



One platform. The whole world of sponsorships.

Creating a distributed software solution for events and brands to manage sponsorship deals conveniently and reliably.

The Problem

Sponsorships is the fastest growing and most effective marketing segment. Its market size is expected to exceed \$90Bn of annual investment by 2019. The market today is concentrated in hands of small number of influential agencies – intermediaries. This allows them to dictate their own terms. As a result, the industry is heavily biased towards AAA-sized brands and events, such as McDonalds, FIFA and NASCAR. Small and medium businesses, which are well aware of all the benefits that sponsorships bring, are constantly overlooked by agencies. These agencies are notoriously known for being terribly slow (a deal can take more than 12 months to complete) and charging insane fees (up to 35%).

Solution

We made sponsorships available to everyone! With us, it doesn't matter whether you have a huge budget or what your turnover is. Unlike traditional agencies, we do not hire hundreds of full-time employees, such as lawyers, designers, researchers, etc. In Sponsy, experts from all over the world can collaborate on any sponsorship deal. This increases our collective intelligence and eliminates errors. Smart-contracts enable us to automate regulatory work and get rid of many central mechanisms. We charge a dynamic fee of no more than 15%.

How Sponsy Works

Decentralizing decision-making

We are going to transfer the process of decision-making on future sponsorships to those people who will ultimately witness the results of sponsorships campaign – to end consumers. Involvement of people who are not connected with the sponsorship industry in voting on the appropriateness of the potential transaction allows for abstracting from traditional indicators and factors used by boring marketers to decide whether to sponsor this particular event and start generating really exciting ideas

Blockchain

The Sponsy system is saturated with relationships, deals and contracts between people scattered all around the world. Our ecosystem is largely built on the principles of decentralized voting and the participation of the network members in making most decisions.

Work with experts

We rely on several independently developed protocols, such as proof-of-work-quality and proof-of-expert-eligibility to regulate experts' work. These mechanisms ensure the quality of the work performed by the expert, determine whether the expert candidate is sufficiently skilled and allow to quickly choose an expert to propose the new job.

Instant payments

Sponsorship deals involve large financial flows that would inevitably suffer from wild fees charged by today's banking system. In Sponsy, payments are made instantly with zero fee!

Decision-making on future sponsorship deals

The votes of our tokenholders are transparently stored in Sponsy blockchain.

Safe transactions and disputes resolution.

Thanks to storing all the interactions of Sponsy members in the immutable ledger, it becomes very easy to track the sequence of actions and find the guilty party.

Storage of reviews.

Sponsy clients will strongly rely on feedback left by other members about our experts, sponsors and events.

SPS token

SPS is ERC20 compatible token. SPS plays central role in the implementation of all Sponsy operations.

Serving as inner currency

In order to increase the investment attractiveness of the SPS token and ensure its high liquidity, all platform's members are required to use SPS tokens for mutual financial settlements.

Acting as discount

The fact of relying on SPS to pay for the services rendered by experts within our network is the basis for obtaining a discount of up to 25% on services' price. Such unprecedented discount is possible because we do not apply a surcharge on prices within Sponsy.

Carrying a voting right

Possession of SPS tokens allows for taking part in voting about potential future sponsorships deals and about Sponsy's strategy and development.

Token Sale

Name: Sponsy Coin

Ticker: SPS

Total tokens for sale: 130.000.000 SPS

Payment methods: BTC, ETH, LTC, DASH, USD (wire)

Soft cap: \$8.500.000

Hard cap: \$29.000.000

Min purchase: 400 SPS (pre-sale). 10 SPS (main sale)

Token Sale Date: TO BE ANNOUNCED

Why we do ICO?

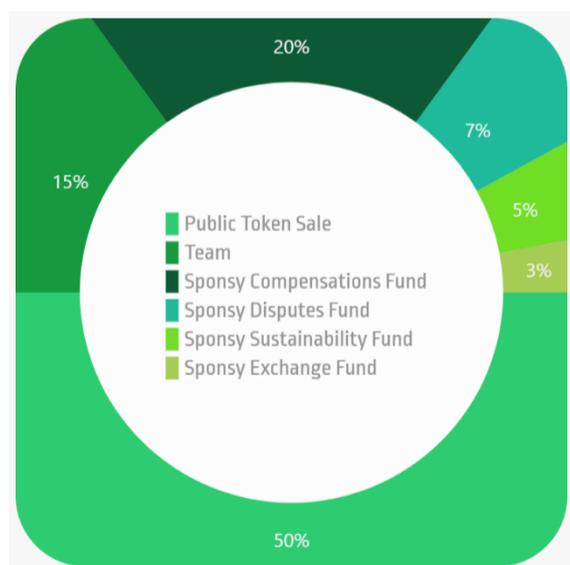
The solution we are building does not identify making profits as our highest goal. Our goal is to provide all market participants with equally great opportunities for engaging into sponsoring deals. Traditional investors and funds are reluctant to invest in such projects. We think that ICO is an excellent tool that makes it possible to bring ambitious projects, like ours, to life.

The funds collected during ICO will be used to finish the development of the platform, to find new partners and build the necessary infrastructure.

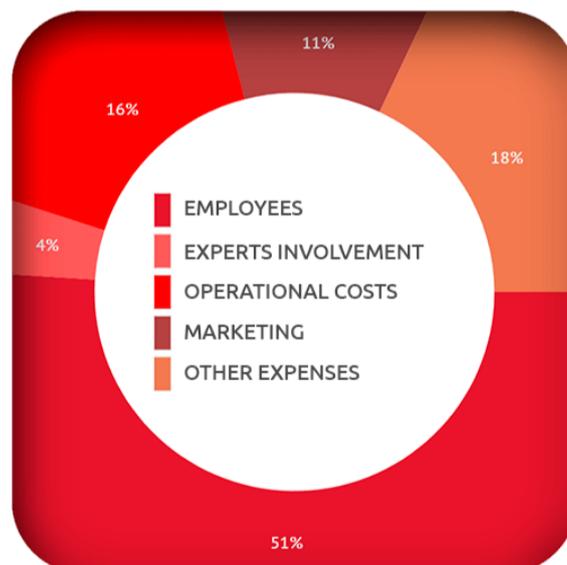
SPS Price

	Contribution amount		
	above \$30.000	\$3.000 - \$30.000	below \$3.000
Pre-sale	\$0.8	\$0.83	\$0.85
First 48 hours	\$1	\$1.03	\$1.05
48 hours – 7 days	\$1.05	\$1.06	\$1.07
7 days – 21 days	\$1.10	\$1.11	\$1.12
21 day – 45 day	\$1.11	\$1.14	\$1.16

SPS Allocation



Use Of Proceeds



- 50%** - Public Token Sale
- 15%** - Team
- 3%** - Sponsy Exchange Fund
- 7%** - Sponsy Disputes Fund
- 20%** - Sponsy Compensations Fund
- 5%** - Sponsy Sustainability Fund

- 51.6%** - **Employees (\$14M)**
- **15.2%** - IT employees (\$4.4M)
- **14%** - Marketing Employees (\$3.8M)
- 12.3%** - **Sponsy Specific Costs (\$3.6M)**
- **3.7%** - Experts Involvement (\$1M)
- **0.6%** - Tutoring Services (\$0.1M)
- 36.1%** - **General Expenses (\$10.4M)**
- **10.7%** - Marketing Activity (\$3M)
- **3.0%** - Equipment (\$0.8M)