



**Santa Doge**  
**Lightpaper**



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## Introduction

SantaDoge (sdoge) is a new, one-of-a-kind, holiday token. We are a community with the goal to make the crypto experience less complicated and more enjoyable for people all over the world.

The Project was created at the start of November by a small team in Switzerland. The philosophy is to develop a token that makes it possible for the community to participate, play and win in events that are focused on holidays. There are currently 4 main events planned (Christmas, Easter, Summer, Fall) throughout the year and they will reoccur every following year in the same or improved format. The events are focused on the holidays. We want to make the crypto-experience more fun and beginner friendly. We also want to create a community which interacts with the team. We are always looking for ways to improve and are happy for any feedback or criticism.

## Name origin

To represent us, we had to choose a symbol which is universally accepted and represents the people of the crypto and meme community, therefore we agreed on Doge as a name and logo. What makes our coin special is the “Santa” in “SantaDoge”. Christmas holidays are a very special time of the year and it is all about having a good and wholesome time together as a community. It is also about gifts and goodies and everyone who is part of the community will get something to be excited about.

## Events

### Airdrop

A lot of people joined from a different project with the same name and they unfortunately got robbed by the owners. We were really excited to have a direct competitor and are sad to hear that it had to end like that. Out of condolence for all the victims of the “rug pull” we offer an additional airdrop if you can prove you lost money on that project. People can submit their hash in the form for the official airdrop and they will then receive a small bonus. We want to show our community that we care

### Advent calendar

The first day of December marks the beginning of our advent calendar event. All holders of SantaDoge will participate in the event and be able to win different prizes, such as exclusive SantaDoge NFT's, additional sdoge and other coins. Every following day, until the 25<sup>th</sup> December 2021, we will reveal the winner of the previous day on our website and the secret prizes will be revealed.

### Christmas Special

Santa Doge is going around on the 25th December and 7th January to deliver a special present to all the good people of the SantaDoge community.

### Easter Event

Coming soon!

## NFT's

In December 2021 we will offer the first series of carefully crafted SantaDoge NFT's. featuring 100 bronze NFT's, 20 silver NFT's, 5 gold NFT's. The difference in rarity represents a combination of quality, creativity and the amount of work put in. We offer those NFT's for free during the advent calendar event, but you will also be able to buy NFT's on a marketplace. Our NFT's will be released in series, each series features one of the 4 seasons.

## SantaDoge Game!

We are working on making a small game which will be playable on our website. The game features a leader board. The game is an endless, run and jump type of game where you can play as SantaDoge. You will gain points depending on the number of obstacles you were able to overcome. Each week in December the 3 top scores will win 100 USD. 1<sup>st</sup> place receives 50 USD, 2<sup>nd</sup> place receives 30 USD and 3<sup>rd</sup> place receives 20 USD. The prices will be distributed in sdoge.

# Marketing

## Basic

Our main focus at the start of the project was to get enough exposure to gain a small and loyal following. We made a lot of marketing on twitter and telegram to grow as a community, but that growth is only temporary if you don't show your community that you care about them. That is why our main focus is transparency. We achieve that goal by being 100% honest and communicating our decision with the people of SantaDoge. We work on creating a weekly blog where you can have a better insight into our project and what we are doing.

## Advent calendar campaign

We started a small campaign in November for the airdrop and gained traction. We want to keep the momentum going after the airdrop and we will continue with basic marketing for 1 more week. One week before December, we will start a big marketing campaign advertising our advent calendar. The event will be active for 25 days starting at the first of December. Marketing will start on the 23th November and will be going until 18<sup>th</sup> December. The Campaign will mainly focus on twitter and to a smaller degree on reddit and telegram.

## Easter Special

We are planning a few events for easter and will release additional information after Christmas season.

## Tokenism

Transaction Fees 10%:

Hodl rewards (4%)

4 % of every transaction will be redistributed to all wallets holding SantaDoge (sdoge)

Marketing Fee (4%)

4 % of every transaction will be redistributed to a marketing wallet with which we will pay for SantaDoge advertisement

Burn (2%)

2 % of every transaction will be burned forever. That is why max supply will decrease over time

## Release schedule

29.01.2022 - Token release (8%)

10.02.2022 - Pancakeswap pool

10.12.2022 - Token release (13.75%)

10.12.2023 - Token release (13.75%)

10.12.2024 - Token release (13.75%)

10.12.2025 - Token release (13.75%)

## Roadmap

