

THE
WORLD
S E R I E S of
CRYPTOTM
LAS VEGAS 2022



ONE ICONIC BRAND

Three Global Events

Three World-Class US Cities

Thousands of Competitors

Millions of Dollars for our Winners &
our **WSOC™** Investors/Partners

Billions of Media Impressions Across
Global Crypto Networks & A Global
Gamification Platform for Crypto
Sectors that will look to become the
TWITCH of the Crypto Market
(THE WSOC NETWORK)

IN 2022

The city of Las Vegas will
host the inaugural

THE
WORLD
SERIES
CRYPTO™

2 tournaments over 5 days

THE MAIN EVENT & THE OPEN
Establishing the 1st world ranking
for Crypto Traders



THE **WORLD** SERIES OF CRYPTO™

The **WSOC** will hold 2 tournaments that SIMULATE the trading of CRYPTO currencies on a digital platform, with a digital currency (VCOIN), that has no monetary value, but that will trade in real crypto markets, in real time, on real crypto exchanges.

Executed similarly to the hugely successful *World Series of Poker* (currently valued at over ~\$4B) **WSOC** contestants will compete for 5 days by using their knowledge of crypto currencies and their markets to trade their digital currency in a race to generate more **VCOINS** than all other contestants who compete in the tournament, win their portion of the multi-million-dollar prize pool, and be crowned the best crypto trader in the world.

To enter any **WSOC** tournament, all competitors must subscribe to their own **WSOC** channel on the **WSOC (VEUIT?)** network, allowing them to register, compete, and track results with full transparency and security.

All tournaments will be captured on video for future televised dissemination & monetization.

NOTE: NO REAL CRYPTO CURRENCY WILL BE TRADED IN ANY WSOC TOURNAMENT, THEREFORE NO CRYPTO MARKETS WILL BE AFFECTED AT ANY TIME AND NO WSOC TOURNAMENT WILL VIOLATE ANY LAWS OF ANY KIND

PROPOSED SPONSORS & BRAND PARTNERS

The Company intends to create its programming with marquis sponsorships and product integration at the forefront.

It is the intention of The WSOC to involve brands at initial marketing endeavors, so that the sale of sponsorship and product integration is organic, seamless and maximized for each company.

A multitude of options are available for Fortune 50 brands to smaller, privately held products and brands.



THE
WORLD
SERIES
CRYPTO
LAS VEGAS 2022



THE WORLD SERIES OF CRYPTO™

HOSTED BY FOUR ICONIC CRYPTO INDUSTRY EXPERTS

RICHARD HEART



NICOLE PETALLIDES



BROCK PIERCE



WENDY O





THE WORLD SERIES OF CRYPTO™ LAS VEGAS 2022

WSOC is produced by
world-renowned Academy Award
winning producer, Jonathan Sanger

THE
WORLD
S E R I E S of
CRYPTO
LAS VEGAS 2022

WILL CONSIST OF 2 TOURNAMENTS

— THE —
MAIN EVENT & — THE —
OPEN

THE MAIN EVENT



\$10,000



\$1,000,000

June 13th, 2022

through

June 17th 2022

Contestants competing in **THE MAIN EVENT** will pay a (\$10,000) entry fee to purchase a seat in the tournament. They will each receive (\$1,000,000) in digital currency (**VCOINS**) used to trade on a crypto trading simulator, in real time, in real crypto markets, for five (5) consecutive days. **THE MAIN EVENT** will begin at 10AM on June 13th, 2022 and will end at 6PM on June 17th 2022.

At the end of the tournament on Friday June 17th, the contestant who has the most digital currency will be named the first-place winner of **THE WORLD SERIES OF CRYPTO**. They will be awarded the first-place prize, the first-place prize pool's designated cash prize, and the title of best crypto trader in the world.

At the conclusion of **THE MAIN EVENT, THE WSOC** will publish a list of each contestant who finished in the top (1,000) in the tournament, thus creating the first world ranking for crypto traders.

THE MAIN EVENT



The **WSOC** intends to produce and monetize an unscripted television series documenting **THE MAIN EVENT**. The series will be seen on **VEUIT.COM** and the **WSOC Network**, both as a live streaming event, as well as an edited and re-packaged version of the series. This may then be sold on a pay-per-view or VOD basis.

The **WSOC** may also sell, distribute and/or license the series to third party television platforms such as HBO or MSNBC, internet based streaming platforms such as Netflix or Amazon, and/or to foreign markets around the world.

ALL COMPETITORS MUST SUBSCRIBE to their own WSOC channel, thus documenting their successful (and failed) trades while creating engaging content for the world to see (Envision ESPN Red Zone).

THE OPEN



\$1,000



\$100,000

June 13th, 2022
through
June 17th 2022

THE OPEN will be a virtual tournament held similarly to **THE MAIN EVENT**. However, instead of having to show up physically in Las Vegas to compete, contestants who participate in **THE OPEN** will be able to join and play from anywhere in the world

A contestant who purchases a seat in **THE OPEN** will be required to pay a (\$1000) entry fee and will receive (\$100,000) in digital currency, or (**VCOINS**), and they will be given the ability to trade that digital currency on a crypto trading simulator, in real time, in real crypto markets, for FIVE (5) consecutive days

THE OPEN will run simultaneously to **THE MAIN EVENT** and will begin on Monday, June 13, 2022 and will end on Friday, June 17, 2022

THE OPEN

 \$975,000 

 \$890,000 

 \$750,000 

 \$525,000 

 \$200,000 

Contestants who enter **THE OPEN** will be competing virtually, online, with other crypto traders from around the world and at the close of the tournament on Friday, June 17, the contestant with the most digital currency will win the first-place prize, the first-place cash prize, and the title of **THE OPEN** champion.

At the conclusion of **THE OPEN, THE WORLD SERIES OF CRYPTO** will publish a list of each contestant that finished in the TOP 1,000 in **THE OPEN**, thus creating the first world ranking for **THE OPEN** crypto traders

ALL COMPETITORS MUST SUBSCRIBE to their own **WSOC channel**, thus documenting their successful (and failed) trades while creating engaging content for the world to see (Envision ESPN Red Zone) as we build and grow our user base. The mandatory WSOC subscription fee is \$199/month

An aerial photograph of Las Vegas at dusk, showing a dense cityscape with numerous high-rise buildings and illuminated streets. The sky is a deep blue, and the city lights are beginning to glow. The text is overlaid on this background.

PROJECTED ENTRIES & VIEWERSHIP FOR THE MAIN EVENT

LAS VEGAS JUNE 2022

It is estimated that WSOC will have between 1500 and 2500 participants in this inaugural event and will yield tens of millions of impressions across all social media platforms, crypto blogs, traditional media outlets, and financial news outlets.

This is a unique opportunity to have your company's brand promoted for one week of programming that will yield the stickiness of viral videos seen on Youtube, Instagram, Snapchat and TikTok.

- Stars will be born.
- Products will be showcased.
- Seamless integration and promotion of your product is our priority.

There are a multitude of ways that a company can invest in a novel, inaugural show with one-of-a-kind distribution and viral promotion virtually ensured. The follow slides will discuss these opportunities.



SPONSORSHIP DETAILS FOR BOTH —THE— & —THE— MAIN EVENT OPEN

WSOC Las Vegas show is fully funded and the Presenting Sponsor has been secured.

Platinum Sponsorship Package - \$1,000,000

- Prevalent signage at all events
- Step and repeat brand recognition on backdrop
- Logo/Brand mark solely displayed on active contest screen 15 minutes/hour
- Traditional 30 second commercial - 2 per hour
- Split screen 30 second commercial - 2 per hour
- Logo/Brand Mark on walls of office cubes prominently displayed
- Logo on one side of each headset of each participant

THESE OFFERINGS ARE SPONSORSHIPS FOR BOTH THE MAIN EVENT AND THE OPEN



SPONSORSHIP DETAILS FOR BOTH —THE— MAIN EVENT & —THE— OPEN

WSOC Las Vegas show is fully funded and the Presenting Sponsor has been secured.

Gold Sponsorship Package - \$500,000

- Prevalent signage at all events
- Step and repeat brand recognition on backdrop
- Logo/Brand mark solely displayed on active contest screen 15 minutes/hour
- Traditional 15 second commercial - 2 per hour
- Split screen 30 second commercial - 2 per hour
- Logo/Brand Mark on walls of office cubes prominently displayed
- Logo on one side of each headset of each participant

THESE OFFERINGS ARE SPONSORSHIPS FOR BOTH THE MAIN EVENT AND THE OPEN



SPONSORSHIP DETAILS FOR BOTH —THE— & —THE— MAIN EVENT OPEN

WSOC Las Vegas show is fully funded and the Presenting Sponsor has been secured.

Silver Sponsorship Package - \$250,000

Prevalent signage at all events

Logo/Brand mark solely displayed on active contest screen 7.5 minutes/hour

Traditional 15 second commercial - 2 per hour

Split screen 15 second commercial - 2 per hour

Logo/Brand Mark on walls of office cubes prominently displayed

THESE OFFERINGS ARE SPONSORSHIPS FOR BOTH THE MAIN EVENT AND THE OPEN



SPONSORSHIP DETAILS FOR BOTH —THE— & —THE— MAIN EVENT OPEN

WSOC Las Vegas show is fully funded and the Presenting Sponsor has been secured.

Bronze Sponsorship Package - \$125,000

Prevalent signage at all events

Logo/Brand mark solely displayed on active contest screen 7.5 minutes/hour

Split screen 15 second commercial - 2 per hour

Logo/Brand Mark on walls of office cubes prominently displayed

THESE OFFERINGS ARE SPONSORSHIPS FOR BOTH THE MAIN EVENT AND THE OPEN



SPONSORSHIP DETAILS FOR BOTH —THE— MAIN EVENT & —THE— OPEN

WSOC Las Vegas show is fully funded and the Presenting Sponsor has been secured.

PRODUCT PLACEMENT - \$15,000

- On desks
- On chairs
- On back of computer screens
- Gift bag participation
- Product placement with commentators and participants (3 total)

THESE OFFERINGS ARE SPONSORSHIPS FOR BOTH THE MAIN EVENT AND THE OPEN



SPONSORSHIP DETAILS FOR BOTH —THE— & —THE— MAIN EVENT OPEN

WSOC Las Vegas show is fully funded and the Presenting Sponsor has been secured.

A LA CARTE - Starting at \$2500

Tertiary signage

Brand displayed on viewer's screen - 5 minute and 15 minute spots

Traditional ads/commercials - 15 and 30 second

Split screen ads/commercials - 15 and 30 second

Daily commercial sponsorship (3 per day. Total of 10)

Gift bags

*all sponsors at every level have first right of refusal for next two years' events

THESE OFFERINGS ARE SPONSORSHIPS FOR BOTH THE MAIN EVENT AND THE OPEN

The background of the image is a panoramic view of the Miami skyline at dusk or dawn. The sky is a deep blue with some clouds. In the foreground, there are several high-rise buildings, including the Freedom Tower on the left. A large, semi-transparent digital globe is overlaid on the center of the image. The globe is composed of a grid of blue dots and lines, with a white arrow pointing upwards and to the right, symbolizing growth or progress. The text "EVENT 2:" is at the top, "THE" is above "WORLD", "SERIES OF" is below "WORLD", "CRYPTO" is below "SERIES OF", and "MIAMI 2023" is at the bottom. The word "WORLD" is the largest and most prominent.

EVENT 2:

THE

WORLD

SERIES OF

CRYPTO™

MIAMI 2023

EVENT 3:

THE

WORLD

S E R I E S of

CRYPTO™

CHICAGO 2024

THE
WORLD
S E R I E S of
CRYPTOTM
LAS VEGAS 2022

