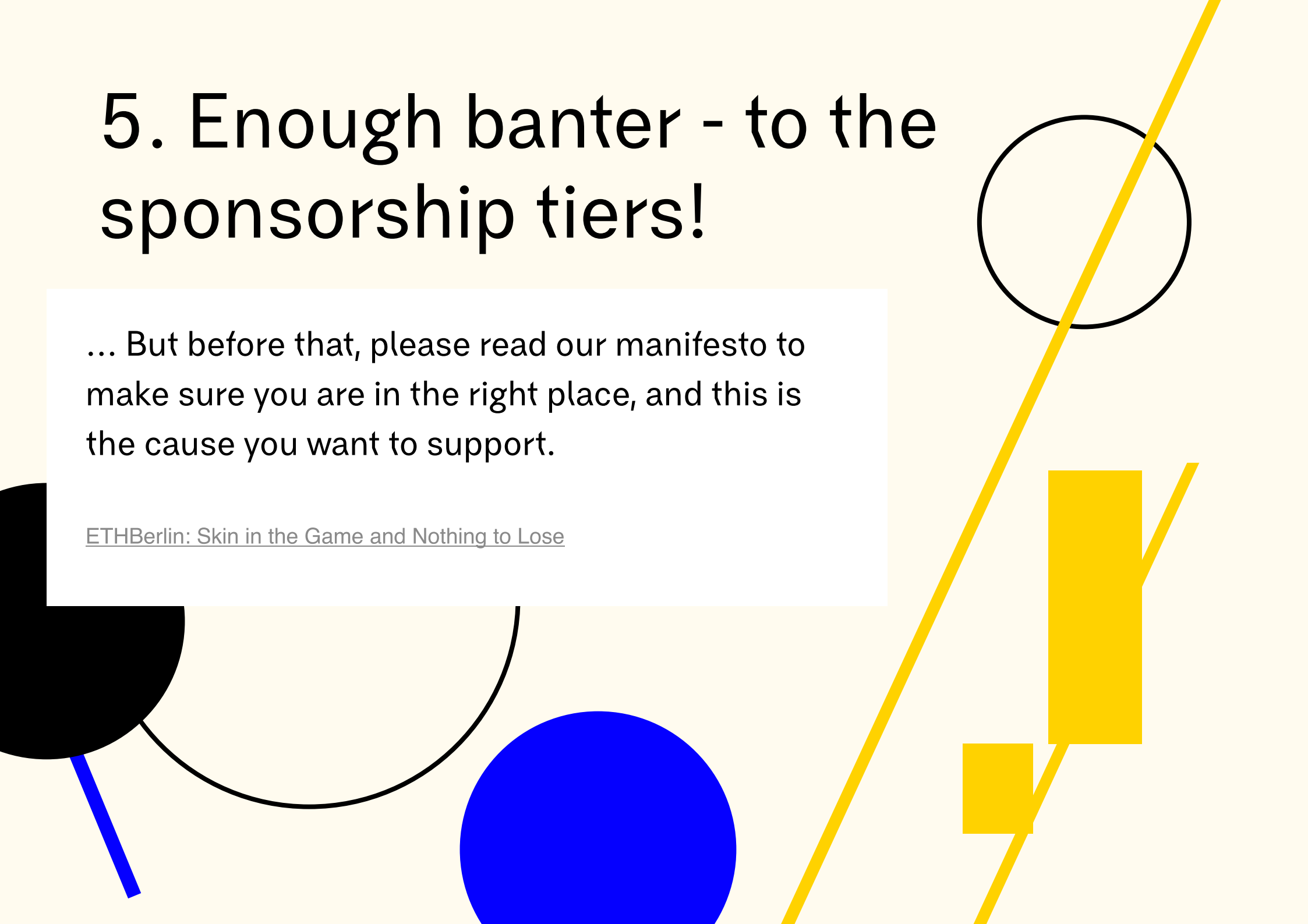
HACK.
EXPLORE.
CREATE.

The background features a collection of abstract geometric elements: a large blue circle on the left, a red square in the top right corner, a yellow diagonal bar, a red diagonal line, a blue wavy line, and several smaller circles in blue, yellow, and red. A large blue circle is also present, partially overlapping the text.

5. Enough banter - to the sponsorship tiers!

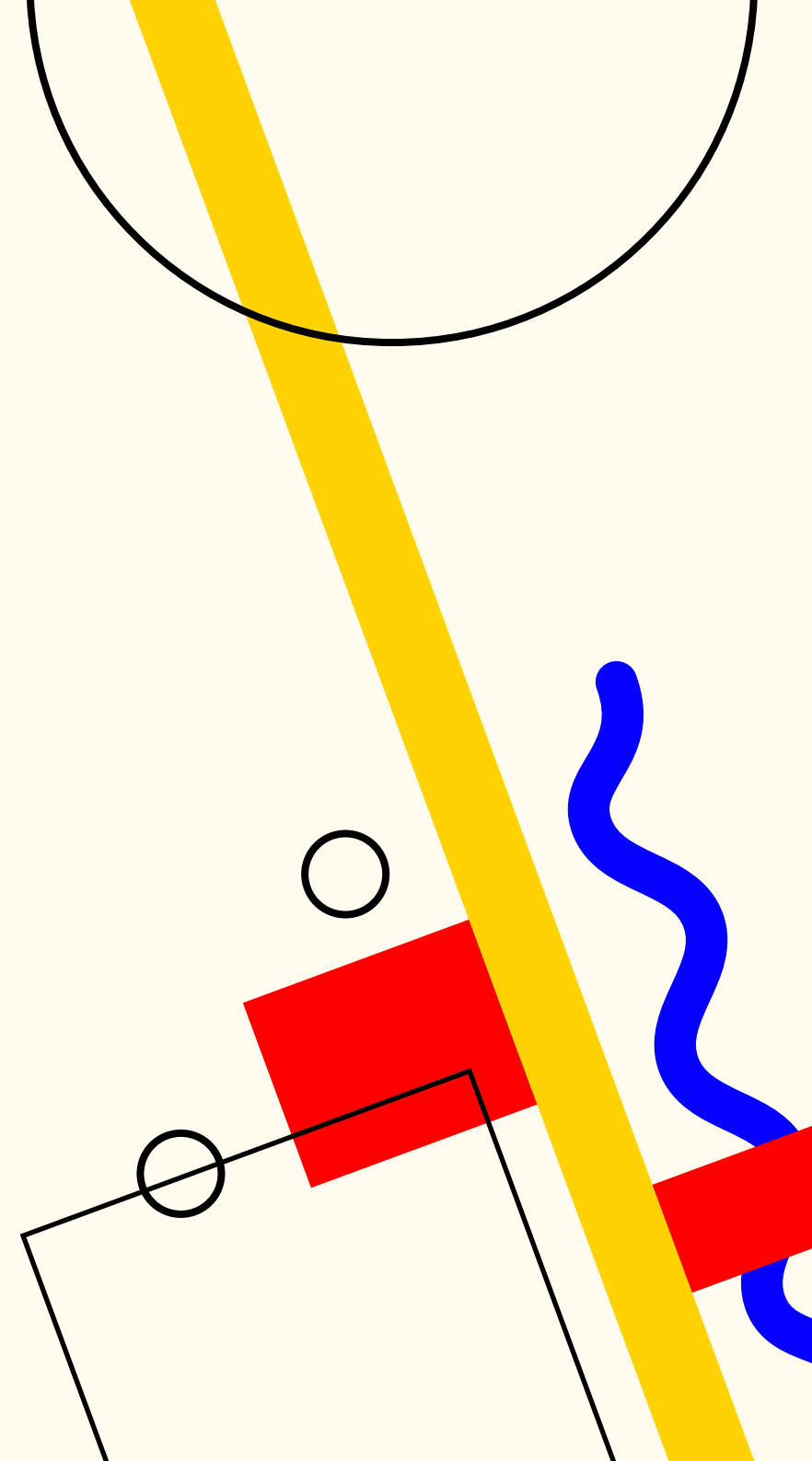
... But before that, please read our manifesto to make sure you are in the right place, and this is the cause you want to support.

[ETHBerlin: Skin in the Game and Nothing to Lose](#)



6. Applies to all sponsorship tiers

- Prices include VAT.
- If you decide to sponsor dAppcon as well, let us know, we'll issue a 5-10% discount - [DappCon Media Kit](#)
- Sponsorship tickets are meant for representative purposes (e.g. table shifts, BD, community, etc.).
- All sponsors have access to the Sponsors Working Area & the Sponsors Dinner.
- We encourage all sponsors to bring their developers as hackers or mentors.
- Additional team members can become judges (subject to qualification) or volunteers.
- We heard you loud and clear: You want an option to pay in DAI. We'll get to that in the formalities.



7. Tier 1: Hasselhoff (5 slots)

TOTAL COST (including VAT): 35.000€

(Prizes are covered by sponsors / maximum total prize allowance: 10.000 €)

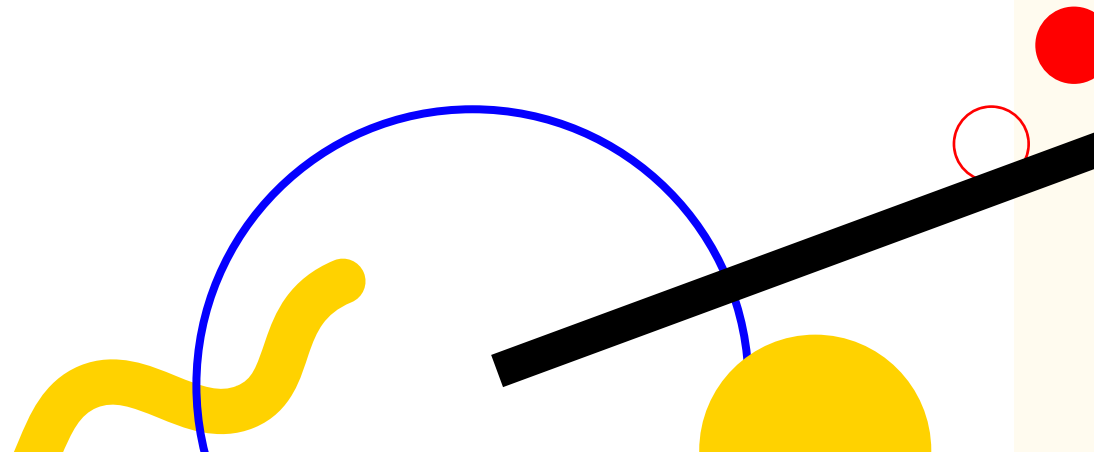
- Logo on all digital & swag promo material.
- Pre-event blog post & post-event communication.
- Largest table & space in the sponsors & jobs fair (max 3 x 3 mts - furniture provided by ETHBerlin).
- Logos on-premises on roll-ups and posters, sponsors photo wall.
- Social media coverage during the hackathon.
- Info session at the Opening Ceremony (Friday): Explain your main prize/track & your tech.
- Workshop at the ETHBerlin premises (40 minutes) / optional.
- Winner presentation (Sunday): 5 min at the closing ceremony.
- Customizable experience - shoot your idea, we can make it happen!
- 10 sponsors tickets for ETHBerlin.
- 5 dAppcon tickets.
- Contribution to open track bounty: 10% (included in total cost).

8. Tier 2: Schumacher (5 slots)

EARLY BIRD TOTAL COST (including VAT, until May 31st): 20.000€

(Prizes are covered by sponsors / maximum total bounty allowance: 2.000 €)

- Logo on all digital & swag promo material.
- Pre-event blog post & post-event communication.
- Table & space in the sponsors & jobs fair (max 2 x 2 mts - furniture provided by ETHBerlin).
- Logos on-premises on roll-ups and posters, sponsors photo wall.
- Social media coverage during the hackathon.
- Info session at the Opening Ceremony (Friday): Explain your main prize/track & your tech.
- Present your bounties at the ceremony.
- Winner presentation (Sunday): 5 min at the closing ceremony.
- 7 sponsors tickets for ETHBerlin.
- 4 dAppcon tickets.
- Contribution to open track bounty: 10% (included in total cost).

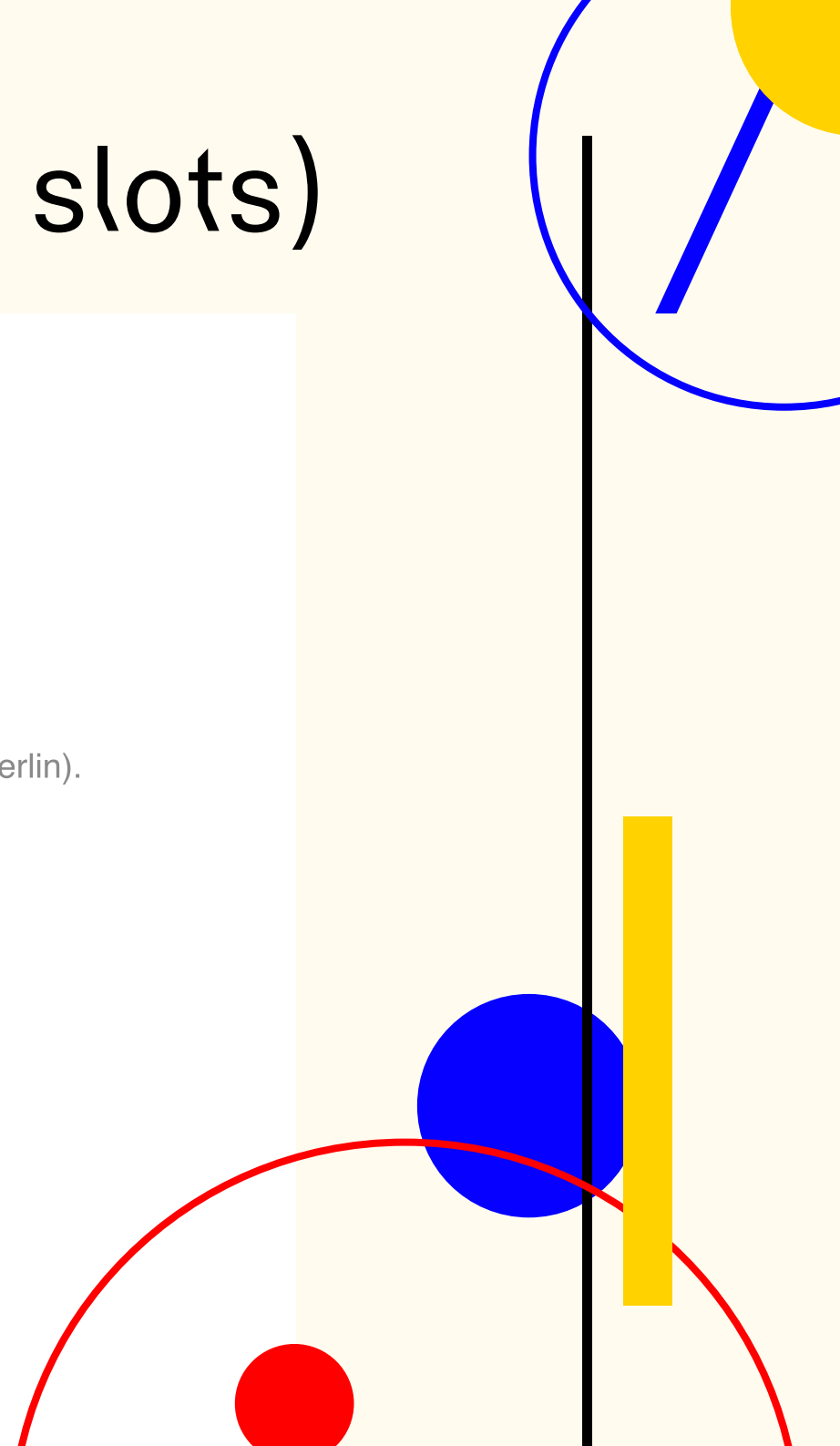


9. Tier 3: Schiffer (5 slots)

TOTAL COST (including VAT): 10.000€

Contribution to open track bounty: 10% (included in total cost)

- Logo on all digital material and t-shirts.
- Pre-event blog post & post-event communication.
- Table & space in the sponsors & jobs fair (furniture provided by ETHBerlin).
- Logos on-premises on roll-ups and posters, sponsors photo wall.
- Social media coverage during the hackathon.
- 5 sponsors tickets for ETHBerlin.
- 3 dAppcon tickets.

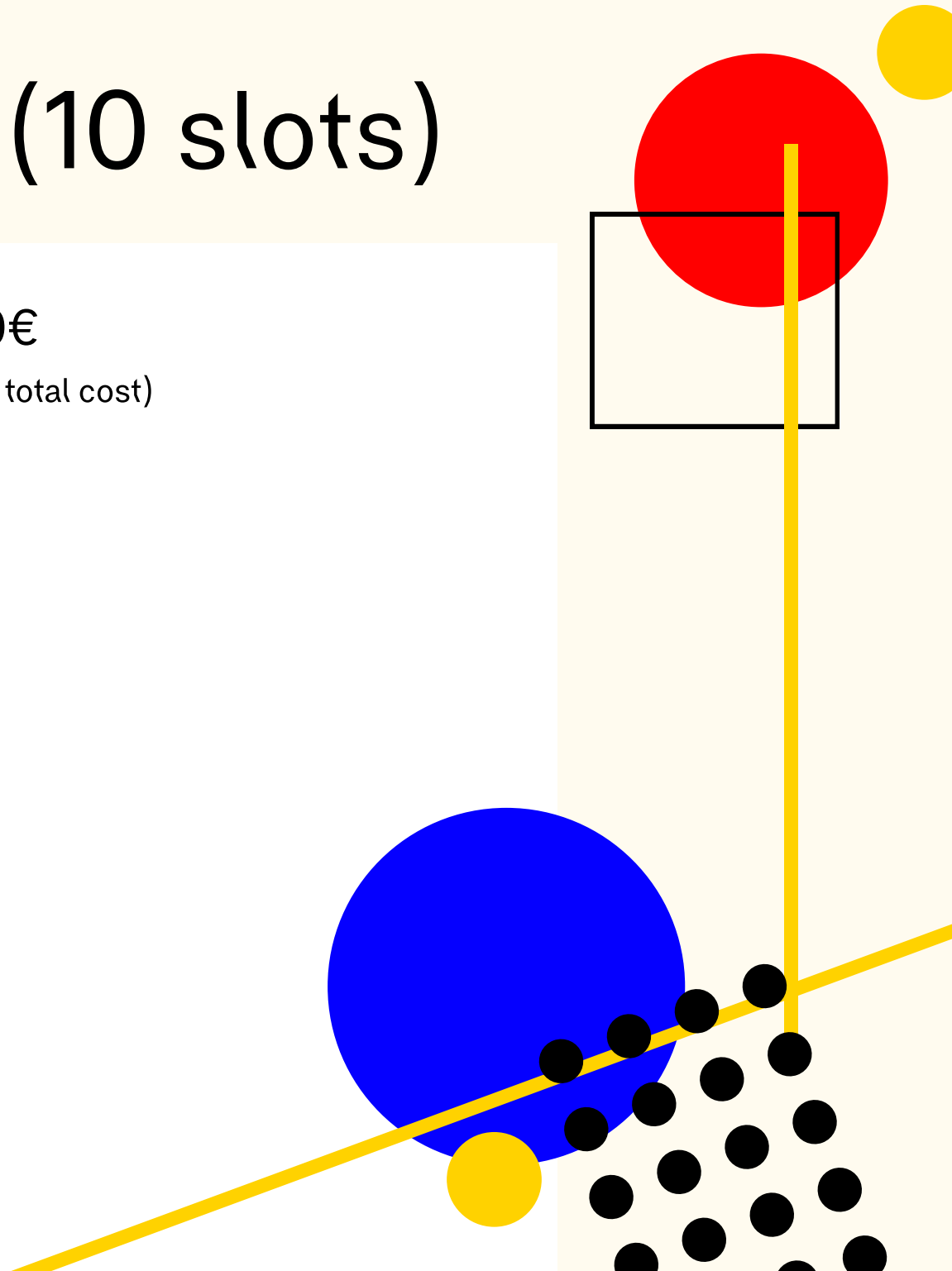


10. Tier 4: Klum (10 slots)

TOTAL COST (including VAT): 3.000€

Contribution to open track bounty: 10% (included in total cost)

- Logo on all digital material.
- Pre-event blog post & post-event communication.
- Logos on roll-ups and posters on the premises.
- Social media coverage during the hackathon.
- 3 sponsors tickets for ETHBerlin.
- 2 dAppcon tickets.



11. ETHBerlin Experiences

From 10.000 € to 20.000 €

All of them include the marketing features of Tier 3

- Have a cool idea? Just tell us and we can make it happen.
- Party sponsors - help us throw a Berlin-style party, we got the logistics and the techno!
- Culture Hall sponsor: work with art curators towards the perfect experience.
- Escape Room sponsor - remember Hellhound @ DEVCON4? the team wants to help us create the perfect experience, help us support their new creation!
- Childcare: Including a coding Workshop for Kids, logical games, and more!
- Run your own node workshop: help Ethereum on this pressing issue, let's help further decentralization!
- (We will select the best experience proposals - ETHBerlin has the right to decline based on experience budget, or if the experience clashes with Tier 1).

12. Anti-Thiel (10 slots)

Want to help the hackers only? we got you covered:
TOTAL COST (including VAT): 1.000€

- Your contribution goes straight to the open track bounty.
- Logo on website and roll-ups.
- 2 ETHBerlin tickets.

	Hasselhoff (35.000€)	Schumacher (25.000€ / Earlybird-Promo 20.000€)	Schiffer (10.000 €)	Klum (3.000 €)	Anti-Thiel (1.000 €)
Contribution to Open Track and additional bounties	10%	10%	10%	10%	100%
Marketing & Communication	<p>Logo on all digital material</p> <p>Logo on t-shirts</p> <p>Own promotional swag</p> <p>Logo on roll-ups and posters on premise</p> <p>Logo on sponsor wall</p> <p>Pre-event blog post and post-event communication</p> <p>Social media coverage during the hackathon</p> <p>Communication of your tech and bounty before the event</p> <p>Optional Workshop for your Prize and Tech</p>	<p>Logo on all digital material</p> <p>Logo on t-shirts</p> <p>Own promotional swag</p> <p>Logo on roll-ups and posters on premise</p> <p>Logo on sponsor wall</p> <p>Pre-event blog post and post-event communication</p> <p>Social media coverage during the hackathon</p> <p>Communication of your tech and bounty before the event</p>	<p>Logo on all digital material</p> <p>Logo on t-shirts</p> <p>Logo on roll-ups and posters on premise</p> <p>Logo on sponsor wall</p> <p>Pre-event blog post and post-event communication</p> <p>Social media coverage during the hackathon</p>	<p>Logo on all digital material.</p> <p>Logo on roll-ups and posters on premise</p> <p>Pre-event blog post and post-event communication</p> <p>Social media coverage during the hackathon</p>	<p>Logo on website and roll-ups</p>
Prizes and Tracks	<p>Big Main Prize track (allowance of 10k on top)</p> <p>Info session at opening ceremony on friday</p> <p>Winner presentation on sunday</p>	<p>Own Bounty track with your tech (allowance of 4k on top)</p> <p>Info session at opening ceremony on friday</p> <p>Winner presentation on sunday</p>			
Sponsorship and Job fair	XL 3 tables (provided by ETHBerlin)	L 2 tables (provided by ETHBerlin)	M 1 Table (provided by ETHBerlin)		
Available sponsorship spots	5	5	5	10	10
Tickets per sponsor	10	7	5	3	2
Dappcon access / tickets	5	4	3	2	No
Access to sponsor working area	Yes	Yes	Yes	Yes	Yes



Questions, comments,
feedback, complaints, banter?

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