

THE
SANDBOX

MUSIC SHOWCASE

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MUSIC

**Amazing artists have jump to the world of
The Sandbox!**

They have been building their own experience
and making an adventure of it. Live concerts,
parties, exclusive VIP areas, NFT collections,
Avatars, and more...

**Are you ready to see some successful music
cases?**

STEVE AOKI

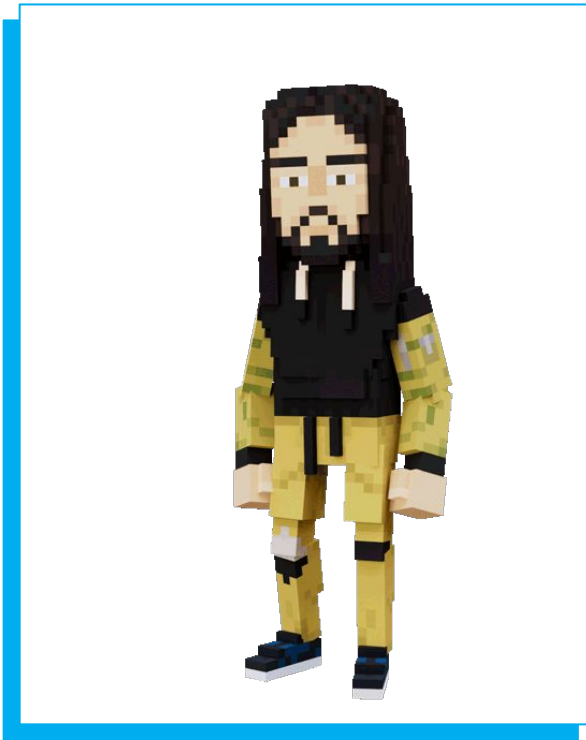
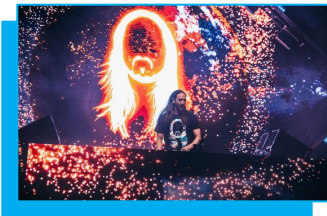
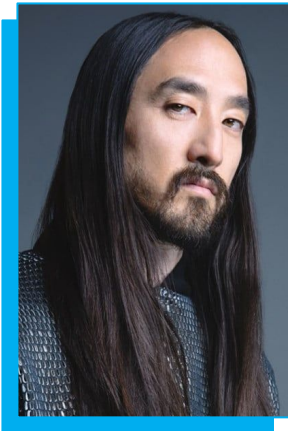
As one of **the main DJ in the music industry**, known for throwing cakes to his fans and his crazy love for art, Steve Aoki entered The Sandbox world.



STEVE AOKI

 **DJ & ARTIST****WHAT DID HE LOOK FOR?**

- Create a new scenario where to be closer to his audience, sharing with them the digital version of his real home
- Give the opportunity to his fans to have something with his identity (NFTs and Avatars)
- Engage users to play and know more about his life through his quests in the experience
- Make revenue



STEVE AOKI

 **THE EXPERIENCE**
PLAYHOUSE

We recreated Steve's home. A place for users to have fun, go to a party at the rooftop, search the cake secret recipe, or discover his "subconscious" room.



GENERATE ENTERTAINMENT AND BRAND AWARENESS

STEVE AOKI

THE EXPERIENCE

WATERPARK PARKOUR

Both experiences roundabout Steve's life, a way to engage users with his brand. Like sports? Share one of Steve's passions playing parkour.

**GENERATE ENTERTAINMENT AND BRAND AWARENESS**

STEVE AOKI

NFT & AVATAR COLLECTION

EXAMPLES

NFT COLLECTION

21 assets dropped in an amazing collection. Non playable characters, equipment, art pieces, and more!

AVATAR COLLECTION

3.333 unique avatars made of Steve Aoki. Zombie, rainbow, or whatever you can imagine. We set up unique traits for each one.



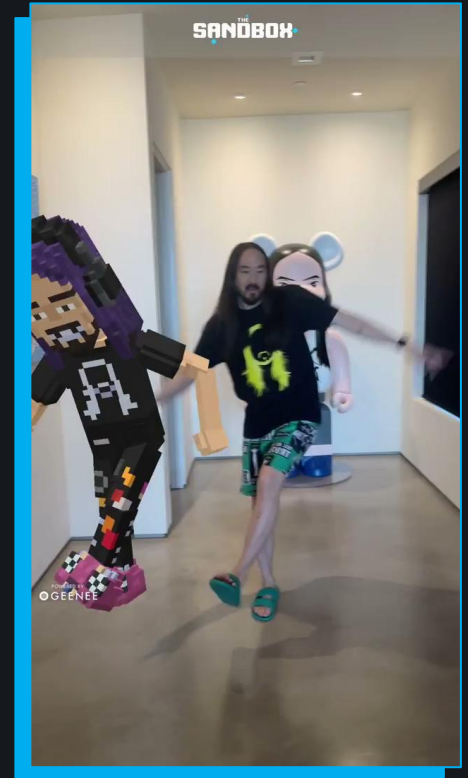
GENERATE USER ENGAGEMENT AND BRAND AWARENESS

STEVE AOKI

 **AR FEATURE****HAVE YOU EVER SEEN STEVE AOKI DANCING WITH HIS OWN AVATAR?**

We developed an Augmented reality feature. How did it work?

- People could enter to a landing page with his phone and see Steve's avatar through their camera.
- If somebody stands next to it, he/she will be able to dance while the avatar follow him/she with the same movements.
- This action was planned as a marketing action, making eco in the social media and motivating people to buy his avatar!

**GENERATES USER ENGAGEMENT AND TRACTION IN SOCIAL MEDIA**

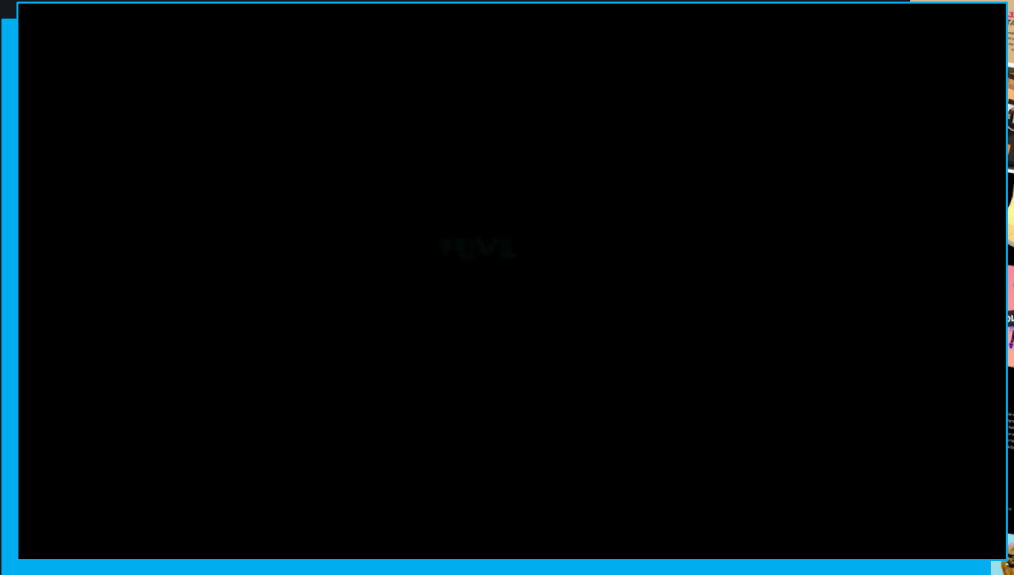
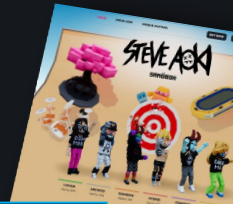
STEVE AOKI

LANDING AND ANNOUNCEMENT

PROMOTE AND COMMUNICATE

We did one trailer to announce the partnership, one to launched the experience, and a third one to promote the Avatar collection.

We developed two landing pages, one to promote the experience and the other one to [raffle the Avatars](#).

SEE STEVE AOKI
RAFFLE AVATARSPLAY IT IN
ALPHA
SEASON 3PLAY IT IN
ALPHA
SEASON 3PLAY IT IN
ALPHA
SEASON 3PLAY IT IN
ALPHA
SEASON 3UNIQUE
AVATARSSPECIAL
DESIGNPLAY AND
EARN

SNAP, DANCE, SHARE

PLAY IT IN ALPHA SEASON 3

@PlayStation5



STEVE AOKI

LIVE SHOW IN REAL LIFE EVENT

The Sandbox hold an event in New York City, during the week of 'NFT NYC 2022', in which we welcomed Steve Aoki as one of the main celebrities, relating his music with his music projects in the metaverse.

During the day we had the opportunity to listen to him as a speaker, and at the night he gave us an amazing live show!



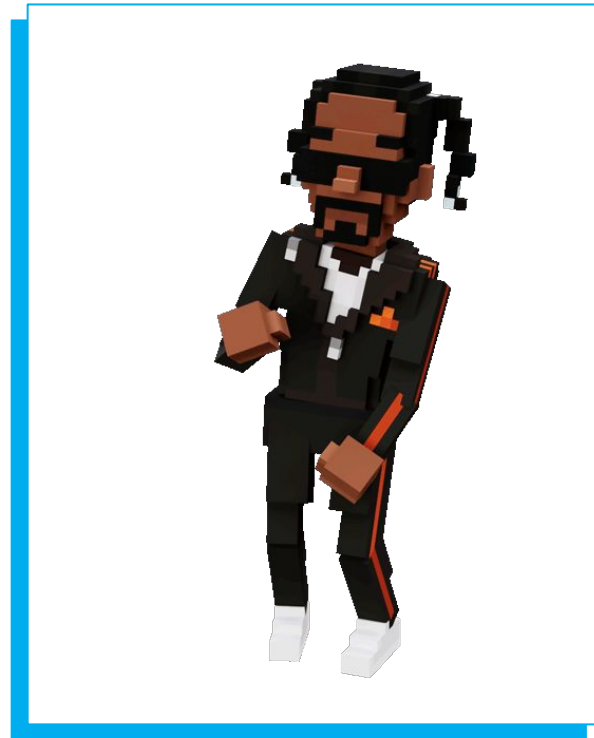
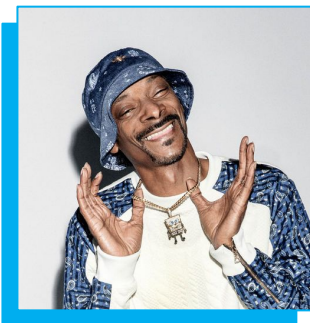
SNOOP DOGG

There is no need to introduce the **Doggfather**. This tremendous musician is one of a kind in the metaverse. As a pioneer in the industry, we did amazing things in The Sandbox!



SNOOP DOGG**RAPPER AND MUSIC ARTIST****WHAT DID HE LOOK FOR?**

- Innovate in the metaverse
- Launch his one of a kind 10.00 Doggies
- Do a mayor concert in the metaverse.
- Be a tence in the music industry.



SNOOP DOGG

SNOOPVERSE UNIVERSE WITHIN THE SANDBOX

A developed ecosystem made up from a wide variety of experiences and activations to delight our community.

THE PARKING COLLECTION OF CARS
+20 000 NFT Cars - 200 unique

PRIVATE POOL PARTY
You'll need an NFT Ticket Pass to get access. But once you're in plays, YOU ARE IN! A once-in-a-lifetime opportunity to party with the Dogg and ask him any questions you want.

THE AVATAR STORE
+10 000 Unique NFT

SNOOP'S HOUSE
The dogfather wanted to feel right at home in The Sandbox world. And so we obliged, with a full-blown Voice Act recreation of his real-life mega-mansion in Diamond Bar, California.

THE VENUE LIVE-OP, CONCERTS

THE NEIGHBORS!
Hang out with neighbors in the Snoopverse, discover their LANDs and explore multiple worlds alone or with friends. NFTs, lifestyle, fashion, music, you name it!

SNOOP DOGG

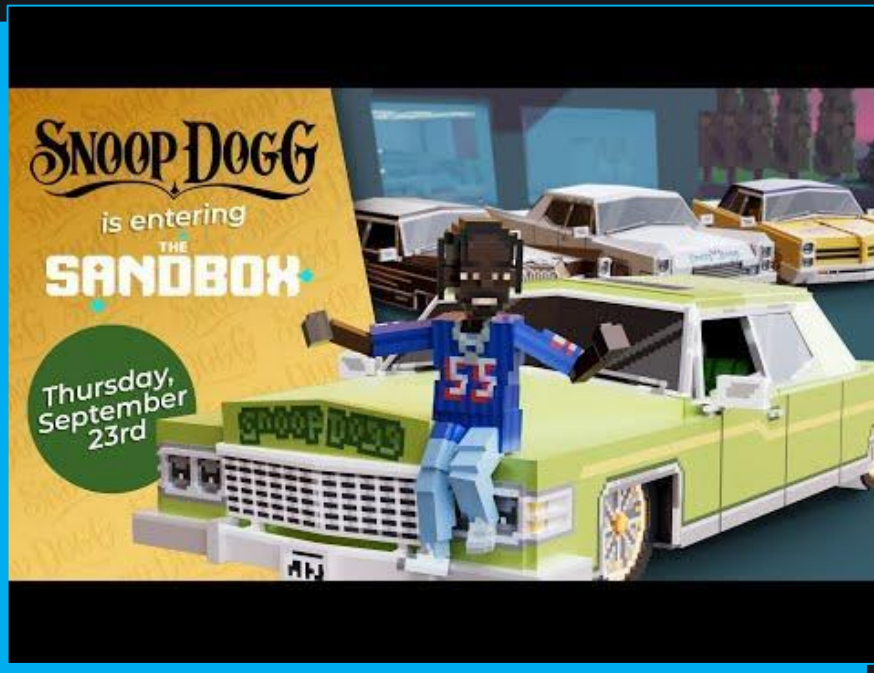
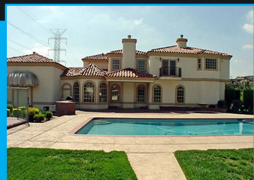


THE EXPERIENCE

MEGA MANSION IN CALIFORNIA

How we brought Snoop Dogg into the metaverse? We combined different types of experience and recreated his famous mega mansion, with a Casino inside, a studio record, a swimming pool area, etc.

A mix of gaming and Social Hub experience



SNOOP DOGG

THE EXPERIENCE

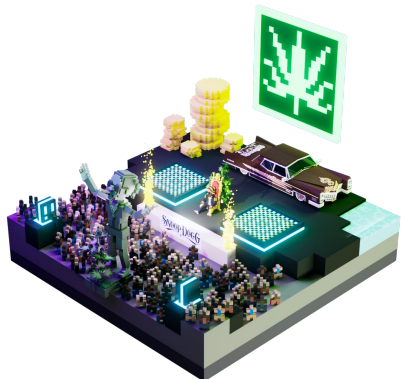
CLASSIC CAR COLLECTION

We also recreated his classic car collection and made a Snoop Dogg's Parking as part of the experience.



SNOOP DOGG**LIVE CONCERT**
COMING SOON

We are building a specific place to give his concert, an exclusive live concert for only 1000 ticket holders. A innovative digital action that integrated real life features, as singing in real time.

**GENERATES ENTERTAINMENT, FIDELITY, AND REVENUE**

SNOOP DOGG**SNOOPVERSE EARLY
ACCESS PASS**

- N° of copies: 5000
- Exclusive NFT drops
- Whitelist access to Snoop Avatar drop
- Invitation to the Cozomo Art Gallery opening
- Future multiplier on staking \$SAND rewards in Snoopverse play-to-earn



SNOOP DOGG**SNOOP PRIVATE PARTY
PASS**

- N° of copies: 650
- Invitation to Snoop's Private Party
- Access to Snoop's first metaverse concert
- Invitation to Cozomo Art Gallery opening
- Whitelist access to Snoop Avatar Drop
- Future multiplier on staking



SNOOP DOGG

NFT & AVATAR COLLECTION

"THE DOGGIES" COLLECTION

- 10,000 **unique, playable doogies**
- Programmatically generated **from over 150 traits**
- Ranging from **cool, classic and signature**
Fully playable within The Sandbox
- **Utility:** Avatar can be used in-game to play as a Doggie.
- Holders also get different perks and rewards in other platforms.
- **Revenue Generated:** USD 4.6M



SNOOP DOGG

LAND SALE
WHAT IS A LAND SALE?

Snoop Dogg in partnership with TSB, sold the lands next to Snoop Dogg's land.

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



Wave 1

Date held: 12/02/2021

Date completed:

02/12/2021

Premium LANDs: 67

Revenue Generated:

USD 1.6M



Wave 2

Date held: 12/16/2021

Date completed:

12/16/2021

Premium LANDs: 64

Revenue Generated:

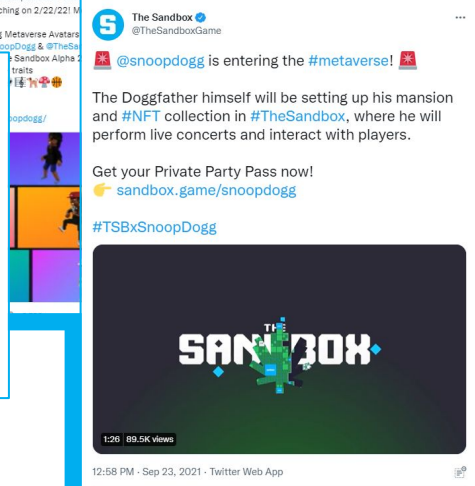
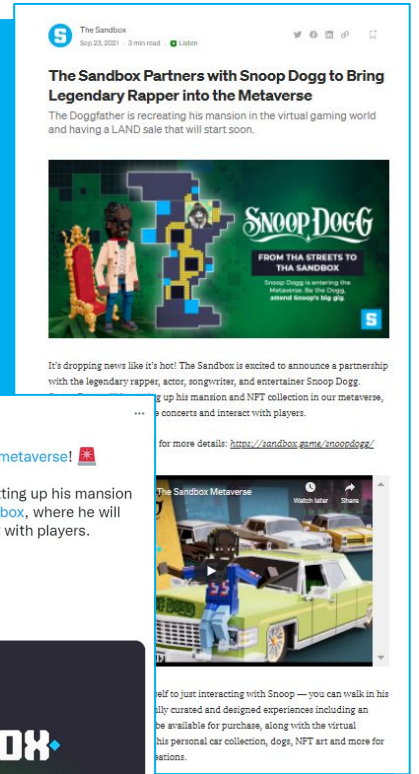
USD 1.1M

SNOOP DOGG

SOCIAL MEDIA, PRESS & MORE EXAMPLES

Every activation that we hold in TSB, it's communicated both in our social media channels and the IP's channels.

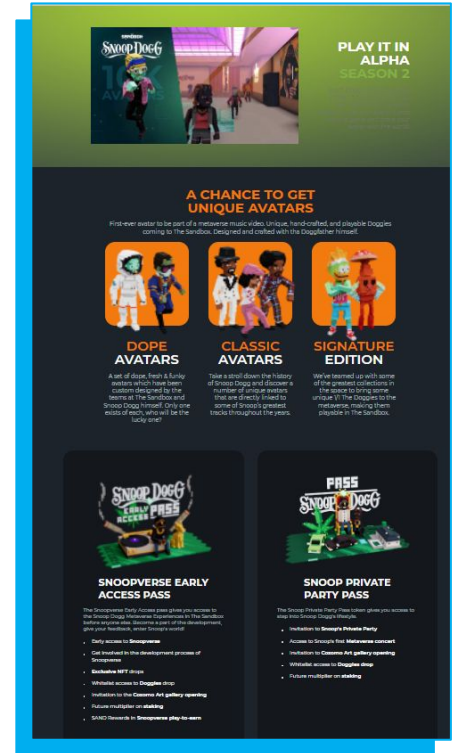
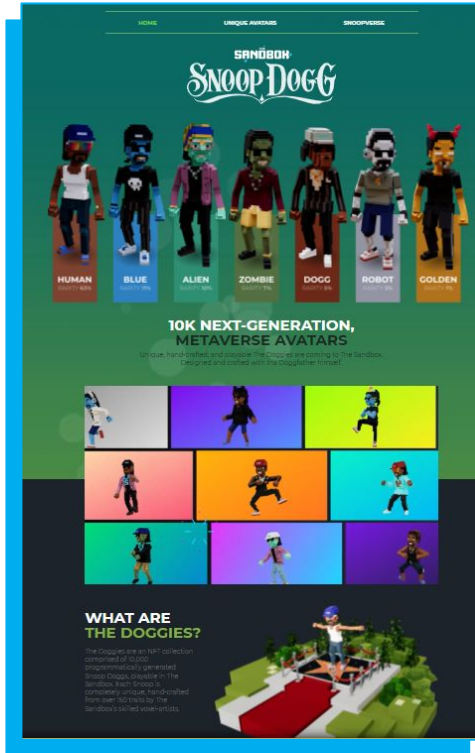
Promote and communicate It's a commitment that must be made by both parties.



SNOOP DOGG

LANDING PAGE

Raffle Landing Page for Avatars and Experience Landing Page



SNOOP DOGG

 **EXCLUSIVE VIDEO**
RELEASE
MUSIC VIDEO

Snoop released his first ever music video in the metaverse
Created & rendered in the Sandbox voxel edit creator tool & starring
player owned Snoop Dogg Avatars



DEADMAU5

THE FAMOUS MOUSE is in da house.
Internationally acclaimed electronic music
producer, musician and music award-winner.

Ready to party?



DEADMAU5



THE EXPERIENCE

WHAT DID DEADMAU5 FOCUS ON?

Build a unique experience that serves as a social space that doubles as a Concert Venue for fans, music lovers, and gamers looking for an audio experience like no other

From there it arises The Tower of Light experience where players can find:

- Multiplayer quests and activities.
- Parkour race through the deadmau5' tracklist.
- Live streaming & Concerts

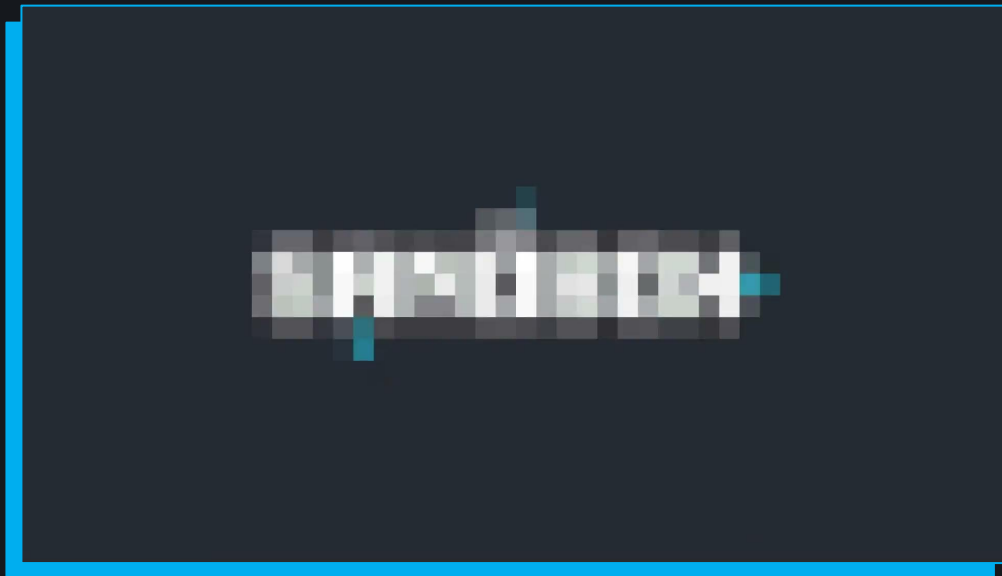
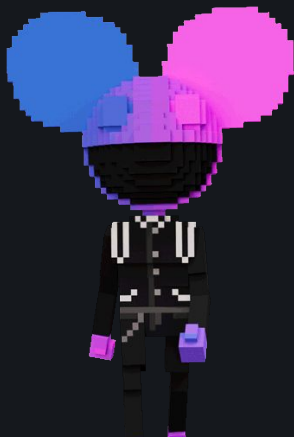
DEADMAUS



NFT COLLECTION

EXPANDING THE PARTNERSHIP BEYOND LANDS

A head5 NFT collection arrived to the metaverse amplifying his previous collections in other markets, now within the Sandbox.



DEADMAU5

LAND SALE

A METaverse COLLABORATION

Deadmau5's and Richie Hawtin's gaming venture Pixelynx has purchased LAND to build their presence inside The Sandbox's metaverse.

- A total of 900 LANDs and 400 Premium LANDs will be available for direct purchase.
- Each Premium LAND included a curated and unique Euphoria NFT collection.
- 11 ESTATES (5 Small, 4 Medium, 2 Large) were auctioned on OpenSea for a 48 hours only event.

Euphoria LAND sale sold out in seconds



DEADMAU5**VOX EDIT CONTEST**

The theme was to create an asset (NPC, equipment, building etc.) inspired the Deadmau5 universe.

The 1st place asset was airdropped to the head5 community as an official deadmau5 x Sandbox asset with credit.

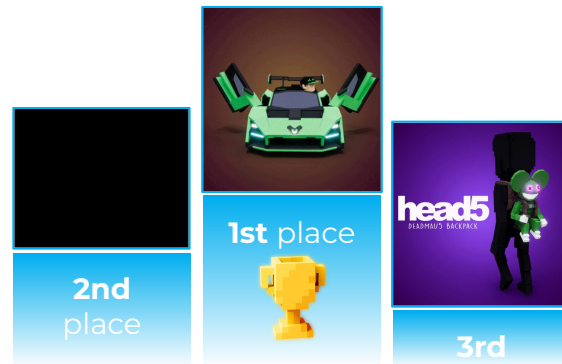
The 3rd place asset was so popular that now it will be part of the deadmau5 collection for sale.

Rewards:

1st place: 20,000 SAND

2nd place: 15,000 SAND

3rd place: 8,000 SAND



WORLD OF WOMEN



AVATAR COLLECTION

EXAMPLES

We voxelized all **5,555** Head5 collection created by deadmau5 and legendary director, animator, and visual artist Smearballs. Nick denBoer.

This project is an extension of “Monophobia,” “Pomegranate” and “Drama Free” worlds and characters, where collectors will not only own an NFT but will benefit from additional token utility and rewards throughout the mau5verse.

The collection provides deadmau5’s most passionate fans and collectors entry into the next epoch of the mau5verse community.



BLOND:ISH

BLOND:ISH is a DJ, producer, record label head, environmental activist, Web3 entrepreneur, serial collaborator, energy worker and spiritual seeker



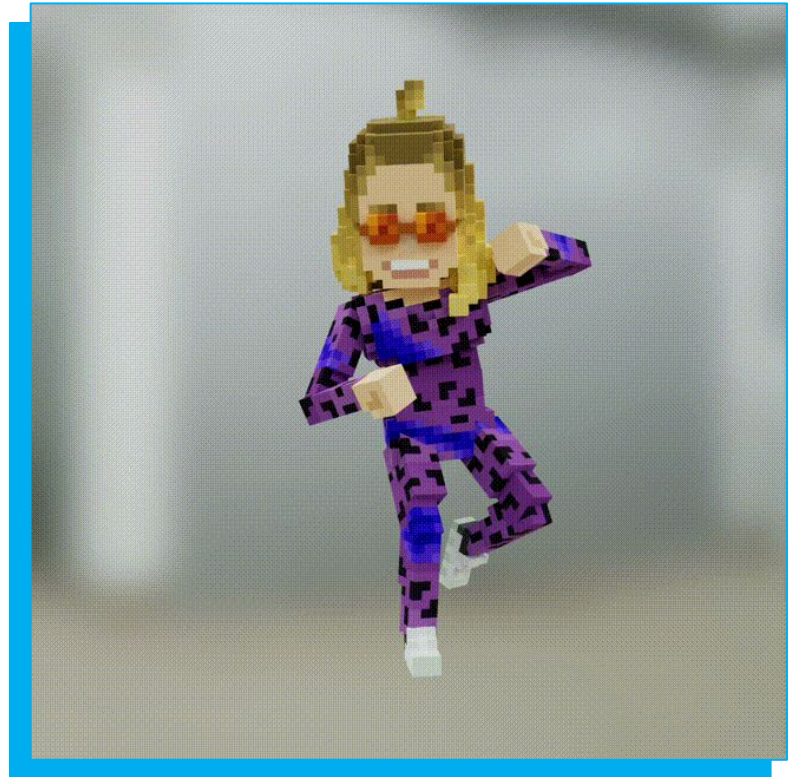
BLOND:SH



ENTER THE METAVERSE

**WITH OUR PARTNERSHIP THEY
WANT TO:**

- Have a space to spread their energy and promote upcoming projects
- Develop and nurture a community of Web3 Music fans



BLOND:SH

THE EXPERIENCE

ABRACADABRA

We brought their Art Basel IRL party into the Metaverse!

We held a special event on November 30th 2022 for 19 days where anywhere could access this amazing party from their own home



BLOND:SH

TAKE PART IN TSB EVENTS

HEADLINER AT CLUBXYZ

For Alpha Season 2, Blond:sh was the season's headliner. It had a special residency on our club XYZ.

2022 NYE PARTY AT CLUBXYZ

Building their overall experience by featuring an artist every Alpha Season.



BLOND:SH

COLLABORATIONS

Collab with Playboy on their 69th Anniversary Party.

The collaboration involved having portals from one party to another, and having Blond:sh being part of the quests in the Playboy experience.



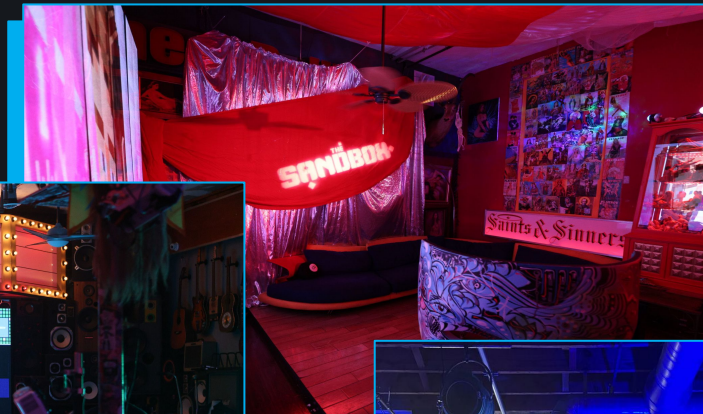
AVENGED SEVENFOLD

IRL EVENTS

ABRACADABRA AT ART BASEL

On 2021 and 2022, TSB said hello in Blond:sh event.

Each attendee had the opportunity to claim a special NFT that granted them free drinks within the party.



NFT →

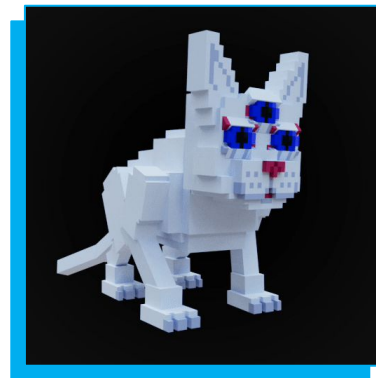
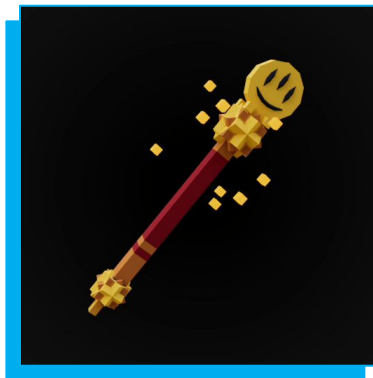
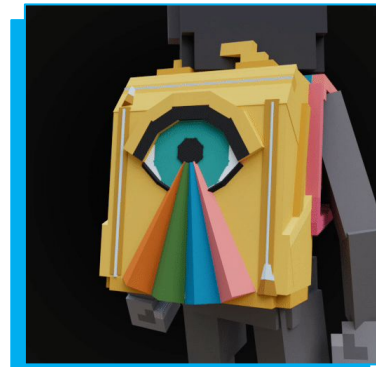
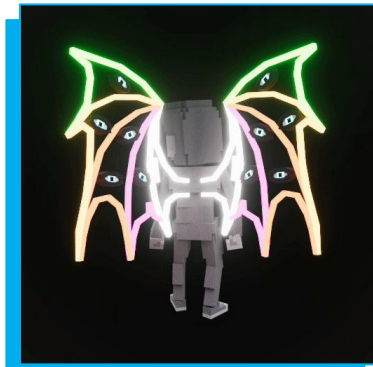


BLOND:SH

NFT COLLECTION ABRACADABRA

A curated collection based mainly in wearables inspired in their ABRACADABRA party.

The idea behind it is give users the possibility to express themselves within our metaverse



BLOND:SH

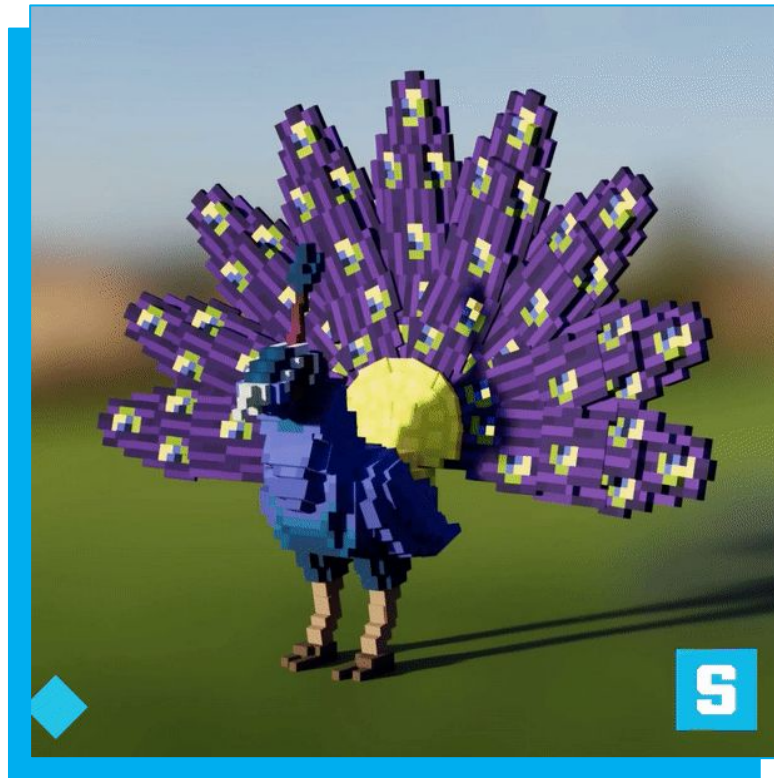
LAND SALE

WHAT IS A LAND SALE?

They were part of the The Summer Jam LAND Sale on 07/27/2021.

This wave had 300 lands, 300 Premium lands and 7 states for sale. They partnered with South China Morning Post and MODA Dao.

The premium NFT was a specially design Peacock that represented the artist.



WARNER MUSIC GROUP

Warner music group is aiming to become the ultimate music destination in the metaverse.



WARNER MUSIC GROUP**ENTER THE METAVERSE**
WITH OUR PARTNERSHIP THEY
WANT TO:

- Have a space to promote their different stakeholders
- Develop and nurture a community of Web3 Music fans



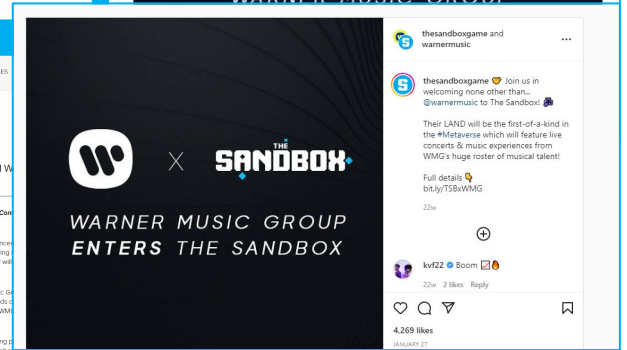
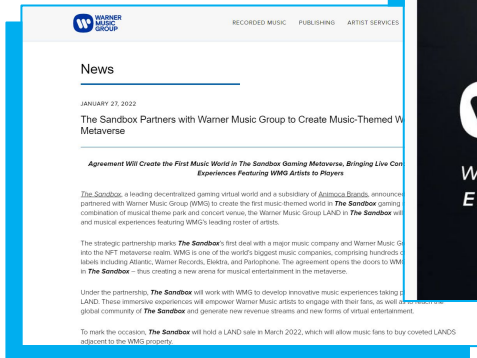
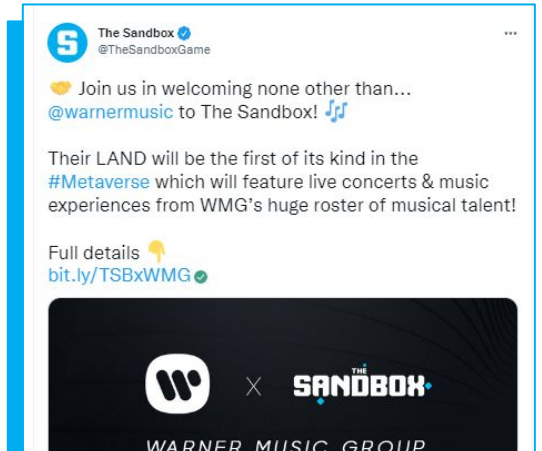
WARNER MUSIC GROUP

SPREADING THE WORD
HOW DID WE DO IT?

DIGITAL INTERACTION

Posts in all our social media platforms & amplified with AMAs, newsletters, paid media and more

PRESS AND MEDIA COVERAGE
 ANNOUNCEMENTS IN LIVE EVENTS



WARNER MUSIC GROUP**THE EXPERIENCE**
WHAT IS ABOUT?

WMG LAND is aiming to become the ultimate music destination in the metaverse.

A combination of musical theme park and concert venue where users will be able to find their favorite music artists in the club, the music store or even playing live in their city venue.

Building their overall experience by featuring an artist every Alpha Season.



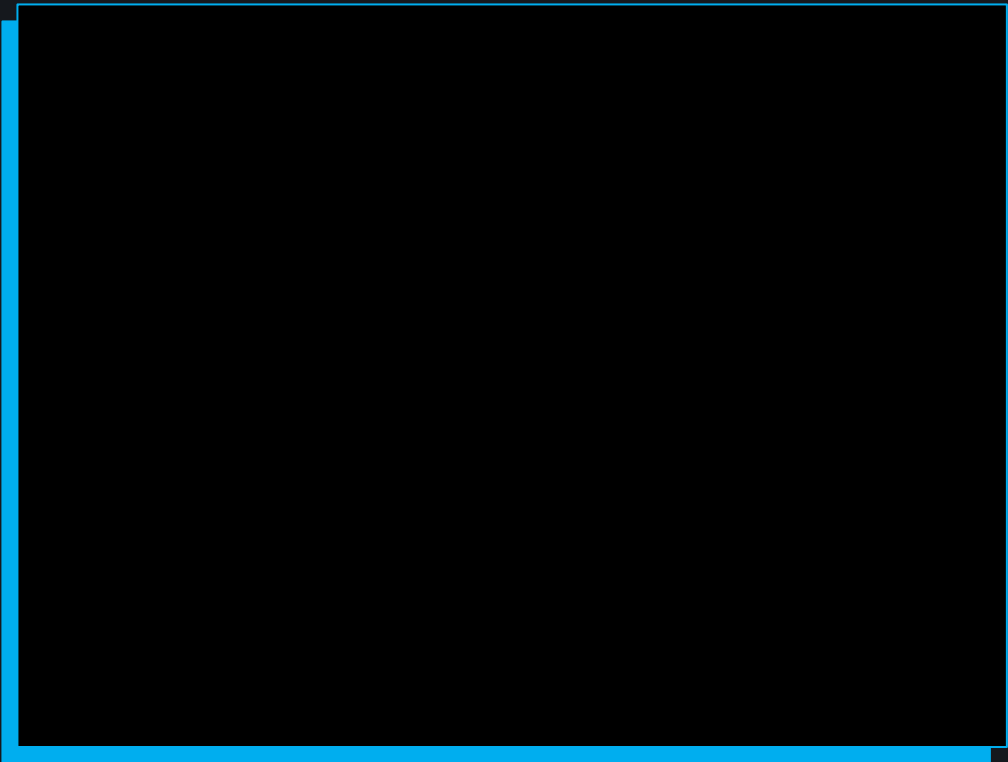
WARNER MUSIC GROUP



THE EXPERIENCE

SOCIAL HUB

For Alpha season 3 they will launch
heir main social hub...



WARNER MUSIC GROUP



THE EXPERIENCE

DEDICATED EXPERIENCE

...and a dedicated experience for featured artist Sueco.

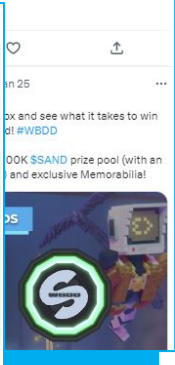
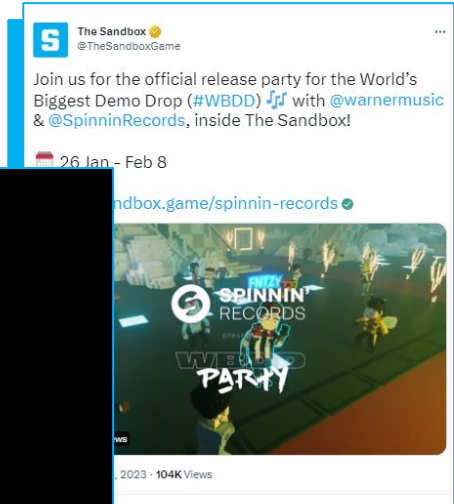
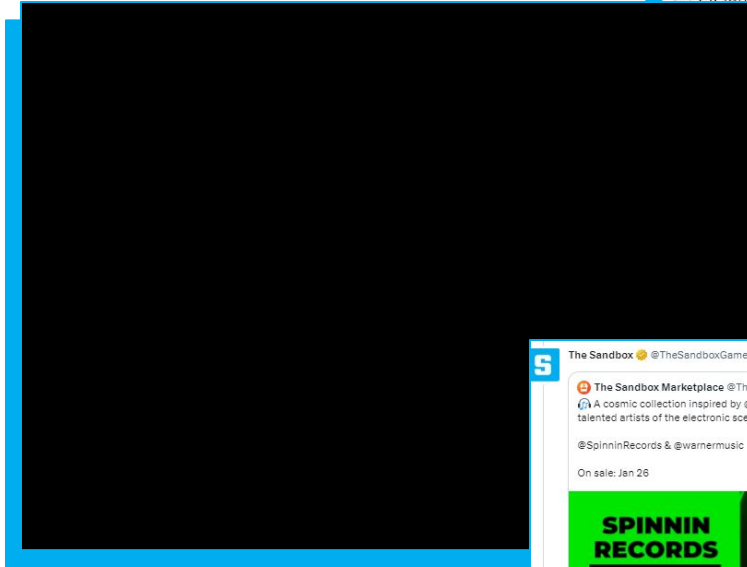
A deep dive into his internal journey into becoming the artist he is today.



WARNER MUSIC GROUP

DEDICATED EVENTS FOR STAKEHOLDERS
SPINNIN RECORDS WBDDRP

This event has been kicking off DJ careers for over 20 years. Through this partnership, WBDD will enter the metaverse, offering the 5 winning music producers the following, in addition to having their tracks released on their labe



WARNER MUSIC GROUP**WARNER PASS**
THE WMG PASS

A new pass every alpha season with accumulative utility.

Utility? Holders can get access to 2 exclusive NFTs in AS3, IRL merch, guaranteed rewards in events and much more surprises in upcoming seasons.



WARNER MUSIC GROUP

 **IRL Events**
NFT.NYC 2022

On June 21, we hosted together an afternoon of cultural conversations during NFT NYC. They delivered a three-part panel discussion about the intersection of music and the Metaverse at Gotham Hall. Panel members included CEOs, Warner Music Group reps, artist managers, and even Platinum-selling recording artist, Sueco The Child.

At night, we had an epic party on the same venue with performances by Tiesto.



AVENGED SEVENFOLD

Avenged Sevenfold is known for its diverse rock sound and dramatic imagery in album covers and merchandise.

They took their fans into the metaverse on the wings of Deathbats.

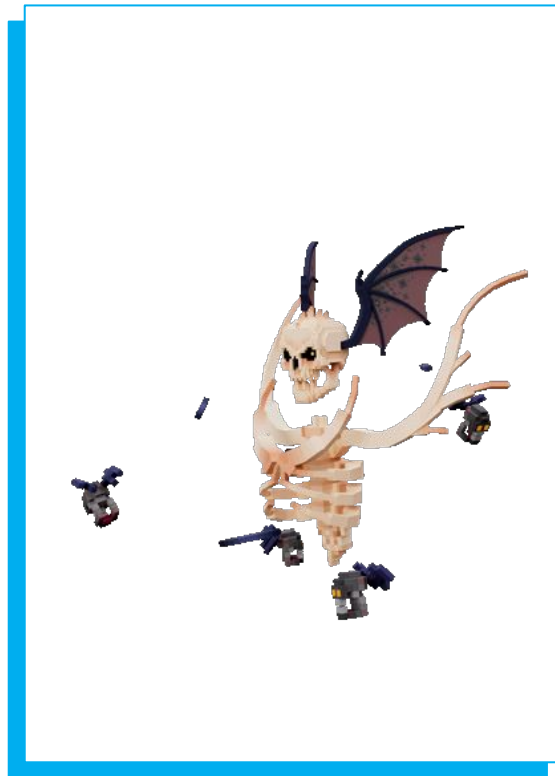


AVENGED SEVENFOLD

AMERICAN HEAVY METAL BAND

WHAT DID HE LOOK FOR?

- Build an experience with the same identity of their music albums
- Spread their passion for music in the gaming world
- Immerse Deathbats Club into the metaverse
- Make revenue



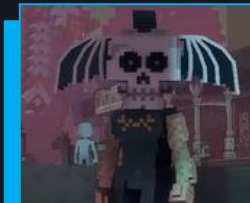
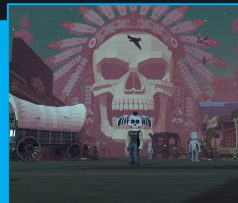
AVENGED SEVENFOLD

THE EXPERIENCE

CITY OF EVIL

We created the mysterious City of Devil.

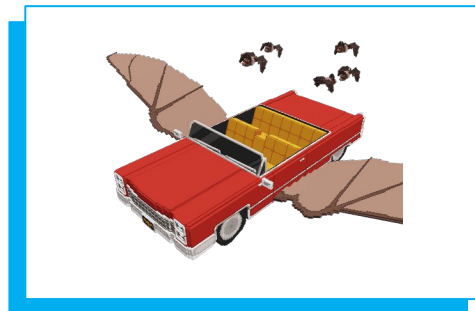
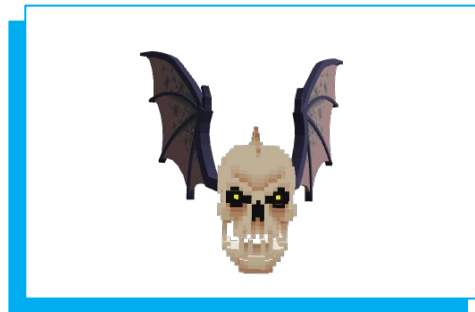
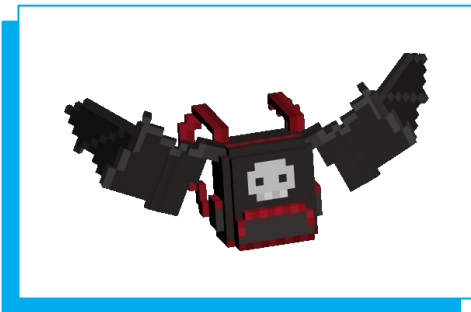
The band was able to represent the essence of their music in their graphics and game design along the different levels.



AVENGED SEVENFOLD

 **NFT DROP & PREMIUM NFTs**

Exclusive premium NFTs that owners can use to create their in-game locations and experiences



JAMIROQUAI

Jamiroquai are an English funk and acid jazz band from London, formed in 1992, they are fronted by vocalist Jay Kay.



JAMIROQUAI

**MUSIC ARTIST**

HEY FANS, TAKE A RIDE IN
JAMIROQUAI'S WORLD!

They are entering to The Sandbox
Metaverse experiences based in
"Virtual Insanity".



LIL BUB

Lil Bubble is a Web3 native musician, graphic artist & degenerate moon boy.



LIL BUB

**MUSIC ARTIST****WEB3 BORN AND RAISED!**

He performed 10 songs at the Binance conference - including his metaverse dedicated one with The Sandbox backing-visuals .



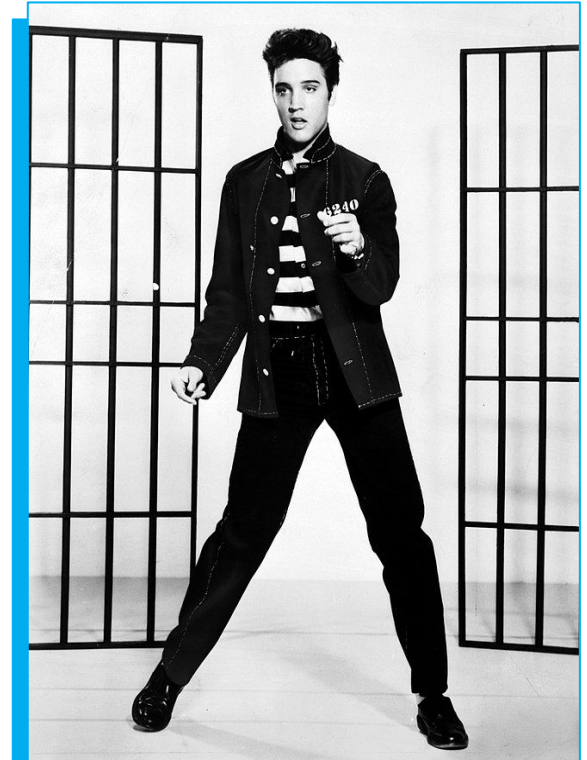
ELVIS PRESLEY

Elvis was an American singer and actor. Dubbed the "King of Rock and Roll", he is regarded as one of the most significant cultural figures of the 20th century.



ELVIS PRESLEY**AMERICAN SINGER AND ACTOR****WHAT ARE THEY LOOKING FOR?**

- Extend Elvis' legacy into the Metaverse
- Bring Elvis' community to the Metaverse
- Give the opportunity to his fans to have something with his identity (NFTs and Avatars)
- Generate revenue



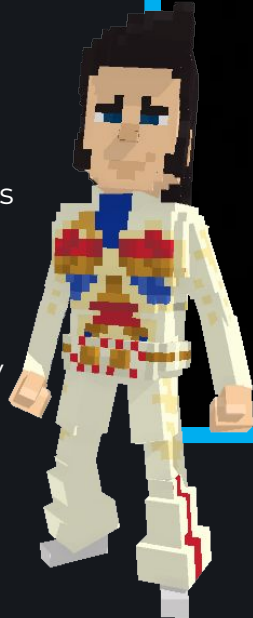
ELVIS PRESLEY

**ANNOUNCEMENT**

VIDEO TEASER

Elvis Presley Enterprises and web3 studio Run it Wild announced a series of new partners for Elvis On-Chain, the icon's multi-metaverse NFT project.

The next phase of Elvis On-Chain is a digital key that will give fans an all-access pass to the Elvis metaverse, play-to-earn games, Elvis avatars, exclusive wearables and iconic collections procured by the community wallet.



AGORIA

Agoria, aka Sébastien Devaud, is an electronic music producer, composer, and DJ whose interests include contemporary art, fashion, AI, and poetry.

His entrance in The Sandbox represents a project that will bring together art, philosophy, and music in an interactive experience

AGORIA

 **ANNOUNCEMENT**
VIDEO TEASER TRAILER

- The French multi-disciplinary artist and DJ, arrives to The Sandbox create a conceptual “Agoriverse”.

The goal of the collaboration is to transpose Agoria’s ideas and concepts into his LAND to produce a unique metaverse experience that reflects the diversity of his talents and his vision.



THANK YOU

