

THE
SANDBOX

SPORTS SHOWCASE

CONTENT GUIDE

for SPORTS SHOWCASE

TONY HAWK

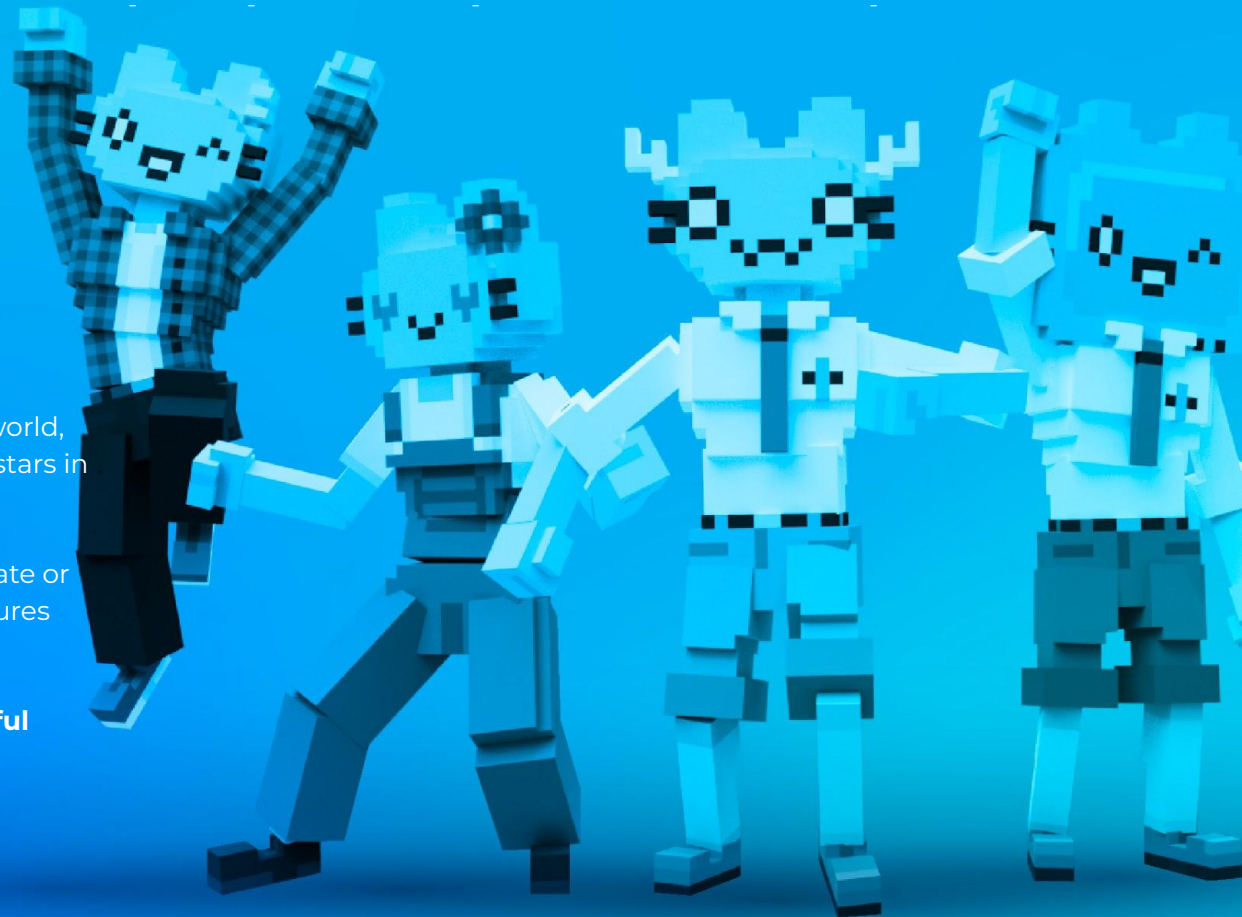
01. The brand
02. What did he look for?
03. The experience

SPORTS

Known for their audacity in the real world, sport stars want to be one-of-a-kind stars in the metaverse too.

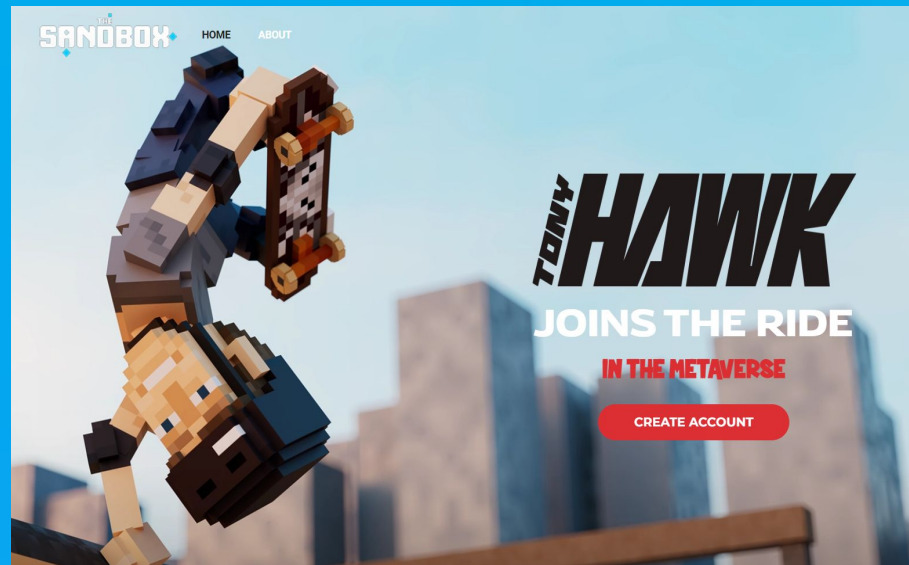
Skating, jumping, doing parkour, karate or playing football, are some of the features they enjoy.

Are you ready to see some successful sports cases?



TONY HAWK

After more than 30 years of building a global brand, the legendary pro-skateboarder **Tony Hawk** remains one of the most popular athletes in the world.



TONY HAWK

THE BRAND

WHAT DID HE LOOK FOR?

- Spread his passion for skating and entertain users
- Create the world's biggest skatepark in the metaverse
- Brand presence

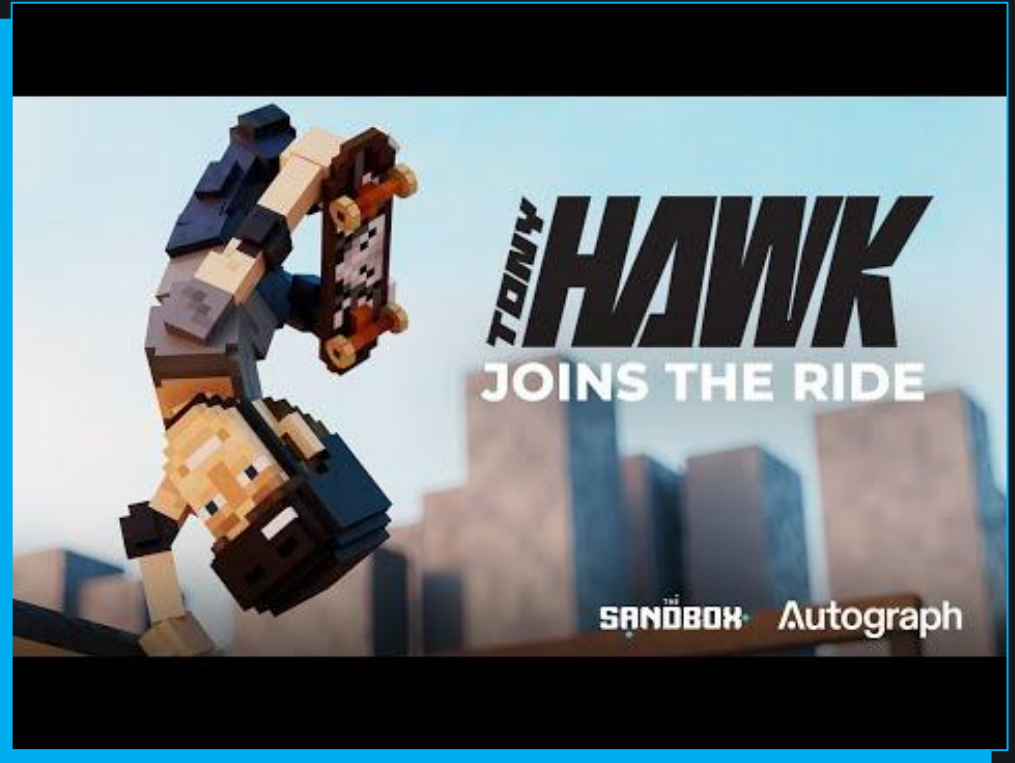


TONY HAWK

 **ANNOUNCEMENT**
TEASER

We are proud to welcome **the legend of skateboarding** to The Sandbox! We are partnering with Tony Hawk Inc. and Autograph to create the biggest skatepark in the metaverse.

Through the partnership, Autograph will create Tony Hawk avatar NFTs based on Tony Hawk and his most iconic skateboards, equipment, and apparel including the legendary skateboard Tony Hawk used to land the 900 at the X Games in 1999.

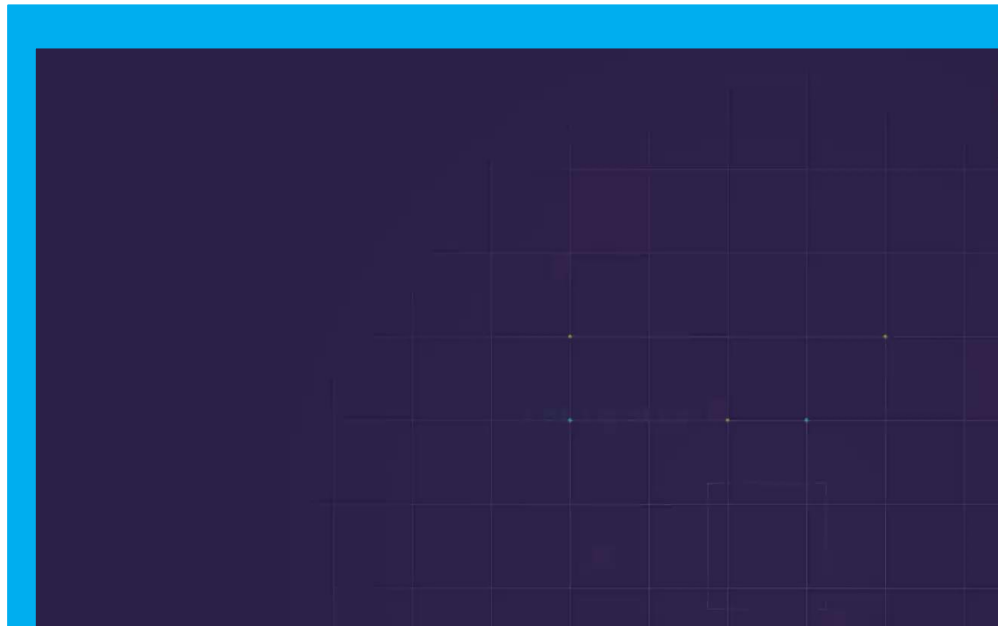


TONY HAWK **LAND SALE**
CALIFORNIA DREAMIN'

Tony Hawk was part of the California Dreamin' Land Sale alongside Faze Clan, Playboy and The Marathon.

Tony Hawk welcomed its new neighbors with a skatepark and a VIP pass as premium NFTs.

All Tony Hawk premium lands were sold out!



LaMELO BALL

The first ever NBA Player to release his own NFT Collection, 2021's Rookie of the Year and 2022's NBA All-Star **LaMelo Ball** dunked into The Sandbox through Playground Studios to expand on his web3 initiative, mixing basketball and Melo's own sense of what's fun and trendy.



PLAYGROUND STUDIOS - LAMELO BALL

**THE BRAND****WHAT DID THEY LOOK FOR?**

- Share his love for basketball and show why he's *not from here*.
- Bring in the GenZ community to the web3 universe
- Keep pioneering the path for other sports figures in the US and in the NBA.



PLAYGROUND STUDIOS - LAMELO BALL

 **ANNOUNCEMENT**
TRAILER

The Sandbox is partnering with Playground to create a unique digital environment for LaMelo Ball's fans.

LaMelo Ball, an NBA star who's known as a trendsetter with global appeal, will bring his universe to life in The Sandbox metaverse, where fans can hang out, play, and experience his world like never before.

"LaMelo Ball is a transfigurative personality who strongly engages with fans through social media, and we cannot wait to see what kinds of engagement he will be able to create with his community in The Sandbox,"

Sebastien Borget, COO and Co-Founder of The Sandbox.



PLAYGROUND STUDIOS - LAMELO BALL

**WEB3 COMPANY**

BRAND OBJECTIVES

- Playground Studios is working on improving the experience for the web3 and NFT holder community by adding new features and ways to boost utility through dynamic traits that could become a potential game-changer for collectors.
- Their first public activation was their participation in the Voxel Madness LAND Sale with no Premium LANDs in this case.



PLAYGROUND STUDIOS - LAMELO BALL

**MELOVERSE**

Social Hub released on April 17th

- The first event, which will be open from April 17th to May 1st, will feature Melo's Social Hub and will include 19 unique quests all related to some of Melo's closest hobbies.
- The users having completed all quests will be eligible to claim SAND rewards from a 100K SAND pool, distributed equally amongst all players who meet the criteria.
- A memorabilia badge will also be rewarded to all users who participate in the event.



HSBC

The traditional bank is a great supporter of the team sports, specifically they wanted to sync with the community through rugby.



HSBC



THE BRAND

THEIR OBJECTIVE

HSBC presents immersive **Rugby** quests in **The Sandbox**!

Riding on the momentum of the Hong Kong opening up and **Hong Kong Sevens**, HSBC is synergistically bringing the elements of Hong Kong Sevens into The Sandbox metaverse.



HSBC

THE EXPERIENCE

THE EXPERIENCE COINCIDED WITH THE RETURN OF THE CATHAY PACIFIC/HSBC HONG KONG SEVENS.

To celebrate the highly anticipated return of the Hong Kong Sevens, HSBC staged a virtual stadium to activate its first community initiative there.

The public is able to immerse themselves in rugby through **6 exciting quests** that take place in different locations around the stadium, comprising action-packed challenges, engaging mini games and educational quizzes related to the sport.



KUN AGÜERO

We are proud to welcome a **legend of football** to
The Sandbox!



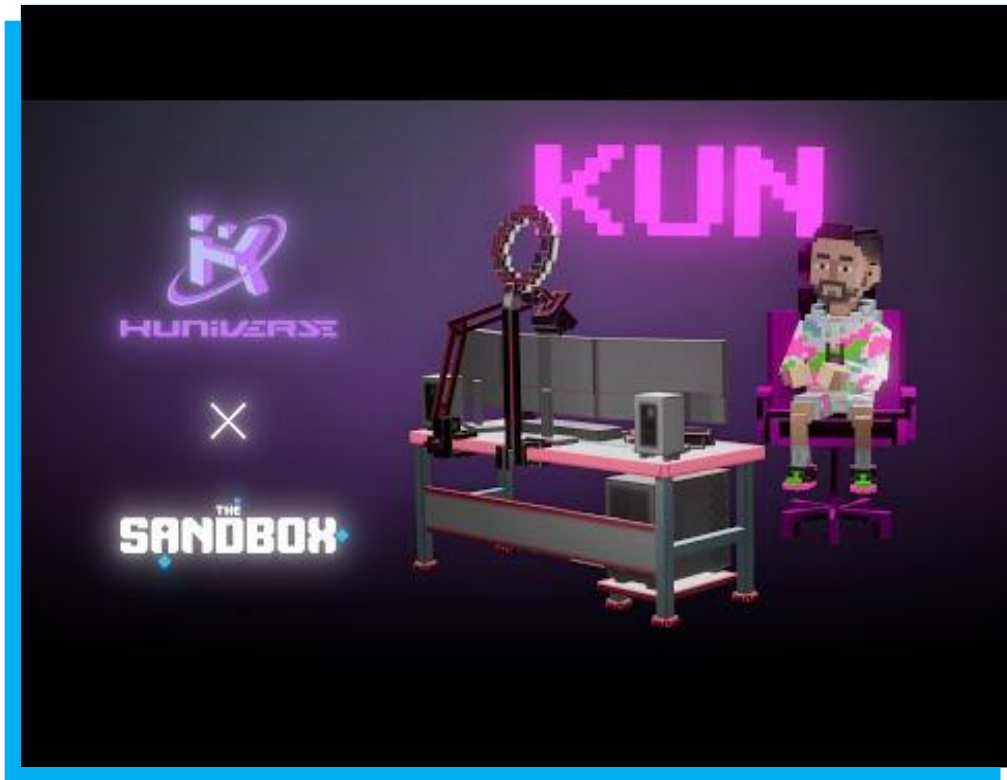
KUN AGÜERO**THE BRAND & EXPERIENCE**

With a very successful Football career, Sergio “Kun” Agüero has become a successful streamer with a huge audience, exploiting his love for gaming and inviting over some famous friends.

He has now become an also successful entrepreneur and is nowadays the CEO of his own ESports team “KRÜ”.

What did he look for?

- To build a community where he could bring in lovers of football, gaming, and music.
- To explore the possibilities of the Metaverse.



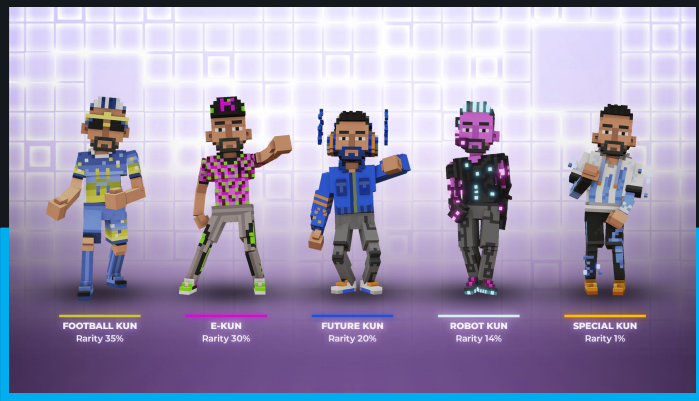
KUN AGÜERO



AVATAR COLLECTION

9.320 DESIGNS

Alongside Eter.Studio, we created a great Avatar Collection! Composed by 9.320 unique, randomly generated avatars!



K LEAGUE

The K League 1 is the men's top professional football division of the South Korean football league system.



K LEAGUE

 **THE BRAND****WHAT DID THEY LOOK FOR?**

- Take their audience to the metaverse, through an experience based on a football stadium.
- Promote a dynamic K-football experience



K LEAGUE

THE EXPERIENCE

K LEAGUE ISLAND

Welcome to the K-League hub!
Explore **6 floating islands**, each
with its own charms.

The K League Island was released
during the K-verse Mini Event
Season.



K LEAGUE

 **THE EXPERIENCE****K LEAGUE** Jumping Rush

Let's pass the K League admission test.

Avoid the approaching LED Bar and enter the Safety zone!

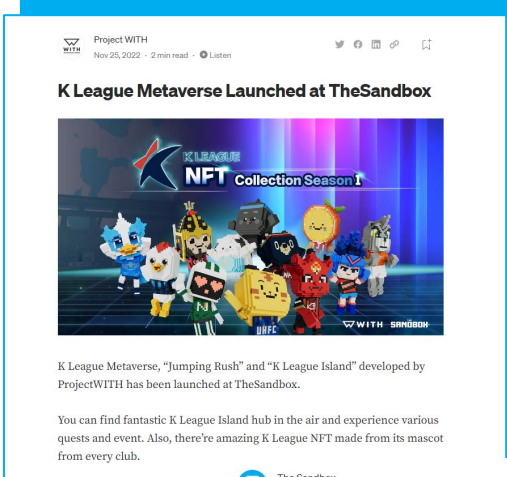
The K League Jumping Rush was released during the K-verse Mini Event Season.



K LEAGUE


RELEASE COMMS

- K League Metaverse, “Jumping Rush” and “K League Island” developed by ProjectWITH has been launched at The Sandbox for the K-verse Mini Event Season. To celebrate the exciting event, an NFT Collection has been minted. [\(Medium LINK\)](#)
- Through an interview with TSB, Lee-Woong Jang, the CEO of ProjectWITH (K League) introduced the Sports Metaverse they are trying to present on The Sandbox. [\(Medium LINK\)](#)



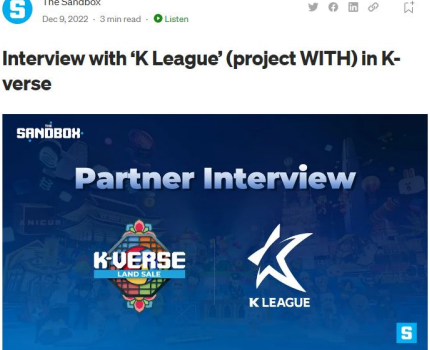
Project WITH
Nov 25, 2022 · 2 min read · Listen

K League Metaverse Launched at TheSandbox




K League Metaverse, “Jumping Rush” and “K League Island” developed by ProjectWITH has been launched at TheSandbox.

You can find fantastic K League Island hub in the air and experience various quests and event. Also, there're amazing K League NFT made from its mascot from every club.



The Sandbox
Dec 9, 2022 · 3 min read · Listen

Interview with ‘K League’ (project WITH) in K-verse



SANDBOX
Partner Interview
K-VERSE
K LEAGUE

K LEAGUE

NFT DROP

12 Mascots that Represent Each Team in K League

- K League had an NFT Drop celebrating the K-verse Mini Event Season.
- 12 Mascots of each team in K League were voxelized and minted.
- The holders were able to obtain special benefits including special rewards in future Alpha Seasons, invitations to real-world events and a special uniform for holders that have collected all 12.



K LEAGUE

 **LAND SALE**

K-verse LAND Sale Season 1

- K League participated in the first season of the K-verse LAND Sale
- 2 Premium NFTs were given to K LEAGUE Premium LAND owners (The K League Hat & Bus)



OneFootball

OneFootball covers over 100 international soccer leagues and competitions live and in incomparable detail. Find live scores and commentaries, breaking news, videos, tables, statistics and background information around the greatest game in the world.



ONEFOOTBALL

 **THE BRAND & EXPERIENCE****WHAT DID THEY LOOK FOR?**

- Bring AFA supporters closer to the web3 metaverse by reliving some of Argentina's Football Team's past glory and achievements through a series of quests and quizzes.
- The experience coincided with the World Cup, supporting the Albiceleste to win their 3rd World Title in the major tournament.



ONEFOOTBALL

**NFT DROP****13 UNIQUE ASSETS + 1 EXTRA LIMITED ASSET**

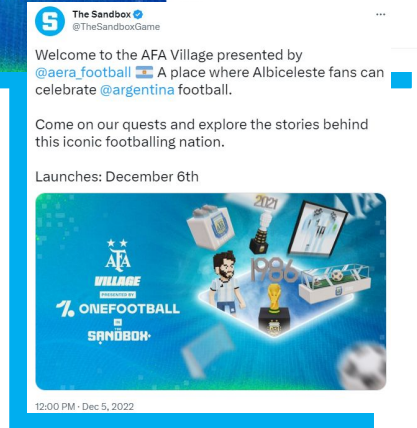
- The AFA Village presented by OneFootball went out with a dedicated Drop of 13 unique assets to commemorate AFA's glory.
- An extra limited asset was rewarded to those AFA fans who acquired at least 1 asset from the Drop before Argentina faced France at the World Cup's Finale, believing and supporting the Albiceleste as the New Champion.



ONEFOOTBALL

RELEASE COMMS

- The AFA Village presented by OneFootball experience and drop were launched together with a full assault on digital media which included a Medium article, Twitter and Instagram posts on both the partner's and our ends.



Sports Land - Stadium

Sports Land is a GMF funded project created by Brazilian studio Hermit Crab, specialised in sports game. In November 2022, during the world cup, the studio celebrated everything they loved about soccer by launching the an event dedicated to soccer fans all around the world!

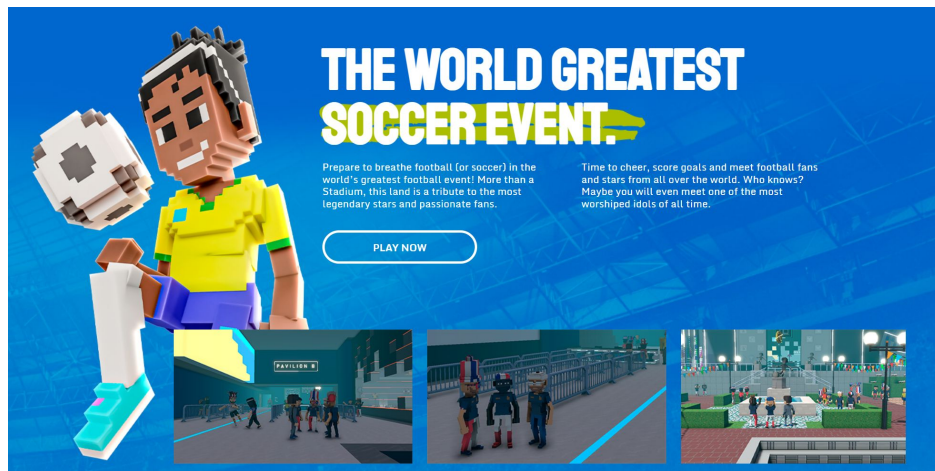


Sports Land

THE BRAND & EXPERIENCE

WHAT DID THEY LOOK FOR?

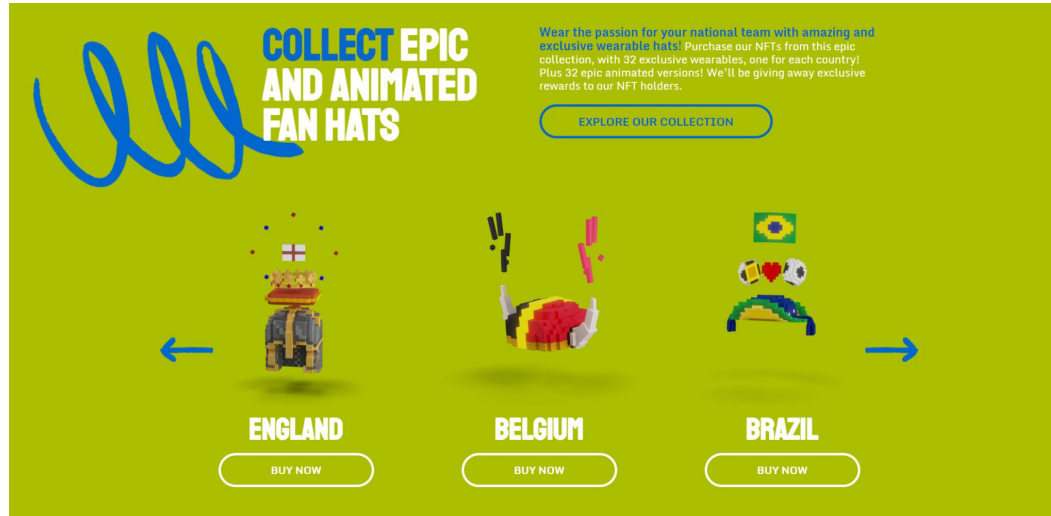
- Celebrate the world cup and what it's like to be a soccer fan
- Establish Sports Land as a Metaverse brand
- Announce Maradona in the Sandbox



Sports Land

NFT DROP

- 32 event exclusive hats representing all the countries in the World Cup
- 13 Maradona NFTs



COLLECT EPIC AND ANIMATED FAN HATS

Wear the passion for your national team with amazing and exclusive wearable hats! Purchase our NFTs from this epic collection, with 32 exclusive wearables, one for each country! Plus 32 epic animated versions! We'll be giving away exclusive rewards to our NFT holders.

[EXPLORE OUR COLLECTION](#)

ENGLAND
[BUY NOW](#)

BELGIUM
[BUY NOW](#)

BRAZIL
[BUY NOW](#)



Sports Land

RELEASE COMMS

66

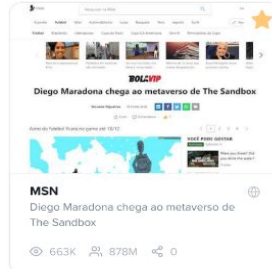
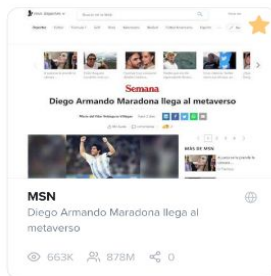
Pieces of Coverage

Total number of online, offline and social clips in this book

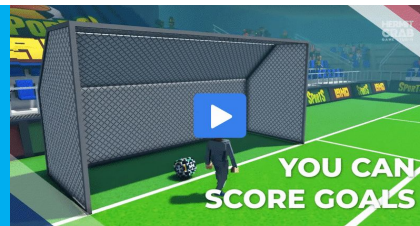
4.76M

Estimated Views

Prediction of lifetime views of coverage, based on audience reach & engagement rate on social



Hermit Crab Coverage Report



A GUARANTEED 12 SANDS reward will be distributed to all Sports LAND NFT holders who completed all quests from Sports LAND Stadium and Sports LAND City Center.

Play Now

Get you Soccer Fan NFT

THANK YOU