



THE STAYBLOCK INITIATIVE

SPONSORSHIP PROGRAM

PRESENTED BY
TOKOPOLY INC.

INTRO

STAYBLOCK INITIATIVE

Powered by: Tokopoly in Partnership with the Calgary Black Chamber

Location: Marriott Downtown Calgary (Proposed Pilot Site)

Focus: Blockchain & Tokenization Training for Emerging Talent

Strategic Partners:

- **Marriott Downtown Calgary (Proposed Host Site)** — providing training space and brand collaboration.
- **Calgary Black Chamber (CBC)** — community engagement, student recruitment, and performance data collection.
- **Tokopoly/ Direxct** — program operator and blockchain infrastructure platform.

Program Overview:

The StayBlock Initiative is a three-tier blockchain education and innovation program designed to train Calgary youth (ages 16–25) in blockchain coding, tokenization, and smart contract development — with direct real-world applications in the hospitality industry.

The program is delivered through three levels:

Skills Lab – 12 hours of foundational blockchain and wallet education.

Practicum Series – 96 hours of applied token and smart contract projects.

Developer Program – 144 hours of advanced token deployment and compliance integration.

OBJECTIVES

- Equip participants with employable blockchain coding and tokenization skills.
- Create practical experience through real-world token prototypes (Security, Loyalty, Access tokens).
- Strengthen community access to technology education through CBC collaboration.
- Support Calgary's diversification into hospitality technology and ESG-driven innovation.

Certifications / Accreditations (Planned or Underway):

- Tokopoly Blockchain Fundamentals Certificate (Skills Lab completion).
- Applied Smart-Contract Developer Certificate (Practicum Series).
- Advanced Tokenization & Compliance Certification (Developer Program).
- Alignment with Ethereum / Stacks SIP-010 token standards and CompTIA Blockchain+ competency benchmarks.
- Recognition through CBC and prospective articulation with local post-secondary partners (SAIT / Mount Royal University).



THE NUMBERS

Key Metrics (KPIs)

Category	Target Outcome (Year 1)
Students Trained	30+ participants
Certified Developers	20+
Internship Placement Rate	60%
Token Prototypes Built	3 use cases
Income Uplift (Post-Training)	+15–25%
Community Engagement Hours	500+

Economic & Community Impact

- 30+ students trained annually during pilot year.
- 3 token prototypes applicable to hospitality use cases (guest rewards, digital access, investment tokenization).
- \$50,000 pilot capitalization leveraging a tax-efficient Barbados-Canada corporate structure.
- Supports Calgary's economic diversification goals and Marriott's ESG leadership in community development.

PROGRAM BUDGET & COST SUMMARY

Item	Weekly Total (CAD)
Instructor, Rent, Insurance, Admin	\$4,175.00

Program	Total Hours	Total Weeks	Total Program Expense (CAD)	Approx. Per Student Cost
Skills Lab	12	1	\$1,252.50	\$125.25
Practicum Series	96	6	\$10,020.00	\$1,002.00
Developer Program	144	12	\$15,030.00	\$1,503.00
Totals	252	19	\$26,302.50	—

Sponsorship

Sponsor Benefits

Brand Visibility: Co-branding across all program materials, events, and digital platforms.

Community Recognition: Public acknowledgment through media and institutional partnerships (CBC, Marriott, Tokopoly).

Talent Access: Early connection to emerging blockchain and hospitality tech talent.

Revenue Alignment: Option to participate in token-based sponsorship models with revenue or equity sharing.

Sponsorship Tiers



PLATINUM SPONSOR

Fully funds one 10-student pilot cohort — including instructors, program materials, insurance, and certification costs.

- Premium logo placement on all marketing materials (Marriott, Tokopoly, CBC).
- Recognition as a Platinum Founding Sponsor in all media releases and online features.
- Invitation to the final showcase & networking event.
- Option to co-develop one "real-world" blockchain project module with Tokopoly.

\$25,000



GOLD SPONSOR

Supports 5 students through the Practicum and Developer Programs and contributes to operational costs.

- Logo featured on event banners and program presentations.
- Mention in one press release and social media feature.
- Opportunity to speak or mentor during one Practicum session.
- Recognition plaque or digital certificate of sponsorship.

\$15,000



SILVER SPONSOR

Provides scholarship funding and technology access for 2 students from the Calgary Black Chamber mentorship stream.

- Recognition on program flyers and graduation event.
- Social media thank-you post from Tokopoly & CBC.
- Invitation to attend opening session or student showcase.

\$ 5,000



LET'S CONNECT

JOIN US AS A SPONSOR

- **Corporate Sponsors** → Position your brand at the forefront of digital innovation, gain access to a talent pipeline, and demonstrate leadership in compliance-driven blockchain adoption.
- **Community & Non-Profit Sponsors** → Support Calgary's digital inclusion efforts by funding access to laptops, tools, and reduced tuition, helping underrepresented youth and career changers participate in blockchain education.
- **Private Sponsors** → Leave a personal legacy by empowering a student's future. Contributions can cover scholarships, mentorship opportunities, or even naming rights for specific projects or capstones.

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