



# LUCKY ARENA

THE DECENTRALIZED JACKPOT

Transparent plays, bigger payouts, and more ways to win.  
*All inside Telegram.*



## LUCKY ARENA PARTNERSHIP PROPOSAL

The new zero-cost marketing channel that turns your audience into immediate revenue.



# Marketing in a bear market is getting more expensive and less effective.

**Let's be honest about the reality for most communities, creators, KOLs, and projects right now.** On-chain volume is down, the volatility index is sitting in "extreme fear," and people are taking time away from charts and chats until the market recovers. **As a result, the attention you rely on to generate revenue is exponentially harder to get than it was a year ago.**

## What you're probably still doing

- Running the same marketing playbook you used in a bull market
- Paying KOLs and ads to "drive awareness" with little return
- Running quests and giveaways that cost time and money to run
- Funding engagement campaigns with no built-in path to revenue
- Treating marketing as an ongoing cost rather than a revenue channel

## What's likely still happening

- Engagement keeps dropping as users disengage across the board
- People check chats less and participate less across campaigns
- Each campaign performs worse than the last as channels get saturated
- Despite the spend, these efforts generate little to no revenue
- ROI is getting worse, if you can even track it at all

**But this isn't a you problem, it's a market problem. Everyone is spending more to get less, and none of it reliably turns into revenue.** The good news? **Lucky Arena** gives you a marketing channel that **costs nothing to run, helps you grow and engage your audience, and generates revenue immediately.**





# LUCKY ARENA

THE DECENTRALIZED JACKPOT

Transparent plays, bigger payouts, and more ways to win. All inside Telegram.



## A decentralized jackpot inside Telegram

Users join draws in seconds, pay with crypto, and winners are paid automatically. Draws can be run for tokens, cash, or almost any other prizes, and are designed to be as simple as possible to keep users coming back.

## Built-in growth engine

Referrals and Chips (points earned for playing and inviting others) are native to how Lucky grows, creating a viral loop that brings in new users and compounds participation over time.

## Built for partnerships

Any project, creator, DAO, or platform can run co-branded draws or white-label Lucky with custom branding and links.

## Transparent mechanics

- 70% of every draw goes to players
- 2% funds the weekly Chip jackpot
- 28% split between Lucky and partners
- Provably fair on-chain randomness (Chainlink VRF / ORAO)

### HOW IT WORKS

Open LuckyBot inside Telegram. Wallet is created instantly.

Join a draw and buy tickets with SOL/BNB/ETH (Base).

Draw runs with provably fair on-chain randomness via VRF/ ORAO.

Winners are paid automatically to their wallet.



# Turn engagement into immediate revenue, with zero cost.

**You earn from every single entry you drive:** every ticket purchased by your audience sends a fixed percentage of every entry to you. More participation equals more revenue.

**Zero cost to you, ever:** you set up the draw. People enter. You earn from every entry. There is no cost to run campaigns, no budget to risk, and no cap on how many of these you can run.

**Monetise launches, moments, and ongoing community activity:** use Lucky to support token launches, product drops, announcements, events, AMAs, or as an always-on monetisation layer between major moments.

**No cost, payout, or liquidity risk on your side:** payouts and prize pools are handled by Lucky using provably fair on-chain draws, so you earn without managing funds, winners, or disputes.

## What you could be earning with Lucky Arena

For example:

Number of draws per month: 10

Participants per draw: 500

Average spend per participant: \$10

Total generated: \$50,000

Where the money goes:

70% to players (prize pool)

2\$ to the weekly chip jackpot

28% split between Lucky and partners

Your partner share:

Standard share: 25% (7% total volume)

**LIMITED OFFER: 50% (14% total Volume)**

Your monthly revenue:

Standard: £3,500

**LIMITED OFFER: \$7000**

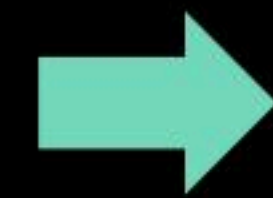
YOU COST TO RUN: \$0



# How Lucky replaces costly, low-ROI marketing with a repeatable, all-profit marketing channel.

## Telegram-native by design

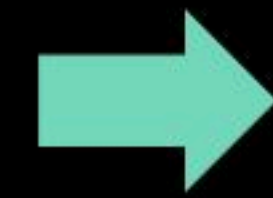
Users can join draws in seconds without new apps, setup, or switching tabs. Everything happens directly inside Telegram.



You can launch campaigns where your audience already lives, without losing users to drop-off from links, apps, or onboarding friction.

## Structurally higher payouts for players

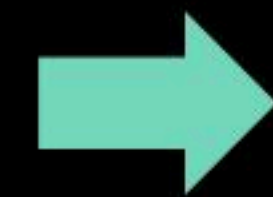
70% of every draw is paid out to winners, compared to ~40–60% in traditional lotteries.



Higher player returns drive higher participation and repeat usage, which directly increases the revenue you earn.

## Built for repeat engagement

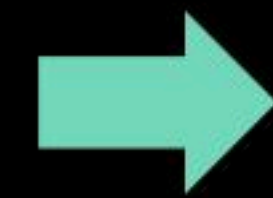
Recurring draws and simple participation mechanics give users a reason to come back regularly.



You get recurring engagement you can monetise over time, whether to support new launches or to drive activity between them.

## More ways to win beyond a single draw

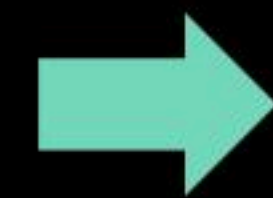
Weekly jackpots and referral rewards create ongoing upside even between draws.



Engagement compounds between activations, keeping your audience active even when you're not running a campaign.

## Distribution beyond existing audiences

Lucky promotes partner draws in its own channels for additional discovery.



You reach new users through Lucky's growing network, not just your own, at a time when organic reach is harder to earn.



# WHO CAN GET LUCKY?

Anyone with an audience can use Lucky Arena to generate revenue.

If you have distribution, particularly on Telegram, you can use Lucky to create participation, engagement, and repeat interaction with your audience. Lucky is designed to transcend categories and use case: it's not limited to crypto or gambling, it's a participation layer you can plug into almost any vertical.

## Creators

Run draws around content drops, AMAs, or collaborations. Turn engagement into revenue with interactive moments your audience can join in seconds.

## Communities

Run recurring draws and event jackpots directly in Telegram. Create simple participation loops that keep members active and generate revenue from community activity.

## DAOs

Run community jackpots around proposals, launches, or milestones. Create participation events that bring members back into governance and updates while monetising engagement.

## Platforms

Add Lucky as an engagement layer for feature launches, campaigns, or special events. Create deeper participation and retention without building your own raffle or gamification system.

## Projects

Use Lucky to support token launches, product drops, announcements, and campaigns. Turn attention into participation and participation into revenue.

## KOLs

Run co-branded draws with partners or your own audience. Monetise attention directly with interactive formats your audience can join instantly.

Crypto & DeFi · Gaming & Gambling · Sports & Events · Creator Economy · Brands & Retail · Travel & Experiences

# GET STARTED WITH LUCKY

Start monetizing your audience now, for free.

Only pay if you want extra reach, or your own branded Arena.

## Partner activations

- Run single draws for token rounds, product launches, drops, or announcements.
- Create event jackpots for launches, AMAs, or key moments.
- Co-brand draws with Lucky.
- Monetise your own audience with no cost to launch campaigns.

**COST: \$0**

## Sponsored placement

- Promote your draws inside Lucky's discovery surfaces and channels.
- Access Lucky's user base for additional reach beyond your own audience.
- Use paid placements to accelerate participation when you want scale fast.

**COST: contact us**

## Your own Arena

- Launch your own branded Lucky Arena experience.
- Customise branding, links, and campaign setup.
- Configure economics within safe guardrails.
- Use built-in referral tracking and campaign analytics.
- Run everything without building or operating your own jackpot.

**COST: contact us**



# Let's get Lucky.

Go live in a matter of days.  
Get started now for \$0.

Get started right away:

- Share your Telegram channel
- We set up your draw at zero cost
- You promote it to your audience
- Revenue is generated immediately
- Repeat as many times as you like to maximise revenue - there's still no cost

CONTACT US:  
email | socials

