




**HONEYBEE
LOUNGE**
NFT.NYC ROOFTOP EXPERIENCE
—◆—
STRATEGIC SPONSORSHIP
OPPORTUNITIES

Honey Bee Lounge: NFT.NYC Rooftop Experience

Strategic Partnership Opportunities

Event Overview

Key logistics and programming highlights for the Manhattan Rooftop experience



Venue

Hosted at an exclusive Manhattan Rooftop with scenic skyline views.



Programming

Includes an evening reception, interactive experiences, content production, and guest activations.



Key Elements

Focuses on premium hospitality, professional media coverage, brand integration, and live streaming.

Our Audience

Targeting elite decision-makers in the Web3 ecosystem through high-quality connections.



- **Protocol Founders**

Visionaries building the foundational layers of decentralized infrastructure.

- **NFT Projects**

Creative and utility-focused teams shaping digital asset ecosystems.

- **Launchpads**

Key intermediaries facilitating project deployment and capital formation.

- **Infrastructure Companies**

Providers of essential tooling, middleware, and scaling solutions.

- **Investors**

Strategic capital partners and ecosystem backers.

- **Influencers & Media**

Voices shaping narrative, community sentiment, and market adoption.

Partnership Activations

Strategic touchpoints for attendee engagement and brand visibility.

Entrance

Welcome signage and branded Step & Repeat for high-impact arrival experience. AR Activation.

Networking Lounge

Branded decor and curated product displays to foster meaningful professional engagement.

Creator Corner

Dedicated space for live product demos and hands-on wallet/app setup.

Interactive Activities

High-value games for content creation and amplification of connection and fun.

Rooftop Experience

Exclusive sampling opportunities and premium VIP hospitality zones.

Social Media Corners

Optimized settings designed to maximize organic reach and attendee content sharing.

The Hive: Team & Social Reach

Driving impact through strategic community engagement and production excellence



Core Team

Bee (Founder/Visionary/Community Lead) x.com/wonderwox 5k followers
The Bitcoin Barbie (Strategy/Content) x.com/thebitcoinbarb1 3k followers
Morgen (Partnerships/Strategy) x.com/aiarsenals 4.6k followers
Mexi (Partnerships/Marketing) x.com/_queenmexi 8k followers
Cameron Smith (TechProd/Content) x.com/its_Crypto_Cam 8.1k followers
Gnomie (Creative Assets/Content) x.com/Gnomie_SG 5.2k followers
DND (Community Support) x.com/DND_Bx 2k followers
Chris (Partnerships/Event) [@pengwine](https://x.com/pengwine) 3k followers



Production Contributors

Stu Kwan & Quakey Collective (Audio/AR Engineering)
VTATV (Media Production)



Impact Metrics

Combined social reach of 65k+ X followers.

Key Strengths: Influence-driven content, community-first partnerships, efficient operational workflows, and high-fidelity technical production.

Why Our Approach Works

Community-First Activation vs. Mass Advertising



- **Higher Engagement**
Micro-influencers drive 2-3x higher engagement than macro creators.
- **Strategic Targeting**
Niche campaigns in high-intent Web3/crypto communities outperform broad targeting.
- **Cost Efficiency**
Larger audiences often yield lower engagement efficiency and higher cost per interaction.
- **Personalized Connection**
88% of US consumers prioritize brands that offer personalized engagement.

Our model leverages curated creators and relationship-driven activation to ensure impactful engagement, high-intent targeting, and long-tail community retention.

Partnership Packages

Maximize your brand visibility with our tiered partnership opportunities



- **Presenting Partner (\$10,000)**
Includes “Presented by” branding, a featured speaking opportunity, AR interactive branding, and premium demo space.
- **Experience Partner (\$5,000)**
Features exclusive activation ownership (gaming, cocktail, photo, or lounge), a dedicated table, and 4 VIP passes.
- **Activation Partner (\$2,500)**
Includes a branded activation table, sponsor recognition, 2 VIP passes, and social media promotion.
- **Community Partner (\$1,000)**
Provides logo placement on the sponsor board, 1 VIP pass, gift bag inclusion, and a social media thank-you.

All tiers include gift bag participation and event recap recognition.




ABOUT THE FOUNDER

With years of experience producing events in both New York City and Los Angeles, Bee brings together creative vision, operational expertise, and a deep understanding of community building. From intimate networking mixers to large-scale activations, her focus is on delivering polished, memorable experiences that create lasting value for attendees, partners, and sponsors.

HONEY BEE LOUNGE
WHERE CONNECTIONS CREATE OPPORTUNITIES



Bee (Kimberly Dullaghan)

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Let's unite our vision and resources to build a premium partnership that shapes the industry and leaves a lasting legacy.