SOUND MONEY WEEKEND

SPONSORSHIP PROGRAM

THE BITCOIN BAY FOUNDATION × GREEN CANDLE



APRIL 9–10, 2027 · TAMPA & ST. PETERSBURG

A conference and a black-tie gala, one weekend. Half the room runs a company or allocates capital.

The Sound Money Soirée is the Bitcoin Bay Foundation's annual gala, now in its fourth year. This year it pairs with a full day of keynotes and panels at Bitcoin Bay HQ inside the ARK Innovation Center in St. Petersburg, plus a Saturday morning of focused breakout sessions.

Friday, April 9:

Conference · ARK Innovation Center, St. Petersburg

Evening: Sound Money Sound Food dinner

Saturday, April 10:

Breakout sessions · ARK Innovation Center

Evening: Sound Money Soirée · The Vault, downtown Tampa

The Friday conference runs six keynotes and six panels in a single room, 200 seats, no parallel tracks on Friday. Saturday morning adds focused breakout sessions on dedicated tracks.

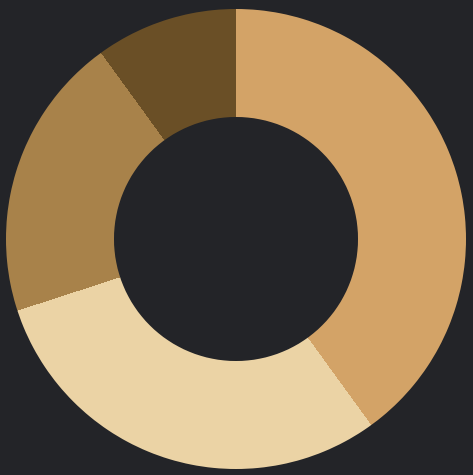
Since 2022, Bitcoin Bay has hosted 250+ meetups across Tampa, St. Petersburg and Sarasota and helped 50+ businesses start accepting Bitcoin. It also backed the first Anti-CBDC bill passed in the United States.

Green Candle joins this year as media and production partner.

200

SEATS

30% are executives. 20% are investors.



SEGMENT	SHARE
Plebs, Bitcoiners and community	40%
Executives, owners and founders	30%
Investors, HNW and allocators	20%
Media, podcasters and creators	10%

Nearly seven in ten are between 35 and 64.

NET PROMOTER SCORE:

100

9.92 / 10

average would-recommend score

100%

said they plan to return next year

92%

plan to attend another Bitcoin Bay event this year

85%

left having made a new connection they intended to follow up with

BASED ON ATTENDEE FEEDBACK, 2024–26.

Sponsorship at most events buys a logo on a banner.

This room comes to do business.

11.28M

impressions in six months

from the networks hosting this event

GREEN CANDLE NETWORK · MEDIA AND PRODUCTION PARTNER

YouTube · Brandon Keys, Wesley Schlemmer and Trey Sellers, trailing six months:

METRIC	VALUE
Views	469.6K
Watch hours	50.5K

X · the Green Candle account, trailing six months:

METRIC	VALUE
Impressions	11.28M
Engagements	264K

THE EVENT'S OWN ACCOUNT · X

Trailing twelve months.

METRIC	VALUE
Impressions	653.8K
Engagements	15.5K
Net new followers	1.4K

31% of last year's attendees found the event on X.

1.39M

views across 65 videos of BTC Prague 2026 event content, with a 5,000-view median.

The distribution team behind the Whale package.

After stripping out each year's top two viral outliers, BTC Prague 2026 still generated ~50% more total views than 2025 with 75 fewer videos and averaged 3.3x more views per upload.

BTC Prague

Proof they can upgrade an existing conference content machine.

	VIDEOS	VIEWS	AVG PER VIDEO
2025, outlier-adjusted	138	703,743	~5,100
2026, outlier-adjusted	63	1,053,746	~16,726

Bitcoin Corporate Day

A channel built from zero, and the closest comparison to Sound Money Weekend. It started with no audience and now has 750 subscribers and 56,989 views across 15 videos in its first content run. 12 of 15 talks cleared 1,000 views, proving the content did not need a massive built-in audience to travel.

	VIDEOS	VIEWS	AVG	MEDIAN
All videos	15	56,989	~3,799	1,900
Excluding the top outlier	14	38,989	~2,785	1,750

12 of 15 cleared 1,000 views | 7 of 15 cleared 2,500 | 3 cleared 5,000+

The Whale

PRESENTING PARTNER — ONE ONLY

FROM

$30,000

26 LONG-FORM ◆ 52–78 SHORT-FORM ◆ 26 WEEKS

Six months

- 26 long-form pieces from the weekend, published weekly to the Sound Money Weekend channel, plus two to three short-form cuts from each
- Presenting card on the channel
- Logo bug on every long-form and short-form piece
- A 30-second spot in every long-form release
- Green Candle collaborating on every piece, plus each speaker's own audience

One weekend

- Presenting status across the conference and the Soirée
- The VIP lounge at the Soirée, presented by you
- Four Weekend VIP passes and eight conference passes
- Everything in the Shark tier, at the top level
- Category exclusivity

PUBLISHING CADENCE



WEEK 01 — WEEK 26

Individual elements are available if the full partnership isn't the right fit.

Shark — THE KEYNOTE — $10,000 — 2 AVAILABLE

Fifteen minutes of stage, solo, in front of the full room. Then the talk keeps working:

Keynote development session. We build the talk with you, using the same hook-and-framing process behind BTC Prague's second most-watched keynote and the most-watched panel from Bitcoin Conference 2026.

Clip kit. Two to three short cuts from your talk, delivered for your own social channels.

Collaborative publish. Your keynote publishes to the event channel as a collaboration with Green Candle and your own channel, landing in their subscribers' feeds as well as yours. One video, published together.

Curated introductions. Name the three people in the room you most want to meet. You'll be connected with them at the Sound Money Sound Food dinner or other VIP setting.

Dolphin — $6,000

THE PANEL AND A NAMED MOMENT — **4 AVAILABLE**

A seat on a main-room panel, plus one activation where every guest is holding your brand. Chosen from the service menu at $1,500 and below, and each goes to the first sponsor to claim it.

Ray — $3,000

IN THE ROOM — **8 AVAILABLE**

Passes to both events, one VIP seat at the Sound Money Sound Food dinner, your logo in the room, and performance updates as your content publishes.

ACROSS THE TIERS

	Shark	Dolphin	Ray
Weekend VIP passes	2	1	1
Conference passes	4	2	2
Sound Money Sound Food dinner	✓	✓	✓
Exhibitor table	✓	✓	✓
Insert in attendee bag	✓	✓	✓
Logo on site and event banners	Large	Medium	Small
Posts on the event's X account	4 dedicated	2 dedicated	Group posts
Performance updates	✓	✓	✓

Additional passes for your team are available at published ticket rates.

Sponsor posts run across the cycle, not just at signing: announcement, keynote or panel spotlight, week-of, and post-event recap.

Performance updates. As each piece of content publishes across the six-month run, we send you what it did. Shark sponsors hold first refusal on their slot for 2028.

Sponsorships include two Weekend VIP passes for items at $5,000 and above, two GA passes for items above $1,000, and one GA pass for items $1,000 and below. Donations are tax deductible through the Bitcoin Bay Foundation.

SPACES AND SESSIONS

Saturday breakout session	$8,000	2 AVAILABLE
Friday conference VIP room	$5,000	1 AVAILABLE
Friday Sound Money Sound Food dinner	$5,000	1 AVAILABLE
Soirée casino lounge, Glass Room (VIP)	$5,000	1 AVAILABLE
Soirée cigar roller area	$3,500	1 AVAILABLE
Soirée branded lounge	$3,500	1 AVAILABLE

Saturday breakout session. A dedicated track under your name, topic developed with you. Your brand on the room and on the coffee and lunch service.
Every attendee RSVPs, and the RSVP list is yours.

Friday Sound Money Sound Food dinner. Friday evening's dinner under your name. The whole weekend in one room.

Cigar roller area. A live hand-rolling station on the main floor under your name — one of the longest-dwell spots at the Soirée.

Friday conference VIP room. The elevated room at the conference, hosted and branded by you. Your sponsorship is what makes it worth being in.

Soirée branded lounge. A branded seating area on the main floor, in the flow of the room all night.

Casino lounge. The Glass Room on the second floor (VIP), with the casino table, branded and hosted by you.

Conference

Lunch	$1,500
Continental breakfast and coffee	$1,500
Exhibitor table, for non-tier sponsors	$1,250

Soirée

Hors d'oeuvres	$2,500
Bar service	$2,000
Cocktail napkins with your logo	$750

Soirée programming

Silent auction — $2,500
Your name on the bidding boards and on every winner announcement from the stage.

Live music and entertainment — $2,250
The evening's live music, introduced under your name.

Raffle — $750
Your name on the tickets and on the draw from the stage.

The silent auction

rated 9.15 out of 10 with attendees.

It funds Bitcoin Bay's education work for the year ahead.

Past donations include a full-size arcade cabinet with custom Bitcoin art, 500 custom ceramic poker chips, hand-rolled cigars with Bitcoin Bay wrappers, and an offshore charter on a tournament-winning boat.

Donate an item, an experience, or a service.

In-kind donations are welcome. To donate, contact Josh Friedeman at josh@keysmediaconsulting.com.

Donors are named on the item page. Donations are tax deductible.



Reserve your place

WHALE — 1 AVAILABLE

The Whale
From $30,000

SHARK — 2 AVAILABLE

Shark **$10,000**	Shark **$10,000**

DOLPHIN — 4 AVAILABLE

Dolphin **$6,000**	Dolphin **$6,000**	Dolphin **$6,000**	Dolphin **$6,000**

RAY — 8 AVAILABLE

Ray **$3,000**	Ray **$3,000**	Ray **$3,000**	Ray **$3,000**	Ray **$3,000**	Ray **$3,000**	Ray **$3,000**	Ray **$3,000**

Spaces and sessions, $3,500–$8,000: two breakouts, one conference VIP room, one dinner, one Soirée lounge, one cigar roller, one casino lounge. One each, first to claim. Service sponsorships from $750.

CONTACT Josh Friedeman josh@keysmediaconsulting.com

Payment accepted in Bitcoin or dollars.

THE BITCOIN BAY FOUNDATION IS A REGISTERED 501(C)(3).