



LIVES



# SPONSORSHIP BRIEF



## WHAT IS 2 LIVES ?

The first art exhibition on Jersey to connect art and finance through the inclusion of **NFTs** (**non-fungible tokens**).



## WHAT IS AN NFT?

An NFT is a blockchain-based technology able to provide a certificate of ownership on digital assets.

This means web contents can be converted into investments.



## MISSION AND VISION

We aim to promote growth in Jersey's digital sector, and show how art, finance and culture can interlink.

We want to educate Jersey's communities about the opportunities arising from blockchain technology.

## HOW?

- **Exhibition** held at the Connect With Art studio running in November for 2 weeks, featuring a selection of physical artworks and NFTs by artists from Jersey.
- **Education** : We involved students from Hautlieu School in creating NFT artworks, and provided seminars on cryptocurrencies and NFTs.
- **Events** held at the exhibition space



# STAKEHOLDERS

- Art collectors
- Artists
- Schools
- Entrepreneurs
- Finance industry
- Tech and digital community



# WHAT YOU GET AS A SPONSOR

- **Brand Awareness and Visibility**: your logos will be included on the website and in any printed material during the duration of the project.
- NFT and Blockchain **Education** and **Onboarding**.
- The sponsors will be thanked in the catalogue, with their sponsorship level highlighted.
- **Networking opportunity**: invitations to the closing event and opportunities to network with NFT Industry worldwide.
- A **“Sponsor” NFT** which will be gifted to you in a NFT wallet.



# WHAT YOUR SPONSORSHIP WILL COVER

- Branding (website, design) and marketing
- Virtual World development
- Equipment and venue installation cost
- Catalogue design and printing fees
- Project management fees
- Artworks handling
- Catering





## FUNDING PACKAGES

We are seeking funding from corporate sponsors or private individuals who share our vision of delivering growth of Jersey's technology, finance and culture sectors.

The total amount we need to cover expenses is £20,000. We hope to reach this through sponsorships in the packages set out below.

**Gold package :**      £5,000

**Silver package:**      £1,000

**Bronze package:**      £500

1% of artwork sales will be donated to support Jersey organisations involved in sustainability, such as [Size of Jersey](#)

## OUR PARTNERS





## WEBSITE

Find more info about 2 LIVES on  
our website.

**<https://2lives.world/>**

## CONTACT

Interested in sponsoring 2 LIVES?  
Meet the creators.

**[info@2lives.world](mailto:info@2lives.world)**