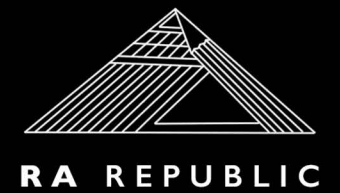




ENTERTAINMENT™

CONFIDENTIAL NFT OFFERING

## OUR PARTNERS



**“WE WANTED TO CREATE AN NFT THAT WAS THREE FOLDS;  
CREATIVE, UTILITY BASED AND EASILY ACCESSIBLE FOR CLIENTS  
WHO MAY NOT BE IN THE DIGITAL ASSETS SPACE. I BELIEVE WITH  
GFTS, WE HAVE DONE JUST THAT AND EACH GFT HOLDER DEFINITELY  
GETS MORE FOR THEIR BUCK”**

**- EMMANUEL AKINTUNDE  
FOUNDER AND MANAGING DIRECTOR GF ENTERTAINMENT**



A large crowd of people is shown from behind, their hands raised in the air in a gesture of excitement or celebration. The scene is illuminated by vibrant stage lighting, with a mix of deep blue, purple, and teal hues. The background is slightly blurred, suggesting a large-scale event like a concert or festival. The overall atmosphere is energetic and communal.

**THE CONCEPT**

## **T H E   C O N C E P T**

Upon meeting Emmanuel (founder of GF Entertainment), it was clear that he had a strong vision to revolutionise the way in which the events industry functions. We began to have a deep discussion on the flaws present within the market today and how technology can be used to not only rectify these but to inspire greater quality, creativity, and value for all those involved.

Through our initial set of meetings, we discussed various Web 3.0 concepts, one of them being NFTs and the benefits of incorporating these into his existing service. We collectively agreed that getting the utility correct was extremely important and that it had to act as the foundation for everything we did. Through extensive remodelling and refining we were able to set clear parameters in which the NFT would function.

**- Rajpal Rekhi (Lead NFT Designer)**



A dark blue car is shown from a side-rear perspective, driving through a tunnel. The tunnel's interior is illuminated by a series of warm, yellowish lights along the ceiling, creating a rhythmic pattern of light and shadow. The road ahead is marked with white dashed lines, and the overall atmosphere is one of quiet, steady motion. The car's sleek design and metallic finish are highlighted by the ambient light.

**THE UTILITY**

# THE UTILITY

The NFT would allow holders to:

## Pick 1 of the 7 complimentary events

- Grammys 2023 - Silver seats + after party (x2 tickets)
- Tomorrowland AAA tickets 2022 or 2023 - VIP (x2 tickets)
- Coachella 2023 -VIP Passes for ALL 3 days (x2 Passes)
- British Fashion Awards 2022 (Private box for 4)
- AmfAR Gala 2022 or 2023 - Milano - (x2 tickets)
- AmFAR Gala 2023 - New York - (x2 tickets)
- Eva Longoria Global Gift Gala 2023 (During Cannes Film Festival) – (Platinum tickets x2)

In addition to the above, we have the following **complimentary offerings:**

- SpaceX - An exclusive VIP Tour of SpaceX headquarters in Los Angeles
- Monaco Yacht Show 2022 VIP package (x2 tickets)
- Exclusive special access to step on set Hollywood movies in production
- Access All Areas (AAA) passes to concerts GFE curate in Saudi Arabia and worldwide
- Abu Dhabi Grand Prix 2022 viewing onboard 60m yacht - for all 4 days onboard x2 tickets

Users would also gain access to **preferential rates (10%-20%)** to all 70+ high profile invitation only events GFE provides access to.

Holders can also purchase at a preferential rate:

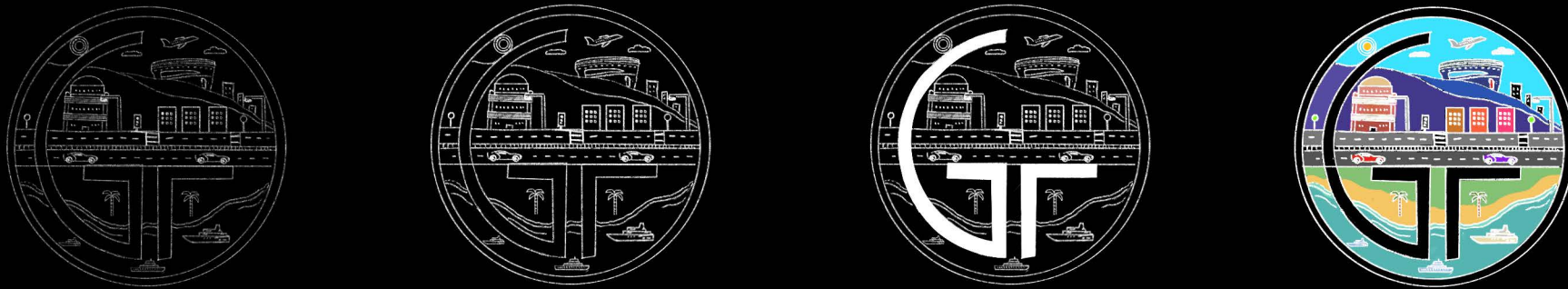
- Velaa private island Maldives offering
- All fashion weeks shows [NY, Paris, Milan & London] - first front 3 rows (subject to designers) [Preferential rates]
- Access to Michelin star chefs for your private villa or event [Preferential rates]
- First to know and access about pre-sales and pre-IPO

A top-down view of a person wearing a yellow knit sweater working on architectural blueprints. The person's hands are visible, one holding a grey pen and the other pointing at a blue triangular ruler. A wooden ruler is also present. A teal mug filled with dark coffee sits on the right side of the blueprints. The blueprints show various architectural drawings, including floor plans and elevations, with grid lines and dimensions. The scene is set on a wooden desk.

**THE DESIGN**



## THE DESIGN



Once we had mapped out the utility for the NFT, we began with the design phase of the project.

**Our logo acts as a foundation to everything we do**, so we experimented with ways to incorporate key elements from it into the NFT piece.

We began to research successful NFT trends and tried to find a way to differentiate ourselves from the crowd.

Upon the initial sketch phase, one core concept immediately stood out from the crowd. The concept of embedding a mini-metaverse design into the structure of the logo itself.

## THE DESIGN

The idea of transforming our logo into our own mini-metaverse was not a straightforward one.

We had to think of an environment that not only looked good but was able to display a strong relevance to our brand and services.

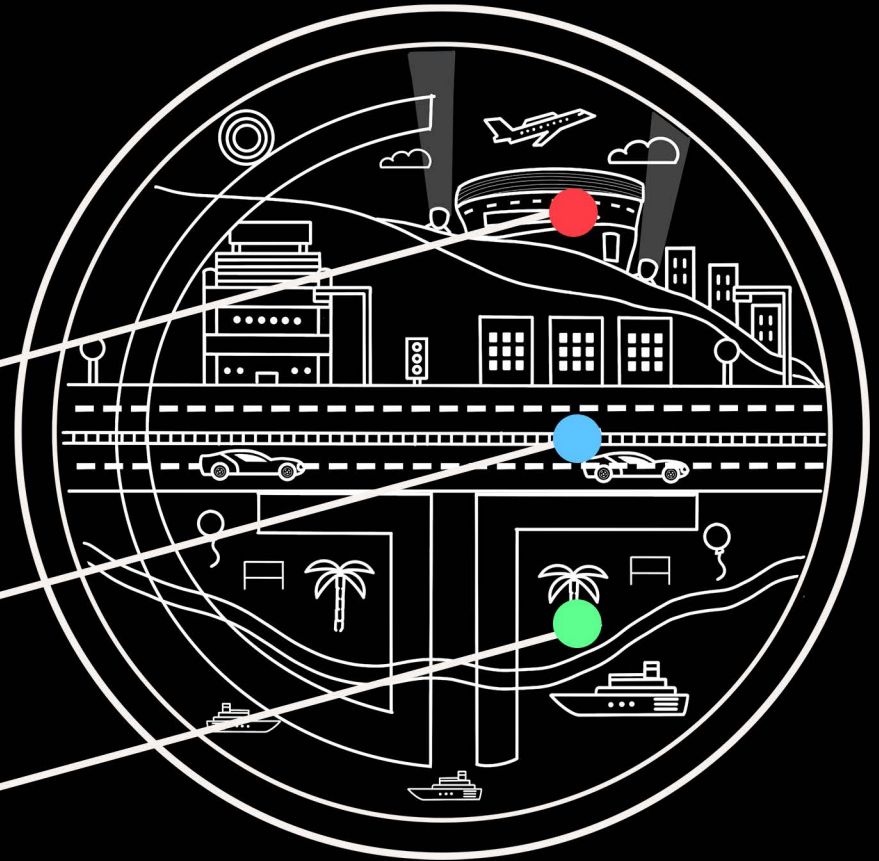
We developed a small city, which would be the perfect place to host an event.

We segregated the piece into three parts:

**A hillside area** with a large concert hall perfect for music concerts and sport related gatherings, nestled alongside a small cluster of buildings, that overlook the entire city.

**A street** filled with contemporary houses, a movie theatre known for showcasing premiers and high-end luxury cars making their way across the roadside.

**A beachfront** decorated with beautiful palm trees, crystal clear waters and luxury yachts hosting exclusive parties.



**THE ANIMATION**



## THE ANIMATION

During the colour phase we decided to consider the idea of incorporating motion graphics and how we could breathe life into something that was already something that was extremely intricate.

Upon the decision to incorporate animation, we began to rework the initial artwork piece and we began to isolate each element into its own compilation.

For example, the palm trees were now isolated into 5 separate layers, each leaf designed to slowly rotate to give the impression of a sea breeze making its way through them,

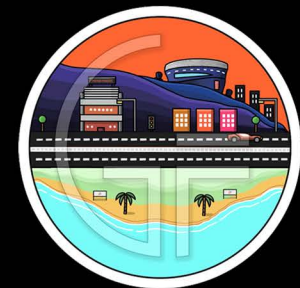
The lights near the concert hall were now split into 3 segments which involved the casing, the bulbs, and the light effect itself.

We also had to think about overlays and filters that would work in harmony to create a realistic feeling of soft glow illuminating the night sky.

We separated the coast and the waters, taking a frame-by-frame approach which used more than 15 frames per second to give the waves a more natural feel.

Alongside all the moving parts, we thought of every inconceivable detail, from the reflection of the yachts under the water, to the headlights of the cars.

We wanted to create an intricate masterpiece that people would be proud to hold.





A close-up photograph of a man in a blue suit jacket and white shirt, holding a dark folder. The man's hands are visible, one holding the top of the folder and the other near the bottom. The background is a textured, light-colored wall. The text "BECOME A HOLDER" is overlaid in the center of the image.

**BECOME A HOLDER**

# REGISTER YOUR INTEREST

Visit [www.gf-entertainment.com/nft](http://www.gf-entertainment.com/nft)

Login securely with the password: **NFTGFE23@**

Register your interest



**ORDERING A GFT**

## **GAIN EXCLUSIVE ACCESS**

Only a limited number of our bespoke NFTs are available to pre-order.

Each NFT is retailed at £15,000 (Exc VAT)



**AT GFE, WE ARE CONSTANTLY WORKING TO PUSH THE BOUNDARIES AND  
TO EXPAND OUR EXPERIENCES. THE LAUNCH OF THIS EXCLUSIVE NFT  
MARKS A NEW CHAPTER IN THE BRAND'S HISTORY AS WE LOOK FORWARD  
TO GROWING OUR COMMUNITY AND REWARDING OUR MEMBER'S LOYALTY.  
FROM THE TEAM OVER HERE AT GFE WE WOULD LIKE TO THANK YOU FOR  
JOINING US ON THIS NEW AND EXCITING ADVENTURE AND LOOK FORWARD  
TO SERVING YOU FURTHER.**

THE GF ENTERTAINMENT TEAM

