



[DA LIST]

sponsorship deck

october 2025
sydney, nsw

dalist.com.au

the why

the [DA] Top 50 recognises individuals who are shifting the direction of digital assets and finance in Australia.

it spans regulators, investors, operators and public policy leaders the people who shape not just narratives, but outcomes.

change-makers.
visionaries.
builders.
enablers.
and *gatekeepers.*

those driving change through bold moves, technical insight or institutional leadership. and just as often, those shaping outcomes through behind-the-scenes influence, patient capital or quiet gatekeeping.

this is not a popularity contest or a celebration for its own sake. it's a reference point. a source of context and consequence.

the industry is watching. visibility matters.

the *event* details

a high-level, corporate environment acknowledging leadership and impact in Australia's digital asset sector. designed for networking, industry discussion and strategic connection.

6:00pm - 10:00pm

(1) time

oct '25

(2) date

sydney, nsw

(3) location

business attire

(4) dresscode

by invitation

(5) attendees



the *target* audience

a handpicked, invitation-only guest list of senior stakeholders including:

- | | |
|---------------|---|
| one. | founders and ceos of digital asset companies |
| two. | institutional investors and venture capitalists |
| three. | blockchain engineers and technology leaders |
| four. | policymakers, regulators and legal experts |
| five. | academic researchers and ecosystem advocates |
| six. | senior executives from consultancies and financial services firms |

an unmatched opportunity to build relationships, forge partnerships and shape conversations that matter.



the *where*

we don't simply publish and walk away.

the [DA] Top 50 is not a static list. it's deployed with intent, precision and sustained visibility across the year.

the list is placed directly into the hands of:

- key government and ministerial offices
- senior regulators and policy staff
- institutional capital and advisory firms
- media desks and legal analysts
- local operators and international partners

it is also deployed at invitation-only roundtables, private briefings, investor sessions and regulatory walkthroughs where it informs judgement, invites connection and triggers insight.

designed to reach stakeholders directly and consistently. those who should know, do.

the sponsorship

the list does what others don't: it connects names to impact.

it shows who is driving regulatory thinking, deploying capital, building infrastructure or steering the national conversation and who is quietly enabling or disabling the work of others.

the Top 50 has already become a source document for those tracking the market from inside and outside Australia.

they trust this lens.

sponsoring the [DA] Top 50 is not just a branding exercise. it puts your organisation in direct line of sight with the people who matter.

it says you're serious about progress.

that you see the industry for what it is: shifting, regulated, high stakes and far from settled.

it places you alongside the builders, the regulators, the founders and the fixers.

not just as a spectator. as a participant in what comes next.



sponsorship *tiers*

align your brand with leadership and credibility.
all tiers offer premium visibility and strategic engagement.

exclusive sponsorship

be the presenting brand. co-curate the moment.

elite sponsorship

high visibility and networking access.

premier sponsorship

brand presence and ecosystem alignment.



exclusive sponsor- ship

"[your brand] presents the [DA] top 50 impact list"

take the lead in shaping this year's most influential digital asset recognition. this is a premium partnership for brands who want to lead from the front.

built around your goals. one only.

- "[brand] presents the [DA] Top 50 Impact List"
- logo lockup across all assets: website, banners, media wall, holding slides, pull-up banner, digital and print media
- dedicated brand slides featured in the countdown on the event evening
- opening remarks or keynote speech
- exclusive right to announce the #1 most impactful person
- premium homepage logo placement
- cocktail/mocktail on arrival brought to you by (e.g. "[brand] signature martini")
- 10 tickets with executive table placement and custom table branding
- assessor panel seat and quote in assessor commentary post-event
- sponsor mention in post-event media release
- dedicated LinkedIn and social tile campaign
- logo on winner announcement tiles for social platforms
- post-event metrics and attendee sentiment data
- rights of first refusal for 2026 presenting partner
- invitation to post-event private debriefing dinner

+ plus inclusions in elite sponsorship

**brand approval required*

- opportunity to announce a top 50 recipient*
- prominent logo placement across the official event website
- sponsor inclusion on the luma event registration page
- high-visibility placement on the media wall
- inclusion in all edm event communications
- branding across all official social media channels
- visibility on all event pull-up banners
- integration into digital signage and event slides
- acknowledgement by mc at event
- profile in post-event media coverage
- 4 tickets with strategic seating
- invitation to pre-event briefing
- mention in social content and recap
- sponsor mention in post-event media release
- logo in post-event attendee thank-you email

elite sponsor- ship

put your brand in rare air.

exclusive sponsors gain brand prominence across the full event lifecycle before during and after the event.

ideal for brands seeking profile, presence and measurable value.



premier sponsor- ship

be seen. be involved.
show your support for the ecosystem and be
present where it matters.

- mention in sponsor thank-you during the ceremony
- 2 tickets with seating designed for strategic networking
- mention in post-event recap on linkedin
- prominent logo placement across the official event website
- sponsor inclusion on the luma event registration page
- high-visibility placement on the media wall
- inclusion in all edm event communications
- branding across all official social media channels
- visibility on all event pull-up banners
- integration into digital signage and event slides
- logo included in post-event thank-you email



[DA] Top 50 Impact List 2024



july 2024
beta events, sydney nsw



a sample of our work

find out more at
blockchainapac.com.au



GBBC
Blockchain Central
D.C. 2025



Policy
Week
2025



RegTech
Forum
2024



[DA] Top 50
Impact List
2024



Policy
Week
2024



Crypto
Assembly
2023



RBA CBDC
Roundtable
2023



Digital Asset
Conference
2023



Venture to
Breakfast
2023

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