

THE
SANDBOX

ENTERTAINMENT SHOWCASE

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for ENTERTAINMENT SHOWCASE

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for ENTERTAINMENT SHOWCASE

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ENTERTAINMENT



Entertainment is one of The Sandbox objectives. And we will do our best to help our partners entertain their audiences.

Our Partners have been building their own experience and making an adventure of it...

Are you ready to see some successful cases?

THE WALKING DEAD

The famous comic arrived to The Sandbox.

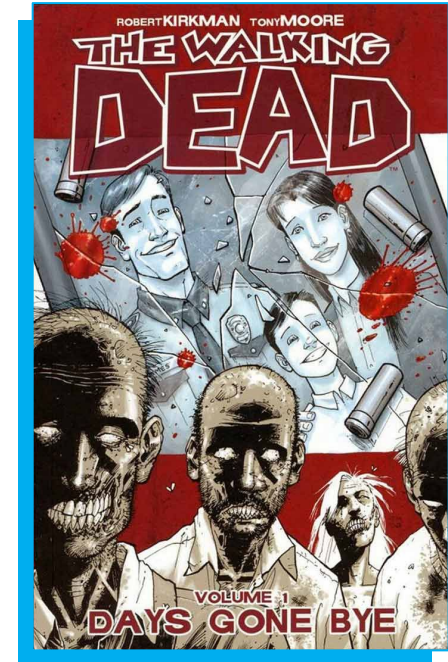
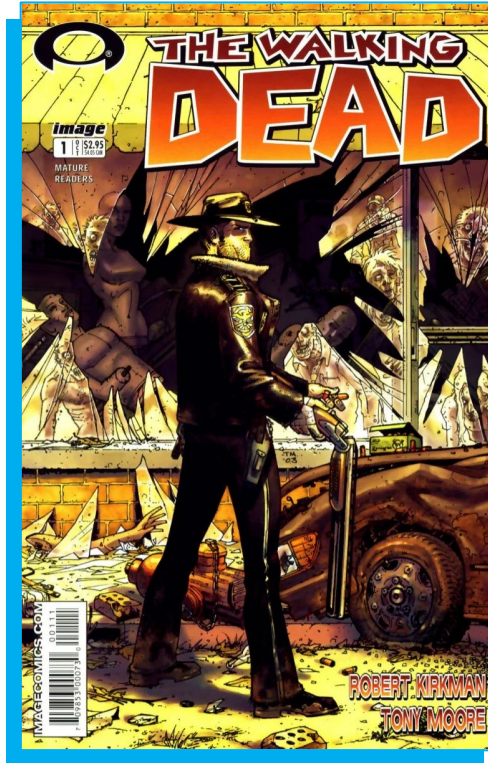


THE WALKING DEAD

THE BRAND

WHAT DID THEY LOOK FOR?

- Give the audience a new scenario to play and interact with the brand.
- Refloat the comic story of The Walking Dead.
- Generate brand awareness and new followers.
- Generate revenue



THE WALKING DEAD



THE EXPERIENCE

ALEXANDRIA

The story of **Rick Grimes** is well know by everyone. Based in Alexandria, a place in which Rick and others survivors rebuild a village from a residential area. But do you know how we managed to represent it in a game?

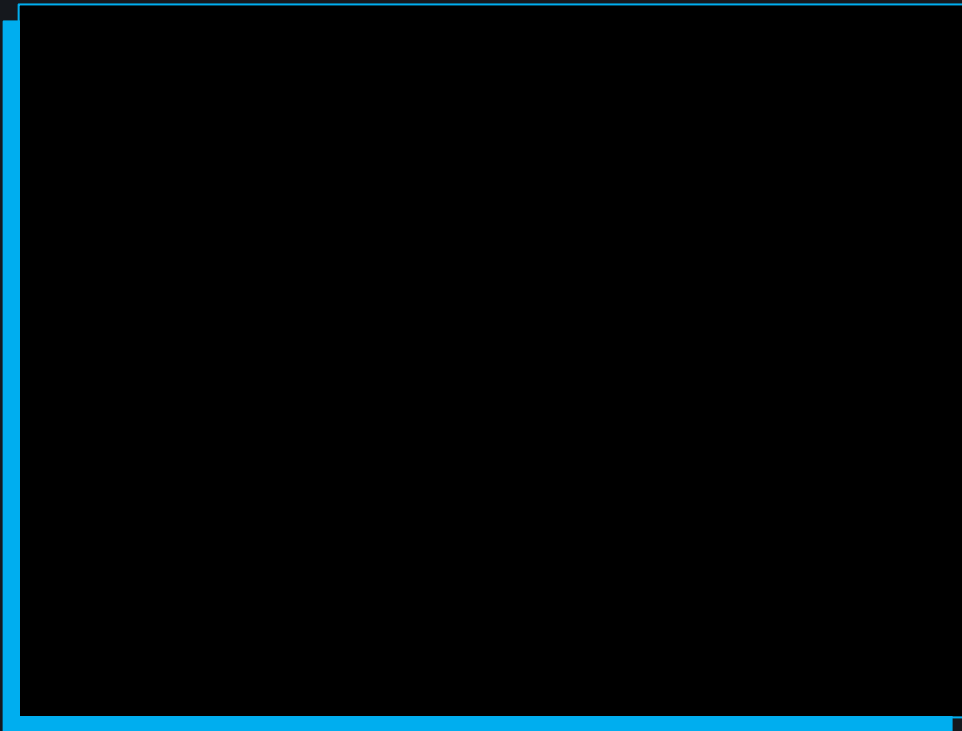
THE WALKING DEAD

THE EXPERIENCE

STAY ALIVE

We challenge users to escape from the dead walkers and return to the safety zone for the livings.

Jumping, building and looking help for your friends, accomplishing different quests to stay alive.



THE WALKING DEAD

 LAND SALE

TWD IN PARTNERSHIP WITH TSB, SOLD THE LANDS NEXT TO TWD'S LAND.

As a warm welcome to new land owners of the neighborhood, we gave away one premium NFT from TWD collection.

A hugh Land Sale was hold by The Walking Dead

- 4 waves took place every Thursday starting on August 26th until September 16th.
- Premium LANDs had NFT gifts (Glenn, Rick, Negan characters, among others).



THE WALKING DEAD

NFT DROP

EXAMPLES

We created a **20 asset** with some of the main icons of the story.

Through this action, the brand give the opportunity to users to have something with its identity, cultivating the brand awareness, while generating revenue.

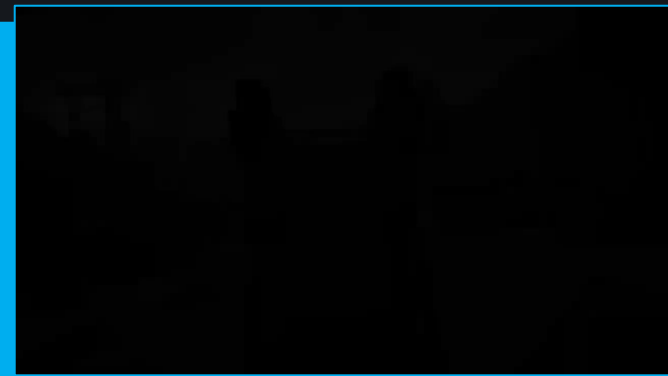


THE WALKING DEAD



ANNOUNCEMENT

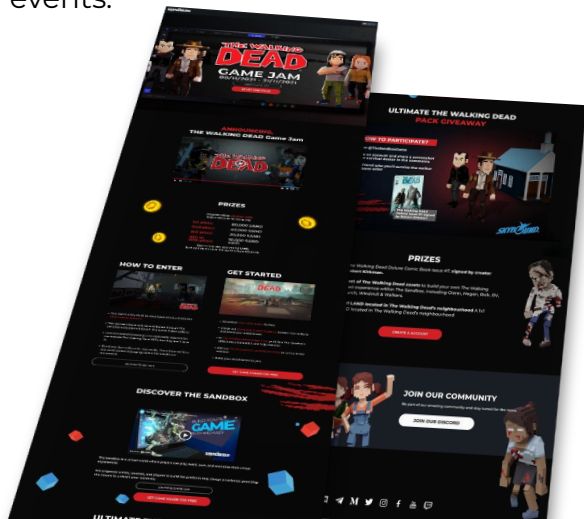
PARTNERSHIP AND EXPERIENCE
LAUNCH TRAILER



THE WALKING DEAD

SOCIAL MEDIA AND PRESS RELEASE EXAMPLES

Both The Sandbox and the brand committed to do marketing actions to promote and communicate our events.



The Sandbox
Aug 20, 2021 · 3 min read · Listen

The Walking Dead LAND Sale — Four Weeks of Apocalyptic Mayhem, starting on August 26th!

The Walkers are entering the Metaverse. Starting August 26th at 1 PM UTC. Get your survival gear ready!

The survivors of the apocalypse have landed on our Metaverse. Meet the iconic heroes of the renowned comic series Rick, Glenn, and the infamous Negan in their voxelized form within our exclusive The Walking Dead LAND sale.

Sign up to get your exclusive The survivor backpack before the first walkers reach the Metaverse. <https://www.sandboxgame.com/walkingdead.sandbox.game/>

The Walking Dead Game Jam

The brain-hungry walkers are back, but this time they are at your mercy. Do you have what it takes to create the best post-apocalyptic game?

The Walking Dead Game Jam & Ultimate Giveaway

...survivor! It's good to see that you have survived the four relentless waves of walkers during The Walking Dead's LAND sale in The Sandbox's metaverse. Here's no time to rest, the survivors still have work to do!

...rk as The Walking Dead Game Jam to be done. And you will also need to work on a mission to recover an ultimate pack of The Walking Dead prizes. See below to learn more about both of these.

THE WALKING DEAD



GAME JAM

WHAT IS THAT?

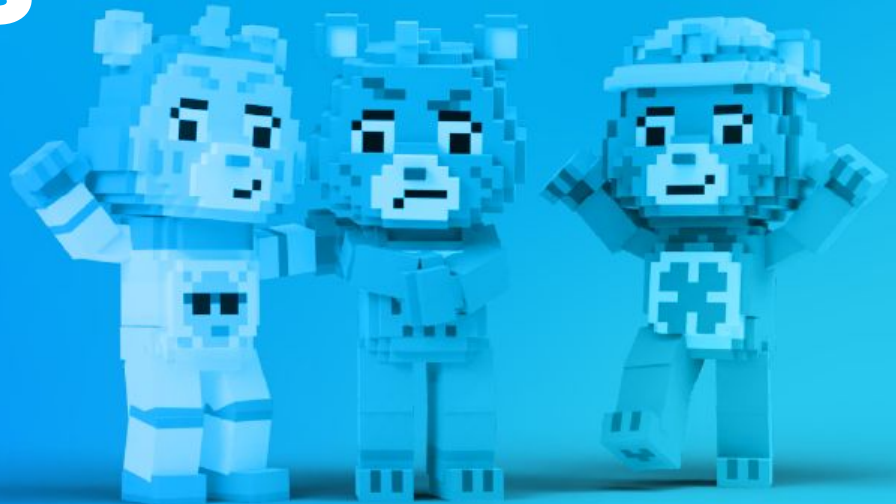
It's a tournament in which users try to make an experience from scratch. At the end of the event there is a streamed Prize Ceremony with the Top Finalist. As a way to open the Game Jam, we make an announcement in social media, with the possibility of creating a landing page to announce the whole process.

- 1st Place: 80.000 Sands
- 2nd Place: 40.000 Sands
- 3rd Place: 20.000 Sands
- 4th to 10th Place: 10.000 Sands each
- Each winner also gets one 1x1 land.



CARE BEARS

The traditional TV Show Care Bears, entered the metaverse. Its legacy of friendship and companionship makes it a perfect fit for The Sandbox. **A special place where friends meet to create magic together!**



CARE BEARS**ANIMATED TV SHOW**
WHAT DID THEY LOOK FOR?

- Revive the love for the brand.
- Give audience new content value to play.
- Generate brand awareness and new followers.
- Generate revenue



CARE BEARS

 **NFT DROP**
EXAMPLES

With the announcement, we
launched an NFT drop.

All of them have been sold out!



CARE BEARS

LANDING PAGE AND PRESS RELEASE EXAMPLES



The Sandbox Blockchain Gaming Platform Partners with Care Bears™ to Create Virtual Care-a-Lot Kingdom and Offer Digital Assets to its Creators Community

Revolutionary Blockchain-based Gaming Metaverse Will Feature Assets (NFTs) On Its Platform

SAN FRANCISCO – September 2, 2020 – Animoca Brands and its subsidiary, The Sandbox, announced today it is partnering with Care Bears™, a decentralized gaming virtual world, announced today it is partnering with Animoca Brands, content producer, and global distributor of the Care Bears™ intellectual property, to create a virtual Care-a-Lot Kingdom and offer digital assets to its creators community. The virtual Care-a-Lot setting as well as puzzle and role-playing games will be available on The Sandbox metaverse.

COLLECTIBLES

Care Bears Partner With The Sandbox To Bring Nostalgia With NFTs

By Micah – March 11, 2022 ⌚ 2 Mins Read

Care Bears celebrates their 40th Anniversary by launching an NFT Collection on The Sandbox. There will be 29 new lovely game assets from the Care Bears universe that will be dropped today at 3p.m. (UTC)!



Care Bears and The Sandbox partnered up to bring a selection of unique and colorful NFTs! Credits: The Sandbox

The Sandbox Sep 2, 2020 · 5 min read · Listen

Announcing: Care Bears™ is coming to The Sandbox Metaverse

The Sandbox team is extremely proud to announce its latest partner: Care Bears™, to create Virtual Care-a-Lot Kingdom and NFTs to be sold in our upcoming LAND Presale 4.2

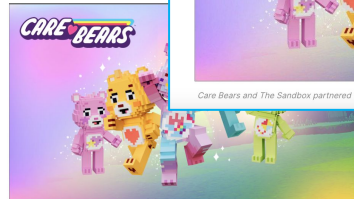


Players will be able to play and create games with their favorite Care Bears™.

The Sandbox Mar 10 · 5 min read · Listen

The Sandbox Launches Care Bears' NFTs

A collection of 29 lovely game assets from the Care Bears universe that will be dropped today at 3p.m. (UTC)!

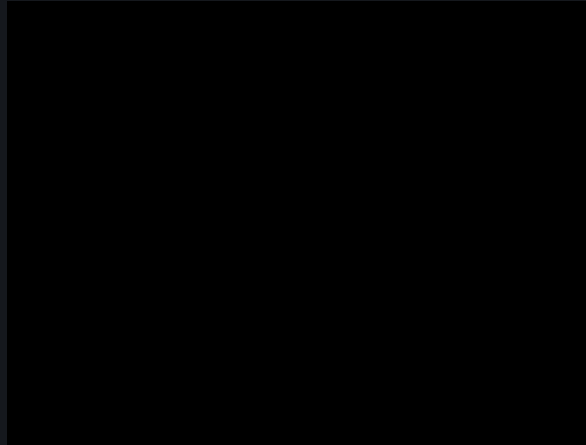


Back in September 2020 [The Sandbox announced its new partnership with the Care Bears™ franchise](#) as well as the project to create a virtual Care-a-Lot Kingdom.

While the Care Bears™ game experience is well on track and being developed at the moment, we will want to give the community our community to create

□ AS3 EXPERIENCES EXAMPLES

We launched 3 experiences for Care Bears during Alpha Season 3!
All of them based on very special places of the show.



□ AS3 NFT DROP

During Season 3 we launched an NFT Drop based on the 3 experiences, with many equipments to wear in TSB Metaverse!

You can find this unique collection in our [Marketplace](#)

SEASON'S GREETINGS EXPERIENCE & NFT DROP

During Christmas and New Year Care Bears was part of a big event in TSB, with a great experience Christmas/winter themed!

8 NFTs were part of an NFT Collection that took place at the same time in our [Marketplace](#). Most of them are equipments, wearables that players can use through all TSB experiences.



<p>Rainbow Ski Boo... 45 / 50 105.00 69.66 USD</p>	<p>Cozy Winter Jack... 45 / 50 105.00</p>	<p>Winterfest Candy... 45 / 50 105.00</p>	<p>Cozy Hat with Ski... 45 / 50 105.00</p>	<p>Winter Grumpy - ... 181 / 200 52.50 34.83 USD</p>
<p>Winter Whiffle - ... 179 / 200 52.50</p>	<p>Sled with Reinde... 0 / 5 210.00</p>	<p>Yeti - Care Bears 596 / 1000 15.75</p>		



ORIGINAL COLLECTIONS

CARE BEARS
AVATAR COLLECTION

- 3,060 unique The Sandbox avatars, playable inside the bright and colourful Metaverse.
- Reinventing the way you play in web3, this is the very first collection that uses a different model, Care Bears are authentic and smaller than a regular avatar.
- This avatars unlock new functionality within the Care Bears Experience and The Sandbox, including access to new experiences and possibilities to earn SAND
- Sold out in 25 hours!



[Check it out here!](#)

THE SMURFS

The iconic **Smurfs** have joined The Sandbox in 2020, offering a wide range of NFTs to users and creators alike.



THE SMURFS**COMIC AND GAME****WHAT DID THEY LOOK FOR?**

- Bring the old but updated story to the metaverse through a voxelized game.
- Give the opportunity to the fans to have something with The Smurfs identity (NFTs and Avatars)
- Engage users to play and know more about the comics through the quests in the experience.
- Generate revenue



THE SMURFS

 **ANNOUNCEMENT**
TRAILER

As part of the announcement, we launch an NFT drop to welcome users to **The Smurfs x The Sandbox** world.



THE SMURFS

 **NFT DROP**
EXAMPLES

An 18 NFTs drop
SOLD OUT in little
more than an hour!



THE SMURFS

 **THE EXPERIENCE**
TRAILER ALPHA SEASON 3

From deep inside the forest to the high peaks of Gargamel's house, players have to explore the map to **help Papa Smurf finding the source of the magic crystals.**

Many Smurfs have been transformed by the magic of these strange crystals. With the help of Papa Smurf, the player will be able to make potions to heal them.



THE SMURFS**THE EXPERIENCE****TRAILER ALPHA SEASON 3**

A Social/Gaming Hub laid out like a magical adventure in a children's book.

GIANT TREE EXPEDITION!

PLAY with your friends and find the origin of the magic crystals.



HELL'S KITCHEN

Hell's Kitchen is an American reality competition cooking show. The series is hosted by celebrity chef **Gordon Ramsay**. Also, it is a restaurant held by Gordon Ramsay in the Caesars Palace Hotel in Las Vegas.



HELL'S KITCHEN**GORDON RAMSAY TV SHOW****WHAT DID THEY LOOK FOR?**

- Engage the audience and create a “universe” of the brand.
- Brand awareness
- Generate revenue



HELL'S KITCHEN

THE EXPERIENCE SUBTITLE

We recreated the restaurant in Las Vegas and all its look-a-like experience. A venue designed exclusively for The Sandbox.

Users will have to discover Quests and Mini-Games in its beautiful surroundings.



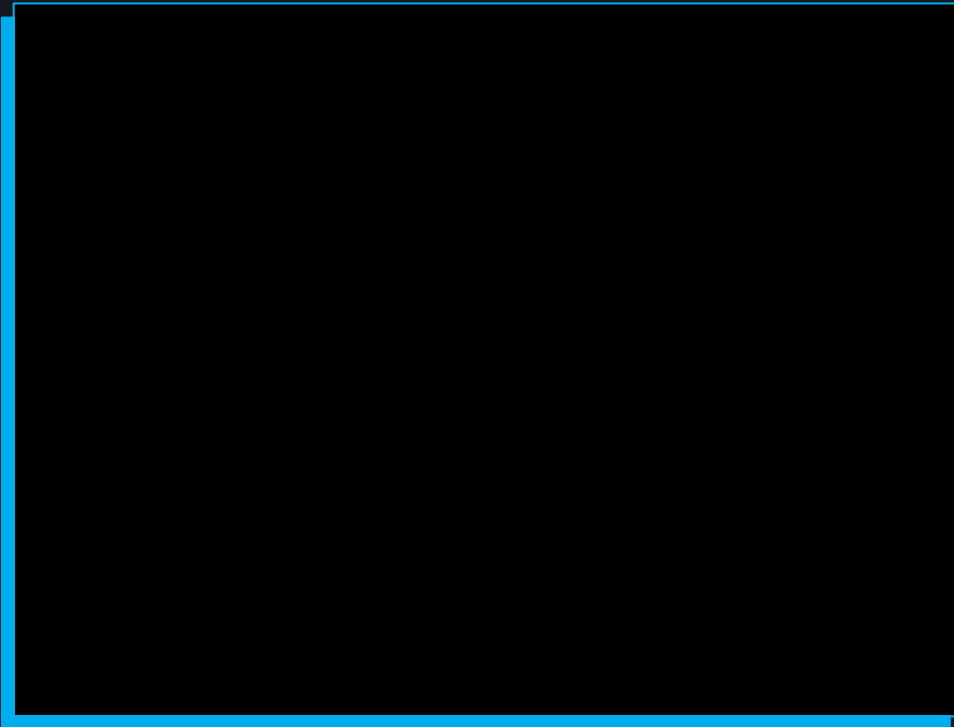
HELL'S KITCHEN



THE EXPERIENCE

TRAILER

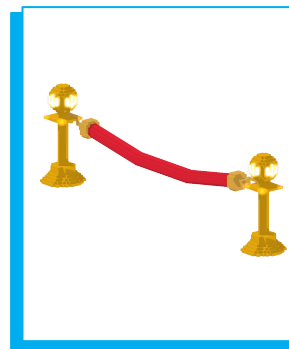
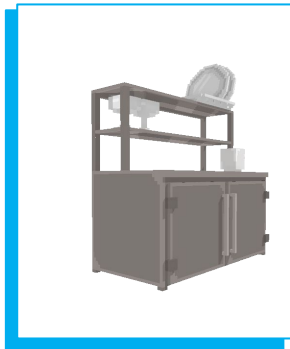
Enjoy the Hell's Kitchen experiences
inside The Sandbox



HELL'S KITCHEN

NFT DROP
EXAMPLES

Users also have the chance to buy the **original** Hell's Kitchen equipment and furniture to use in their own Metaverse creations.



PLAYBOY

Known for its centerfolds of nude and semi-nude models (Playmates), Playboy played an important role in the sexual revolution and remains one of the **world's best-known brands**, having grown into Playboy Enterprises, Inc. (PEI), with a presence in nearly every medium.



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

- Immerse the 'Rabbitars' community into the Metaverse
- Build the iconic Playboy Mansion in the Metaverse and transform it into the MetaMansion
- Generate revenue



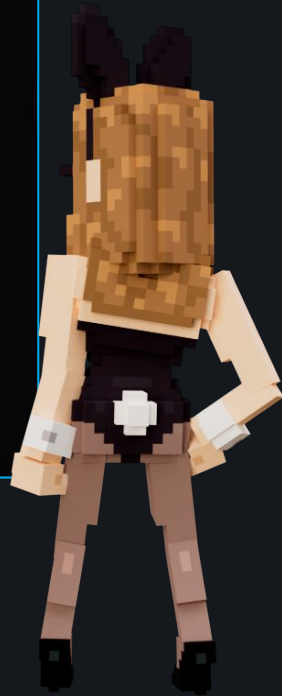
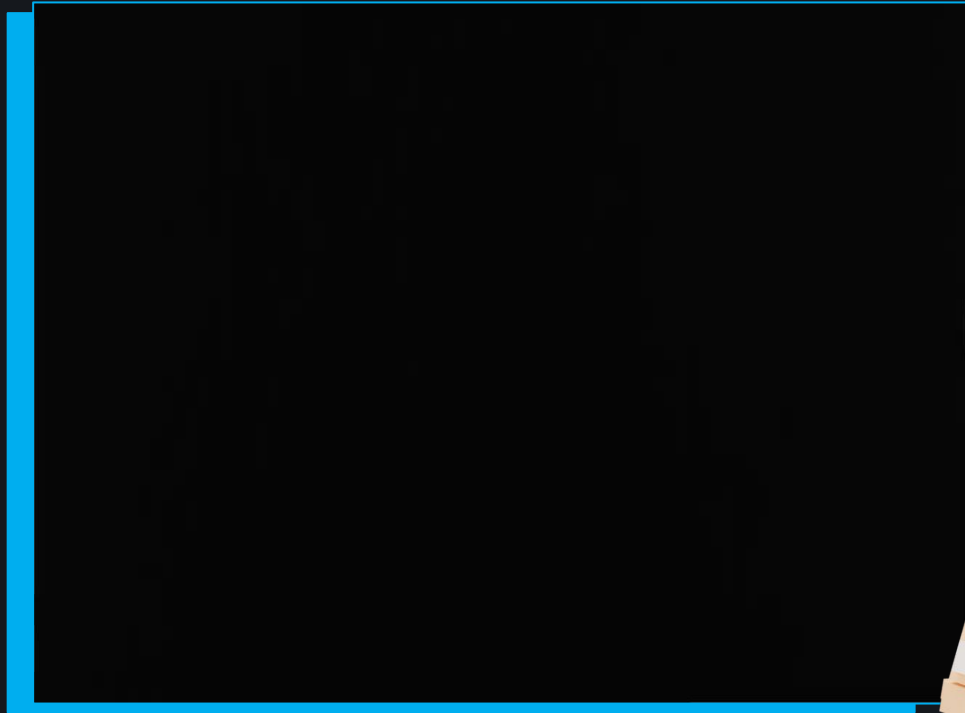
PLAYBOY

ANNOUNCEMENT

VIDEO TEASER

Playboy-themed immersive gaming experience in The Sandbox metaverse will include NFT collectibles releases and special experiences for Playboy's Rabbitar community.

Playboy's "MetaMansion" experience in The Sandbox will feature gaming, social play, programmed events and ongoing digital collectibles releases that leverage Playboy's vast content library, incorporate Playboy's talent and influencer network, and bring Playboy's coveted fashion styles and must-attend live experiences into the metaverse.



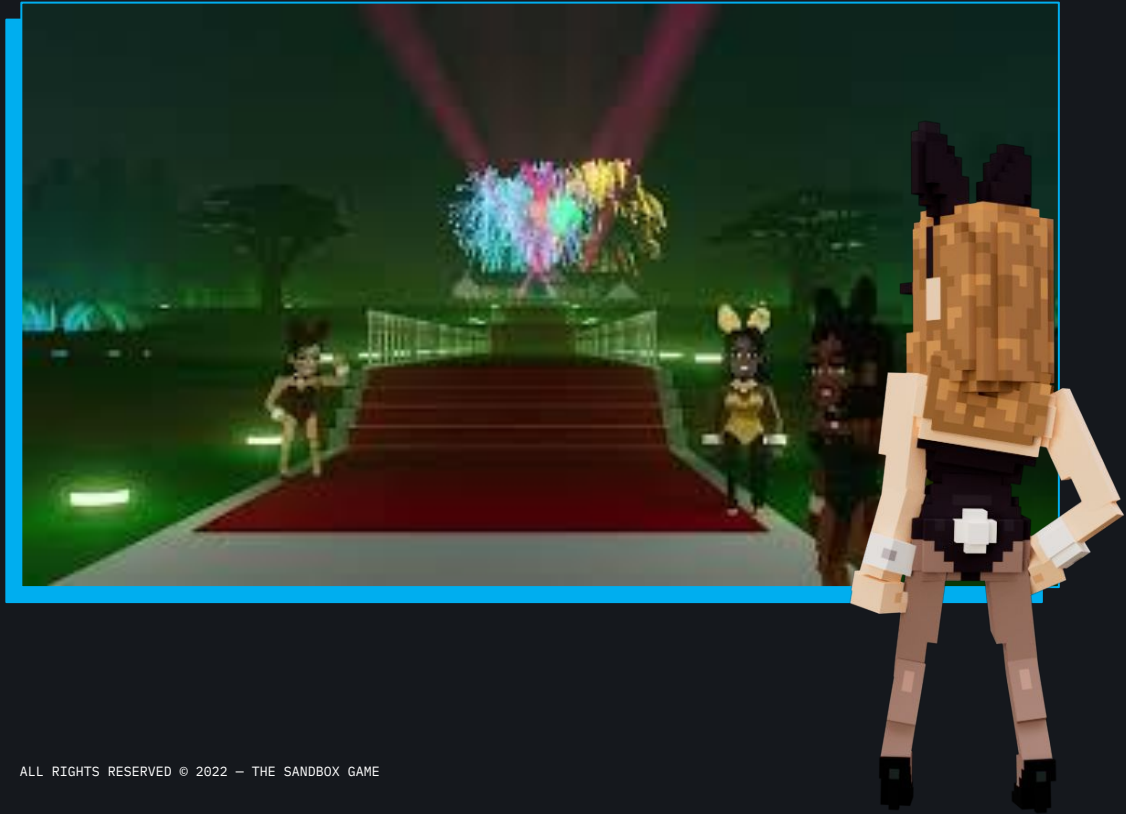
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PLAYBOY

RABBITARS BRIDGED AVATAR COLLECTION

The Playboy Rabbitars are the VIP members of Playboy's Web3 community.

To celebrate the Rabbitars' first birthday, all holders received their very own free 1:1 voxelized avatars, playable in TSB.

THE PLAYBOY RABBITARS ARE ENTERING THE SANDBOX



GET YOURS NOW!



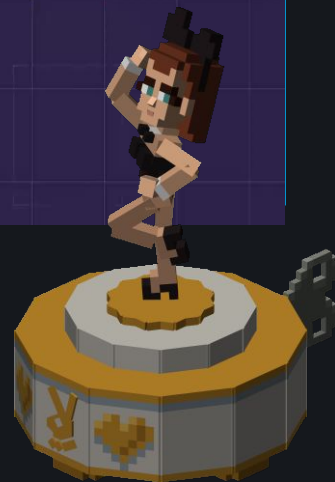
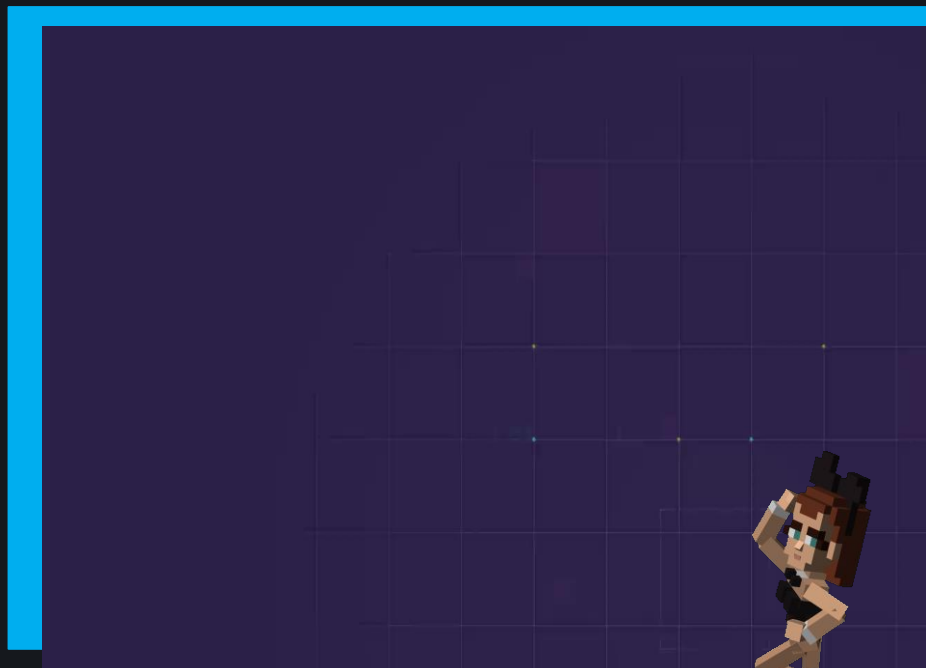
PLAYBOY

**LAND SALE****CALIFORNIA DREAMIN'**

Playboy was part of the California Dreamin' Land Sale that took place on Nov 2022 alongside Faze Clan, Tony Hawk and The Marathon.

Playboy welcomed its new neighbors with two special premium NFTs and also offered extra raffle tickets to the Rabbitar's community to participate in the land sale.

All Playboy's premium lands were sold out!



PLAYBOY



THE PARTY PEOPLE AVATAR COLLECTION

Playboy introduced the first original NFT collection from Playboy and The Sandbox, inspired by the guests who brought the legendary Playboy Mansion parties to life.

The Playboy Party People will join the Playboy Rabbitars as they reinvent Pleasure for All in the metaverse on their journey to the future Playboy MetaMansion.

The PPP collection consists of 1,969 unique and playable avatars for The Sandbox. **The collection was sold out in 2 weeks!**



PLAYBOY

IRL Events
NFT.NYC 2022

On June 20, we hosted a party together during NFT NYC.



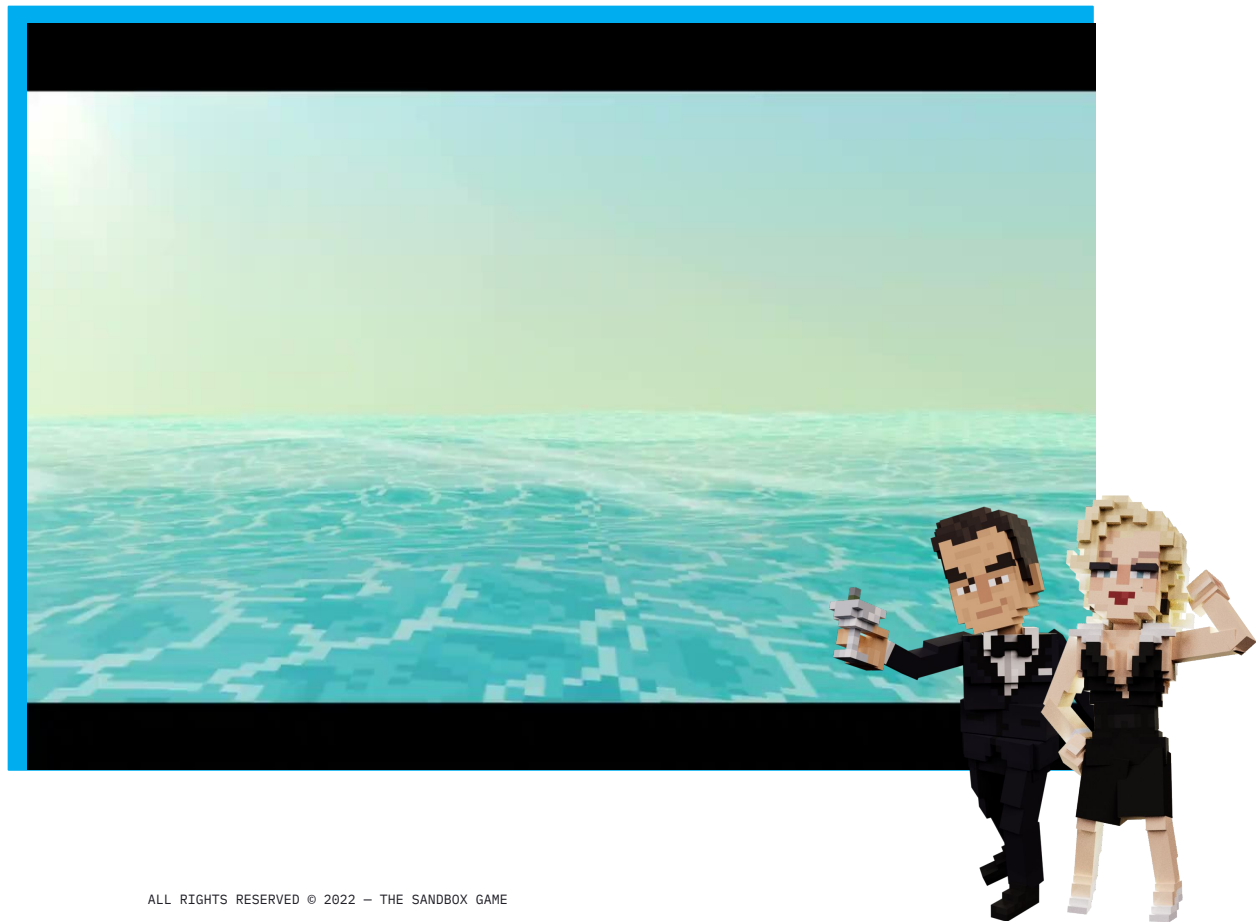
PLAYBOY

EVENT: 69TH BIRTHDAY PARTY

Is it a dream? Playboy celebrated its 69th anniversary inside TSB with iconic guests and had **Blond:ish** as special music guest.

The event lasted 6.9 days and offered rewards to Playboy's avatar owners and exclusive NFTs.

This was the first Playboy party of the many others that will come in the future.



PLAYBOY

**NFT DROP****THE BIRTHDAY COLLECTION**

Alongside its 69th anniversary party, Playboy launched an exclusive NFT drop of 6 assets celebrating Playboy's past, present, and future.

From an iconic 1956 cover to the mysterious Rabbit Key...



PLAYBOY

**NFT DROP****THE BIRTHDAY COLLECTION**

Alongside its 69th anniversary party, Playboy launched an exclusive NFT drop of 6 assets celebrating Playboy's past, present, and future.

From an iconic 1956 cover to the mysterious Rabbit Key...



PLAYBOY **VOX EDIT CONTEST**

The Sandbox users were invited to transcribe Playboy's vision into a piece of art.

The goal was to create an asset inspired by the Playboy's universe.

REWARDS

15,000 SAND split amongst the top entries the following ways:

1st place: 6,000 SAND;

2nd place: 3,500 SAND;

3rd place: 2,000 SAND;

4th to 10th place: each receives 500 SAND.

INVINCIBLE

Invincible is the story of Mark Grayson, a teenager who's just like every other kid his age — except that his father is the most powerful superhero on the planet, and now it seems that Mark is developing powers of his own.



INVINCIBLE

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

- Give the audience a new scenario to play and interact with the brand
- Engage users to play and know more about the comic/TV serie through the quests in the experience
- Generate revenue

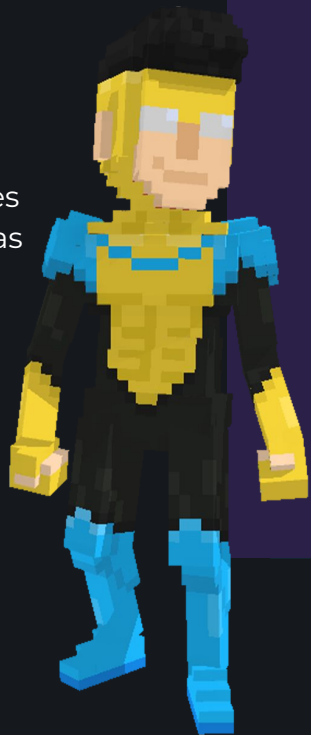


INVINCIBLE

 **ANNOUNCEMENT**
VIDEO TEASER

Invincible is a stellar superhero franchise with relatable characters, memorable action, and great stories that fans will love interacting with as they make or play their own adventures.

Reimagining Mark, Atom Eve, and the other fan favorite Invincible characters through the lens of The Sandbox gives way to a new Invincible audience.



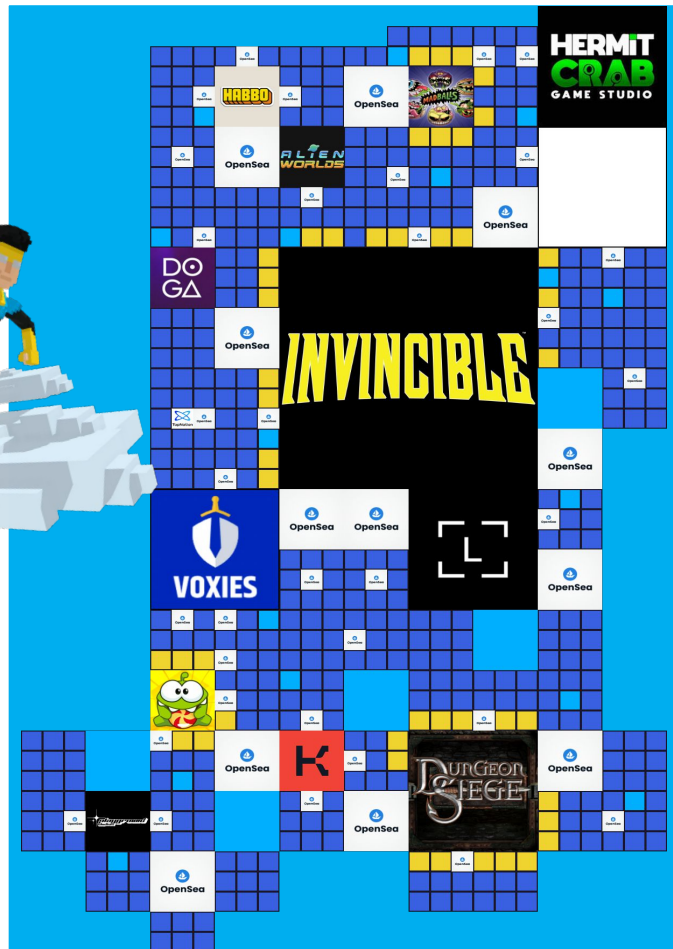
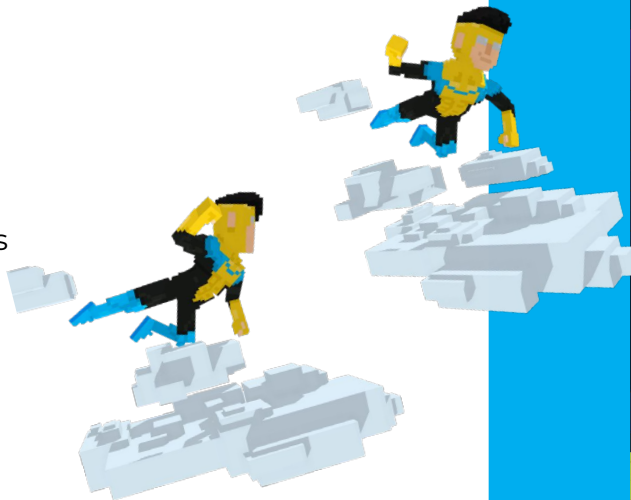
INVINCIBLE

LAND SALE
VOXEL MADNESS

The Sandbox opens new Voxel Madness virtual neighborhood themed around gaming.

This LAND sale will empower users to develop their games alongside iconic entertainment brands such as Dungeon Siege, Invincible, Cut the Rope, Habbo, Dogami, Voxies, and more.

Invincible has 14 premium lands and will offer two premium NFTs to its exclusive neighbours.



DINO WARRIORS

Alien Samurai Dino Warriors is an upcoming graphic novel series, created by Dimitri Vegas, alongside Erik Burnham — one of IDW Publishing's most critically acclaimed writers on properties like Ghostbusters, Back To The Future, Transformers, Teenage Mutant Ninja Turtles, and many more.

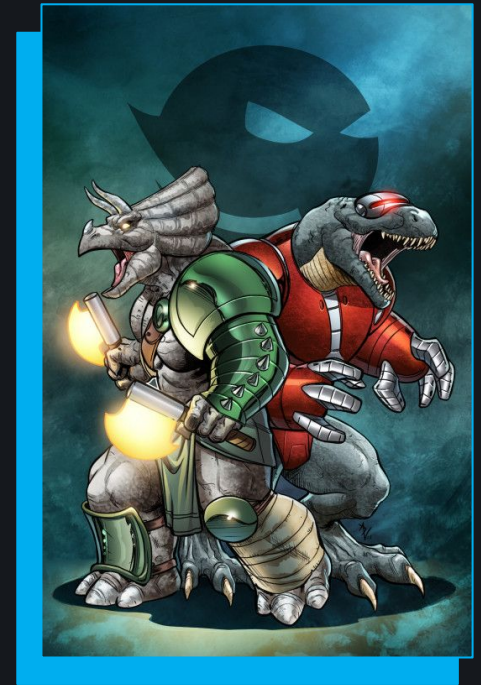


DINO WARRIORS

COMIC & GAME

WHAT DO THEY LOOK FOR?

- Give the audience a new scenario to play and interact
- Generate brand awareness and new followers
- Generate revenue



DINO WARRIORS**ANNOUNCEMENT**
VIDEO TEASER

The Sandbox and Dimitri “Vegas” Thivaivos partner to bring Alien Samurai Dino Warriors to the metaverse.

Set in its own LAND in The Sandbox, the “DinoVerse” experience will pay tribute to classic beat ‘em up arcade games with a voxel-style makeover.

The DinoVerse in The Sandbox will feature voxel versions of Alien Samurai Dino Warriors heroes and villains. The characters will go toe-to-toe in an exciting gaming experience, including a plethora of powerful weapons and assets players can use to customize their equipment. In addition to playing together, players will be able to meet and chat in the DinoVerse LAND using their avatar characters.

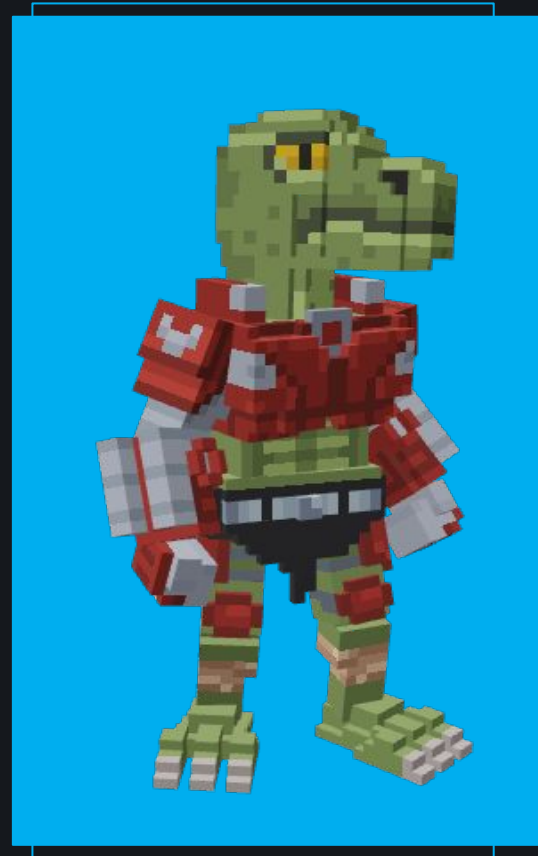


DINO WARRIORS**FREE CLAIM**

SURPRISE!!! Dino Warriors Collectible holders received a little present in their wallets!

Dino Warriors free collectible was launched on Wednesday December 21st.

They got a Leonidas NFT.



MK2

A reference in world art-house cinema, mk2 is a family-owned company founded by Marin Karmitz in 1974 and now run by his sons Nathanaël and Elisha Karmitz. mk2 promotes quality filmmaking, operates its cinemas as modern agoras and supports creative discovery. mk2 operates 27 sites (200 screens) in France and Spain, hosting 10 million spectators every year.

MK2

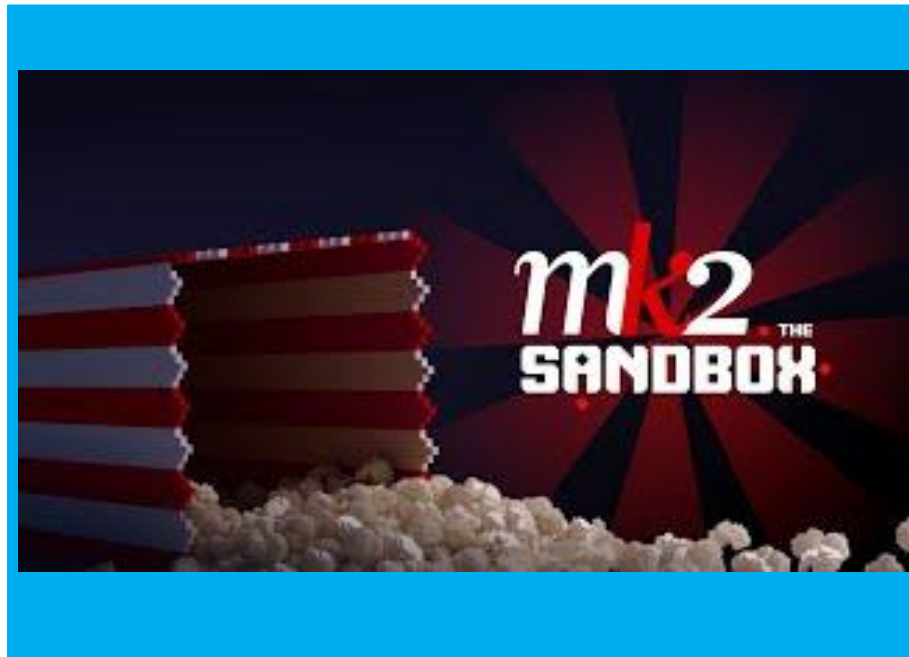
ANNOUNCEMENT

VIDEO TEASER

The Sandbox and MK2 announce their partnership to create new film-oriented experiences set on MK2's LAND, named **“mk2 Park”**.

It will function as a cinematic carnival experience, with an open-air cinema set among the clouds above a giant carousel.

The goal is to provide film lovers with a place to play, experience, and socialize around a love of cinema in all its aspects — including the idea of a movie house as a beloved meeting spot.



MADBALLS

Madballs is a series of toy foam balls originally created by AmToy, a subsidiary company of American Greetings (now Cloudco Entertainment) in the mid-1980s. The balls incorporated gross-out humor and each was given a character synopsis and an odd name. The toylines expanded into a franchise with comic books, direct-to-video cartoons, and a video game



MADBALLS

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

- Give the audience a new scenario to play and interact
- Generate brand awareness and new followers
- Generate revenue



MADBALLS**EXPERIENCE****MADBALLS SLIMEFEST**

The Sandbox created an amazing experience for MadBalls in the metaverse. MadBalls SlimeFest was an opportunity for the community to know more about the brand, have fun and have the chance to win SAND!

The experience was open to everyone, but only MadBalls avatar holders had the chance to win prizes.



MADBALLS

 AVATAR COLLECTION

- 2023 unique The Sandbox avatars, playable inside TSB Metaverse
- This avatars unlock new functionality within the MadBalls Experience and The Sandbox, including access to new experiences, prizes in SAND, and the chance to get one IRL MadBalls Collectibles
- Sold out in 1 hour and 26 minutes!



FAZE CLAN

FaZe Clan delivers a wide variety of entertainment spanning video blogs, lifestyle and branded content, gaming highlights and live streams of highly competitive gaming tournaments. FaZe Clan's roster of more than 100 influential personalities consists of engaging content creators, esports professionals, world-class gamers and a mix of talent who go beyond the world of gaming



FAZE CLAN

**THE BRAND**

WHAT DID THEY LOOK FOR?

- FaZe has always been at the forefront of popular gaming and with The Sandbox as clear leaders in the metaverse space, this partnership is a natural fit.
- Their entry into the metaverse is sure to shake things up and will, without a doubt, allow FaZe Clan to bring its 7-figure strong community into the Web3 realm.
- It's yet another massive opportunity for Web3 to connect with traditional gamers worldwide.



FAZE CLAN

 **ANNOUNCEMENT**
TRAILER

The two companies will co-produce experiences for the FaZe community in The Sandbox by building digital infrastructure, virtual events, games, and digital product releases. This partnership will open the door for a gamified FaZe World that allows users to experience and engage with FaZe Clan and FaZe talent and create new revenue streams for FaZe.

"FaZe Clan's leadership position at the apex of gaming and youth culture presents an ideal opportunity to build bridges and lead the gaming community at large into the metaverse. Through FaZe World and our partnership with The Sandbox, our already digitally native fans can experience FaZe Clan in a new immersive way."

Lee Trink, CEO of FaZe Clan.

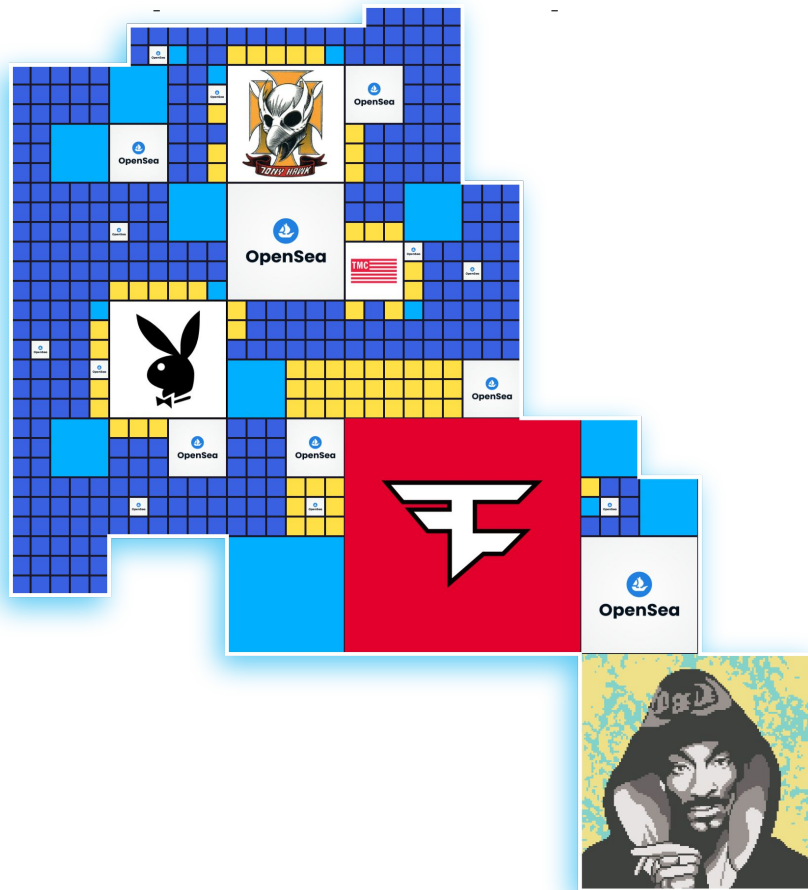


FAZE CLAN

GAMING COMPANY

LAND SALE

- The famous gamer clan was featured during the California Dreamin' LAND Sale event.
- 2 premium assets were rewarded for their Premium LAND buyers.



THANK YOU



WHO WANTS TO BE A MILLIONAIRE

Considered as one of **the greatest game shows of all times**, it is as much a quiz as a thriller.

Since its inception in 1998 it has been a global phenomenon with over 100 different international versions.



WHO WANTS TO BE A MILLIONAIRE?**TV SHOW****WHAT DID THEY LOOK FOR?**

- Convert the TV show into a game in the metaverse.
- Reach new audience.
- Generate brand presence.



WHO WANTS TO BE A MILLIONAIRE?



THE EXPERIENCE

THE CONCEPT OF THE EXPERIENCE WAS TO RECREATE THE TV SHOW STUDIOS

- Explore the backstage
- Mingle with other fans
- Collect WWTBAM related NFTs
- Go through a variety of experiences and quests involving trivia, action, and adventure

