

INTRODUCTION

This document presents the proposal of strategy and activities of positioning and promoting Dash as a leading cryptocurrency with our initial event and 20% of future profits that will be invested into marketing, education and promotion activities.

OBJECTIVES

Our work with 20% of income will be founded on three objectives to be accomplished:

- To raise awareness about Dash, its main characteristics and differentiation.
- To provide understanding and knowledge to people on how Dash works and its means to be used as a currency to pay for daily needs.
- Supporting ambitious individuals by covering their Dash proposal fee
- Sponsoring athletes and national teams from developing countries by sending them to major sporting events.
- Getting Dash promoted via mainstream media platforms.

DEMAND BOOST

Demand boost is the process that will depend on the overall context in this field. However, this is the key aspect of the strategy and will take a longer period to be accomplished. It is difficult to predict if major changes can occur in the first six months. Nonetheless it will be monitored, and certain activities will be tested or executed depending on available resources:

1. Increase the number of people supporting Dash
2. Partner with service providers to accept Dash as a payment method
3. Promote mining opportunities to local investors and startup community members
4. Propose strategic projects to leading companies and NGO organizations in the region
5. Implement strategic activities promoting Dash at a regional and international level

EDUCATION AND OUTREACH

Education and outreach is important to create baseline and platform for implementing Dash and executing demand boost activities via awareness and partnerships.

Event in cooperation with societal partners such as [Rotary](#)

Event will take place in March. Event will be organized in cooperation with Rotary to reach out to influential members of the community. These include leaders and executives from large IT, consulting, financial and other companies, including scientific institutions and political entities. Event will also have a humanitarian character. It will include: Booking of exclusive venue, cocktail, creation of virtual presentation of Dash in Serbian language, presentation, blockchain expert speech, bend, distribution of Dash promo, partnership discussions etc. Humanitarian character will be ensured through Rotary channels and beneficiary will be published via media.

Another entity will be considering for this event is Petnica Science Center, an independent and nonprofit organization for extracurricular, formal and informal, science education located near Valjevo, Serbia. PSC has organized more than 3000 programs (seminars, workshops, research camps, conferences, etc.) since its opening, for nearly 50,000 students and science teachers in 15 disciplines of science, technology and humanities, with more than 7,000 lecturers.

ACTIVITIES THAT WILL BE COVERED WITH 20% OF CHALLENGLY INCOME

Media outreach in relevant magazines and social media

Outreach campaign will include: FB, Twitter, social media promotion (we will create and manage all the pages), texts and interviews in relevant virtual and printed magazines, occasional promotion at an international level, Dash leaflet distributed via events and published in printed magazines etc. As in Serbia lifestyle magazines are the most utilized, our media campaign will include both lifestyle and expert magazines such as Story, Gloria, Economist, Financial magazines, Magazines for restaurants and cafes, Science magazines etc. Other marketing efforts will be pushed towards international media outlets and social media.

Participation at various events and conferences

We will target events in the following areas: business, IT, blockchain, and other industries that can benefit from cryptocurrencies. We will also be organizing events and conferences from promoting Dash and Challengly.

Supporting creative individuals and entities by covering their Dash application fee

We will be helping individuals and entities that have interesting projects beneficial to development and growth of Dash, but are not able to afford the proposal application fee. Selection will be made through Dash community and channels like Discord.

Other beneficial opportunities:

- Organizing round tables and discussions with leaders from the financial institutions
- Organizing hackathons for students and leading developers
- Partnering with social media influencers and YouTube personalities
- Securing presentation booths / speaking spots at podcasts and conferences

DASH SPONSORSHIP TEAM

There are many talented individuals around the world that are not able to find sponsors or participate at major competitions due to lack of necessary funds. This is a common problem in developing countries. For Dash, sponsoring these events and activities will create positive awareness, trust among new users, establish Dash as a community partner, and get people excited about the brand, attracting talent into our community and development circles. Moreover, it is a great way to demonstrate influence and growth of Dash as a community and cryptocurrency.

Entities and brands in all fields are turning to sponsoring events to drive awareness of their offering or values with increasingly impressive results. By being associated with sporting, academic or other events or individuals with respectable reputation, Dash will be able to differentiate itself from other cryptocurrencies and protect itself from negative press being built around cryptocurrencies, get in front of the most respected community members, generate media exposure, increase reach and exposure to new community members and potential partners, and in some cases, educate large masses about all the benefits of our technology.

We will be considering proposals together with our advisor, Emira M. Mandić, who has years of experience at leading non-for-profit organizations like UNDP and WWF. We will also talk to community about getting a few active members on board for our consideration committee. Nonetheless, once we create shortlisted sponsorship opportunities, we will present all the details and benefits to Dash community together with a voting poll, and make a final decision as a collective.
