



PERSIST

Names remain

SPONSOR DECK

MARCH 10-12, 2027 · ONLINE

Three days for the Handshake community to connect, build, and persist.

One HandyCon brand, a new campaign each year

The permanent identity builds recognition. The annual theme gives each conference its own point of view.

ENDURING BRAND

HandyCon

The annual Handshake conference

A stable wordmark, event mark, typography system, and core palette should carry across every edition.

ANNUAL CAMPAIGN

2024	Red
2025	Black
2026	White
2027	Persist

The 2025 and 2026 decks are useful references

Both decks share a clear structure, while their campaign styling changes dramatically.



HANDYCON BLACK · 2025



HANDYCON WHITE · 2026

HandyCon Persist 2027

The seventh annual Handshake conference brings the ecosystem together online for three days.

07

Seventh conference

MAR 10–12

Wednesday through Friday

ONLINE

A global event

Persist focuses on the people, names, and infrastructure that continue through uncertainty and conflicting namespace claims.

Why Persist

The theme acknowledges pressure while keeping the focus on builders and continuity.

Handshake names remain in use. Builders continue shipping. The community still has work worth showing.

RESOLUTE, TECHNICALLY GROUNDED, COMMUNITY-LED

Public language focuses on continuity, coexistence, and the work still moving forward.

Who HandyCon brings together

A focused ecosystem audience without inflated reach claims.

BUILDERS

Protocol, resolver, browser, wallet, registry, and application developers

FOUNDERS

Companies and projects building products around open naming

DOMAIN OWNERS

Collectors, investors, operators, and active name users

INFRASTRUCTURE

Privacy, hosting, identity, payments, and decentralized-web teams

COMMUNITY

Advocates, educators, creators, and curious newcomers

How sponsors can participate

Benefits scale with the selected package and the delivery plan agreed in writing.

VISIBLE PRESENCE

Approved logo placement across the event site, stream, and recordings.

PROGRAMMING

A session, interview, panel, workshop, or product demonstration where the package includes it.

COMMUNITY SPACE

A booth, lounge table, or hosted discussion with clear moderation and access rules.

DISTRIBUTION

Approved mentions through HandyCon email and social channels, with dates and deliverables documented.

HandyCon Persist 2027

A three-day online conference focused on the Handshake community.

3

Event days

March 10–12, 2027

7TH

HandyCon edition

Annual Handshake conference

ONLINE

Format

Accessible worldwide

REPORT

Sponsor delivery

Agreed placements documented

Audience metrics will be shared only with a source and measurement date.

Community voices

Past attendees describe HandyCon as informative, energetic, and welcoming.



“I learned plenty and I’m very excited about the future of Handshake and its rightful place in the worldwide community.”

Graham Wallace

HandyCon attendee



“It was fantastic. The energy was palpable and everyone was everyone’s cheerleader.”

Paul Webb

HandyCon attendee

2027 sponsor packages

Three USD packages for organizations supporting HandyCon Persist.

GOLD \$15,000 Top-tier event visibility with a dedicated sponsor presence and expanded content support	SILVER \$8,000 Strong shared visibility across event placements, sponsor content, and promotion	BRONZE \$5,000 Grouped brand presence across sponsor listings and event promotion
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Package benefits

The 2024–2025 structure returns for 2027, with delivery details agreed before invoicing.

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|---|---|
| ✓ Virtual sponsor booth — Gold, Silver, Bronze | ✓ Sponsor listing — Gold dedicated; Silver shared; Bronze grouped |
| ✓ Session logo — Gold frequent; Silver/Bronze rotating | ✓ Blog feature — Gold 500–750 words; Silver 300; Bronze 100 |
| ✓ Video ad — Gold solo; Silver shared; Bronze grouped | ✓ Video bumper creation — Gold |
| ✓ Publication logo — Gold solo; Silver paired; Bronze grouped | ✓ Promotional-video intro logo — Gold, Silver, Bronze |

Attendee data and lead sharing are not included. Final deliverables and deadlines are confirmed in writing.

Public HNS supporter recognition

Community members may donate any amount of HNS to support HandyCon 2027.

Each public donation is recognized with the donor name and HNS amount. A donor may request anonymous recognition.

HOW IT WORKS

Any HNS amount is welcome. Recognition does not include a commercial sponsorship package.

Contact the HandyCon team for the current wallet address and recognition details.

How sponsorship works

A clear written scope keeps expectations and delivery aligned.

01	Choose a package	Gold, Silver, or Bronze
02	Confirm scope	Agree deliverables and any program participation in writing
03	Supply assets	Provide logos, links, and media by the agreed deadlines
04	Invoice and launch	Payment is confirmed before sponsor placements go live



Sponsor HandyCon Persist 2027

MARCH 10-12, 2027 · ONLINE

Start at handycon.xyz/contact or 2027.handycon.xyz/sponsors

www.handycon.xyz/sponsors