

## OPGames

Name for Campaign: Charitable Gifting

Company: OPGames ([opgames.org](https://opgames.org))

Track: Web 3.0 gaming, NFTs

Requested Service: **Increase leads, Drive NFT sales**

Bounty: \$15,000

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## OP Games

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### One liner about your business/product:

OP Games is a multi-chain gaming platform currently built on Ethereum and the NEAR Protocol. OP Games aims to help developers monetize their work via patronage, Defi protocols, and play-and-earn.

### In short, where we could use your help:

Figure out how to induct more game developers to the Web 3.0 and NFT space and eventually drive their NFT sales once onboarded in the platform.

### Goals for this campaign:

Participants should be able to create a marketing campaign that will resonate with these game devs, touch on their pain points and help them realize their earning potential in the web 3 and NFT space through OPGames.

- how to promote their games to the crypto / nft community
- create a web 3.0 marketing starter kit for these game developers
- how to help game developers on NFT sales (aside from whitelisting)

### **Long form description**

Currently, OPGames is personally reaching out to indie game developers and studios that will be part of its pipeline of devs to be onboarded in the OP Arcade platform slated to launch in 2022. With this campaign, we would want to increase leads for indie game developers and get them to actively reach out to our channels. Furthermore, we would like to seek marketers' help in crafting a marketing strategy on how to drive NFT sales of these game developers once they've onboarded with the OP Arcade platform.

Proposals with in-depth strategies on how to educate game devs about crypto, NFTs, and web 3.0 would be a big help. Feel free to explore all OPGames social media channels that can be part of the strategies of the proposal.

### **Are there any restrictions for the campaign:**

Limit to small to mid-scale indie game developers and studios. Assume that large gaming studios are not part of the OPGames pipeline. Think of participants of game jams such as JS13Kgames or Gamedev.js.

For the second phase (driving NFT sales once onboarded), we welcome fresh ideas on launching NFT projects aside from the typical strategies that we see such as whitelisting, airdrops, giveaways, etc.

### **Links and Resources**

[https://docs.google.com/presentation/d/1rDUvyCsH2CBGzLOREZ0IK4453D8bG\\_-SVVqgtBxKjOk/edit#slide=id.gdf14ad2375\\_0\\_40](https://docs.google.com/presentation/d/1rDUvyCsH2CBGzLOREZ0IK4453D8bG_-SVVqgtBxKjOk/edit#slide=id.gdf14ad2375_0_40)

<https://gamedevjs.com/survey/2021/>