



GOLDEN STATE WARRIORS

LEGACY NFT COLLECTION

*Medium
Rare*



**THE FIRST PROFESSIONAL SPORTS TEAM
TO LAUNCH AN NFT COLLECTION**

GOLDEN STATE WARRIORS

LEGACY NFT COLLECTION

- The Golden State Warriors partnered with Medium Rare to create their Legacy NFT Collection - the first of any professional sports franchise in the world.
- The official digital collection commemorates the team's six NBA championships and includes digital collectible tickets of their most iconic games in franchise history.
- In addition to the digital NFT's, The Warriors paired incredible physical items & experiences alongside them such as official NBA Championship rings, a Warrior for the Day experience, a ring presentation during a game, an honorary captain experience, courtside seats, and much more
- Minted on the blockchain in limited supply, these incredible NFTs will engrained in The Warriors rich history and never reproduced.
- The Warrior's NFT announcement was a viral sensation generating over 1 billion media impressions, and over \$2,000,000 in media value in just 7 days.

1-OF-1
SIX TIME WORLD
CHAMPION RING NFT



1-OF-1
"THE GOLDEN TICKET" NFT

"We see NFTs and digitization of our business as a mainstay to engage our fans around the world. As an organization, we are constantly evaluating ways to be creative and innovate and launching this special NFT Collection is the latest evolution for us in that space. Additionally, it is important to us that proceeds from this initiative will support the Warriors Community Foundation at a critical time in our community's journey."

- Brandon Schneider, President Golden State Warriors

THE FINAL RESULTS

COLLECTION BREAKDOWN

OVER \$2M SOLD

(OVER 658 ETH)

\$6,100

AVERAGE PRICE PER NFT (327 ITEMS)

WARRIORS CHAMPIONSHIP RING NFTS



106.15 ETH
(\$1,760,973.57)

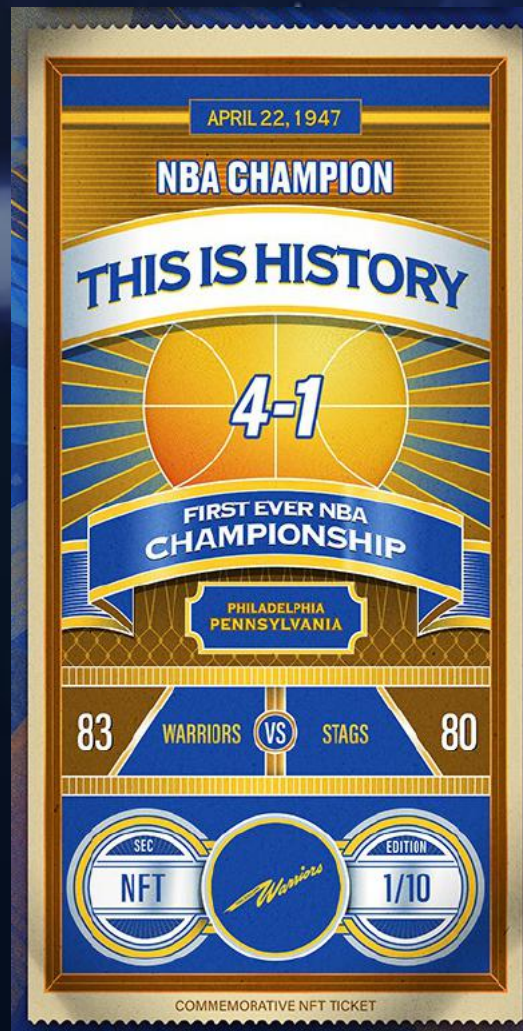
WARRIORS COMMEMORATIVE TICKET STUB NFTS



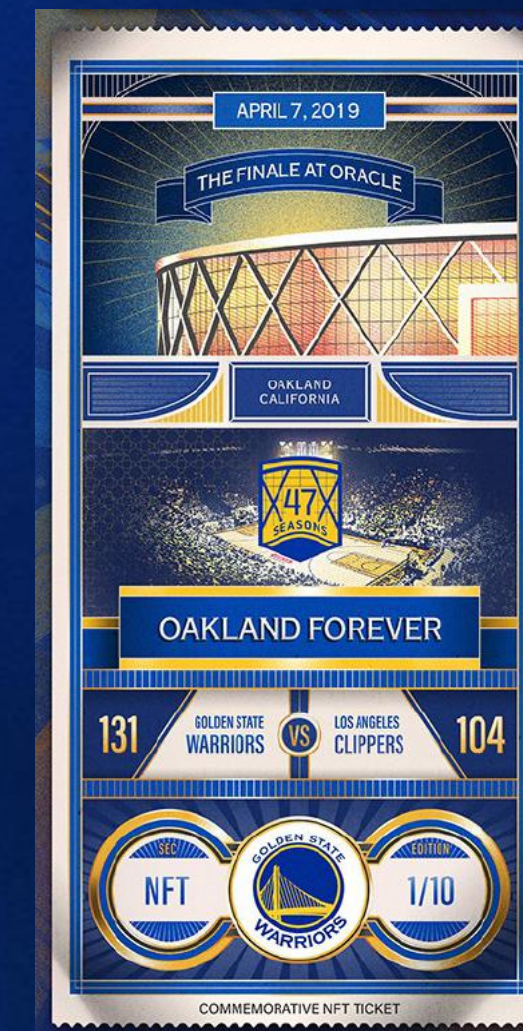
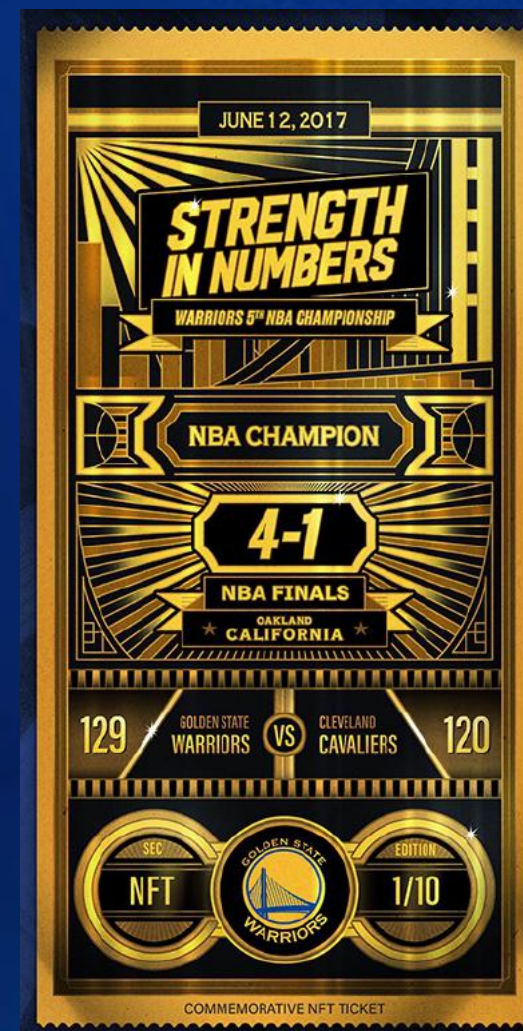
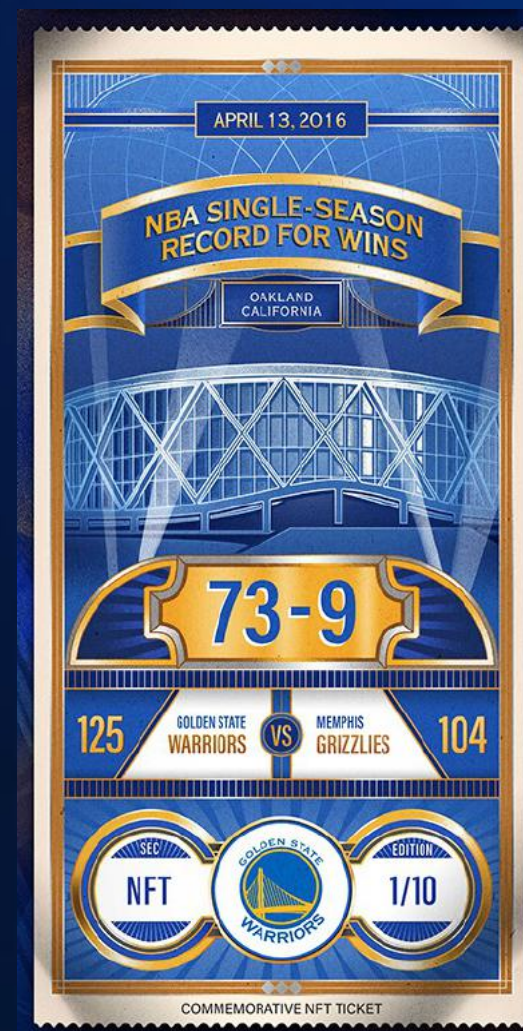
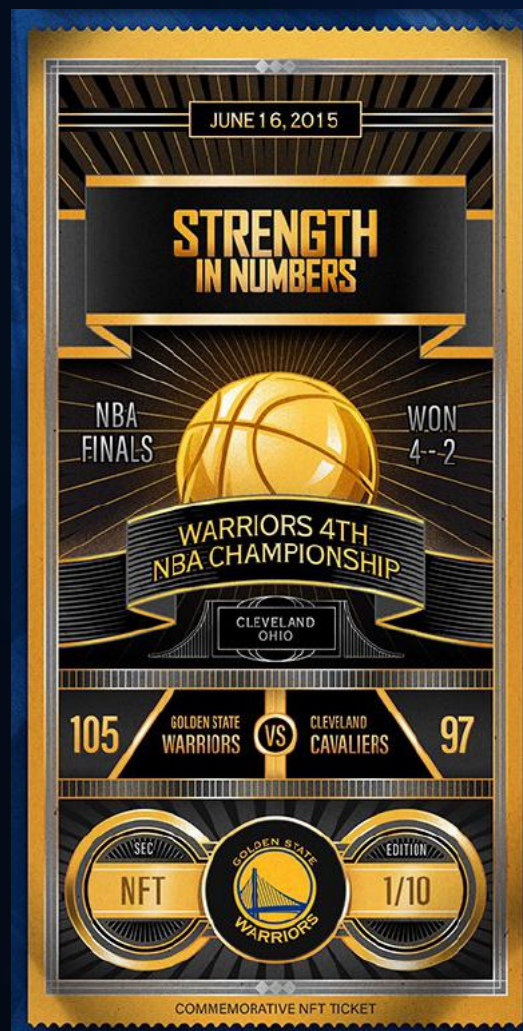
26.25 ETH
(\$325,053.75)

GOLDEN STATE WARRIORS

TICKET STUBS



26.25 ETH
(\$325,053.75)



GOLDEN STATE WARRIORS

CHAMPIONSHIP RINGS



 GOLDEN STATE WARRIORS
1947 EDITION
1/25
OFFICIAL CHAMPIONSHIP RING NFT

34.32 ETH
(\$103,486.14)



 GOLDEN STATE WARRIORS
1956 EDITION
1/25
OFFICIAL CHAMPIONSHIP RING NFT

34.91 ETH
(\$102,292.75)



 GOLDEN STATE WARRIORS
1975 EDITION
1/25
OFFICIAL CHAMPIONSHIP RING NFT

35.01 ETH
(\$102,572.85)

GOLDEN STATE WARRIORS

CHAMPIONSHIP RINGS



A detailed 3D rendering of the 2015 Golden State Warriors Championship Ring. The ring is gold and heavily encrusted with diamonds. The top features the Warriors logo and the number 15. A circular seal at the top of the card reads "OFFICIAL CHAMPIONSHIP RING COLLECTION - GOLDEN STATE WARRIORS".

	GOLDEN STATE WARRIORS	
	2015	EDITION 1/50
	OFFICIAL CHAMPIONSHIP RING NFT	

47.15 ETH
(\$138,142.62)



A detailed 3D rendering of the 2017 Golden State Warriors Championship Ring. The ring is gold and heavily encrusted with diamonds. The top features the Warriors logo and the number 17. A circular seal at the top of the card reads "OFFICIAL CHAMPIONSHIP RING COLLECTION - GOLDEN STATE WARRIORS".

	GOLDEN STATE WARRIORS	
	2017	EDITION 1/50
	OFFICIAL CHAMPIONSHIP RING NFT	

42.56 ETH
(\$124,695.53)



A detailed 3D rendering of the 2018 Golden State Warriors Championship Ring. The ring is gold and heavily encrusted with diamonds. The top features the Warriors logo and the number 18. A circular seal at the top of the card reads "OFFICIAL CHAMPIONSHIP RING COLLECTION - GOLDEN STATE WARRIORS".

	GOLDEN STATE WARRIORS	
	2018	EDITION 1/50
	OFFICIAL CHAMPIONSHIP RING NFT	

72.30 ETH
(\$211,849.26)

1 OF 1 SPECIAL EDITION



[VIEW NFT](#)

1-OF-1

“THE WARRIORS GOLDEN TICKET”

28.111ETH / \$85,875.45

THIS TICKET STUB NFT IS LIMITED TO 1 SPECIAL EDITION & INCLUDES THE WARRIOR FOR A DAY EXPERIENCE:

- Opportunity to sign a mock “one-day contract” with the Golden State Warriors
- Courtside tickets for two (2)
- Honorary Captain experience
- Tour of the Warriors practice facility
- Attend a courtside shoot around
- Customized Golden State Warriors jersey



1 OF 1 SPECIAL EDITION



OFFICIAL GOLDEN STATE WARRIORS
FRANCHISE CHAMPIONSHIP RING NFT

LIMITED EDITION **1 of 1**

6X WORLD CHAMPIONS



1947



1956



1975



2015



2017



2018

[VIEW NFT](#)

1-OF-1 WARRIORS 6X WORLD CHAMPION RING NFT & PHYSICAL RING

285.111ETH / \$871,581.27

- Unprecedented 1-of-1 Golden State Warriors Six Time World Champion Ring NFT combining all six franchise championships into a single never-before-seen NFT
- Largest individual sports NFT of all-time & all-time record sale on OpenSea
- Includes physical ring - 120 Grams of 14kt Gold 475 diamonds and Sapphires weighing appx 4.95 Carats designed by Jason of Beverly Hills
- Includes a center court ring presentation and courtside seats at a Warriors game next season



GOLDEN STATE WARRIORS

MEDIA BUZZ

1 BILLION MEDIA IMPRESSIONS / \$26M MEDIA VALUE / 325 PLACEMENTS

The collage features several news articles from various media outlets, all reporting on the Golden State Warriors' NFT collection launch. The articles include:

- B/R:** "Warriors Become 1st To Release NFT Collector Benefit GSW's Charity"
- coindesk:** "Golden State Warriors Become First NBA Team Issue NFT Set"
- HYPEBEAST:** "Golden State Warriors Become First Pro Sports Team to Launch Official NFT"
- SBJ (Sports Business Journal):** "Warriors become first pro launch NFT-backed digital collectibles"
- Bloomberg:** "Golden State Warriors Up NFT Game With Championship Collection"
- MarketWatch:** "The Golden State Warriors are the first pro sports team to launch an NFT collection"
- USA TODAY:** "Golden State Warriors become first professional sports team to launch NFT collection"
- ESPN:** "Golden State Warriors become first pro team to launch NFT collection"
- yahoo!sports:** "Golden State Warriors become first professional sports team to launch NFT collection"
- Forbes:** "Golden State Warriors Launch NFT Collection, Becoming U.S. Sports Team To Release Own NFTs"
- ACTION:** "Warriors NFT Championship Ring Sales Raise More Than \$2 Million"
- Decrypt:** "Golden State Warriors Release NFT Collection"

The articles also feature images of the Warriors' NFT collection, including championship rings and digital collectibles, as well as photos of team members and the Warriors' logo.

Sports Seriously: Count Kevin Love as a fan of the idea of a Nets vs. Lakers NBA Finals. In a conversation with Sports Seriously he chatted

The Golden State Warriors launched a nonfungible token (NFT) collection on the OpenSea platform Tuesday morning, becoming the first professional sports team to do so.

The Golden State Warriors became the first professional sports team to invest in a nonfungible token (NFT) collection Tuesday

The Golden State Warriors raised more than \$2 million in an NFT auction on Opensea this weekend.

GOLDEN STATE WARRIORS

TELEVISION HIGHLIGHTS



GOLDEN STATE WARRIORS ANNOUNCE LEGACY NFT COLLECTION
COLLECTION SPLIT INTO TWO SERIES, AUCTIONED OFF ITEMS INCLUDE TEAMS & CHAMPIONSHIP RINGS

cheddar news
LIVE 9:38 AM ET

• BABA 237.21 +1.29 BBY 117.79 -0.56 BKNG 2470.31 ▼ DJI 33,856.11 -0.38% -128.82

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Bloomberg Berlin

Caught My Eye GOLDEN STATE WARRIORS ENTER NFT GAME

TOP NEWS
Citigroup Borrowing \$5.5 Billion in Latest Bank Bond Offering
PAGE 2 OF 2
Banks are issuing record levels of debt to take advantage of historically low rates, and to adjust to the expiration of a break from regulators that had allowed them to hold extra Treasuries and deposits without setting aside capital for potential losses.
For more information on this story, go to [TOP <GO>](#)

Bloomberg	DOW	S&P 500	NASDAQ	ALUM.	PLAT.	VIX
APR 27 1:20 ET	33950.05	4185.93	14102.72	2396.00	1247.46	17.70
@BUSINESS	-31.52 0.09%	-1.69 0.04%	-36.06 0.26%	-7.50 0.31%	+1.05 0.08%	+0.06 0.34%

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Bloomberg

GOLDEN STATE WARRIORS

MEDIA BUZZ

“The Warriors wouldn’t have gone to all this effort if they thought NFTs were just a fad. It is clear the Warriors are just getting started in the NFT space.”

Forbes

“NBA Top Shot sells digital basketball highlights but no franchise has offered its own team-licensed fare. Until now.”

coindesk

“NBA Top Shot was at the forefront of the non-fungible token craze -- and now the Golden State Warriors are seeking to take things up a notch.”

Bloomberg

“As the first team to release its own NFTs, the Warriors had the NBA’s full support as they set out on the project.”

**Street & Smith's
SBJ ON CAMPUS**

“For the Golden State Warriors, the decision to get into the NFT game was as easy as a Steph Curry jumper.”

**yahoo!
finance**

“The Golden State Warriors launched a non-fungible token (NFT) collection on the OpenSea platform Tuesday morning, becoming the first professional sports team to do so.”

ESPN

“The Golden State Warriors are auctioning team memorabilia collections as NFTs. The team’s fan base in Silicon Valley is the perfect NFT audience.”

THE VERGE

“327 NFTs of championship tickets and rings and raised the bulk of the money through NFT auctions -An astounding \$871,581 was paid for an NFT of the team’s six championship rings combined in one.”

ACTION ✓

“Many individual athletes have released NFTs, but the Warriors are the first team to join the growing trend.”

**B/R BLEACHER
REPORT**

GOLDEN STATE WARRIORS

SOCIAL BUZZ

Instagram Post (12:53): Golden State Warriors Legacy NFT auction. Includes images of NFT cards and a fan wearing a 'DUB FAN HE' shirt. Text: "THE WARRIORS' 'SPECIAL' IS A LEGACY NFT".

Twitter Post (2:40): Darren Rovell (@darrenrovell) tweets: "The @warriors grossed \$1 million from selling 325 NFT's last night, two 1 of 1 NFT's sell tonight that should raise another couple hundred thousand dollars more." Includes an image of a 'WE BELIEVE PLAYOFFS' NFT card.

Twitter Post (1:00): NFT Stats & Trends (@nft_tracker) tweets: "\$865k! The biggest NFT sale of the last 21 hours! 1-of-1 Warriors 6x World Champion Ring NFT & Physical Ring was purchased by CoinbaseNFT for 285.1111 (\$865k) #ETH #NFT #NFTs #digitalart #art #cryptoart #ethereum". Includes an image of the 1-of-1 ring NFT.

Twitter Post (5:58): Jacob Feldman (@JacobFeldman4) tweets: "The Warriors set a single item NFT record on OpenSea with a \$871,000 one-of-one sale. Their drop of 327 digital tickets and rings combined for over \$2 million in revenue." Includes an image of the Warriors Legacy NFT collection.

Twitter Post (12:56): Darren Rovell (@darrenrovell) tweets: "JST IN: @warriors become to unveil an NFT collection at GSWNFT.com. 'We think this is just the Golden State Warriors where NFT's will go and an official NFT collection really excited to be in the basketball team is the first combines the team's character Brandon Schneider, they enter into blockchain to receive a 1/1 ring made Beverly Hills in an on ceremony.' Includes an image of a player and a ring." Retweets: 5, Likes: 5.

GSWNFT.com... more
890 likes
goldenstatewarriorshub ok
View all 33 comments
3 days ago
What are your thoughts on the NFT p whole? @warriorsnationcp
* "NFTs transform digital works of art collectibles into one-of-a-kind, verifi are easy to trade on the blockchain"

GOLDEN STATE WARRIORS

SOCIAL BUZZ

12:56 12:56 12:57 12:57 12:57 12:57 12:57 12:57 12:57 12:58

Twitter interface showing social media posts about the Golden State Warriors' NFT collection. The posts include news articles, tweets, and a thread from the team's official account.

Twitter Post 1: Yahoo Sports (@YahooSports) retweeted by you. The Warriors have become the first pro sports team to launch an NFT collection, auctioning off unique tickets. yhoo.it/3dTOCCW

Twitter Post 2: Connor Letourneau (@Con_Chron) retweeted by you. Your newswriter on the Warriors becoming the first professional sports team to launch a Non-Fungible Collection.

Twitter Post 3: Bloomberg Technology (@technology) retweeted by you. The Golden State Warriors topped the NFT game championship collection.

Twitter Post 4: 95.7 The Game (@957thegame) retweeted by you. The #Warriors are the first team to release their championship collection. It features a 1-of-1 Six Championship Ring NFT collection. Each bidder will get a one-of-a-kind physical ring. (@darrenrovell)

Twitter Post 5: Yahoo Finance (@YahooFinance) retweeted by you. Golden State Warriors, the first professional sports team to launch an NFT collection. yhoo.it/3dTOCCW

Twitter Post 6: HYPEBEAST (@HYPEBEAST) retweeted by you. Golden State Warriors Pro Sports Team to Launch Official NFT Collection. hypebeast.com

Twitter Post 7: TheStreet (@TheStreet) retweeted by you. Slam Dunk? NBA's Golden State Warriors jumping aboard the #NFT. thestreet.com

Twitter Post 8: The Verge (@verge) retweeted by you. The Golden State Warriors are auctioning team memorabilia as NFTs this week. [2021/4/27/2240...](https://www.theverge.com/2021/4/27/2240...)

Thread: Golden State Warriors (@warriors) 3d. You saw the games, you celebrated the Championships. Now own a piece of history. The Warriors Legacy NFT Collection is now live. GSWNFT.com

Thread Content: The Warriors Legacy NFT Collection is now live. GSWNFT.com

Thread Post 2: OpenSea. 309 comments, 692 retweets, 2,391 likes. You Retweeted.

Thread Post 3: Golden State Warriors (@warriors). The Warriors are the first professional sports team to launch an NFT Collection. The digital collectibles pair with items from the team's history.

Medium Rare



MEDIUM RARE PARTNERS WITH GLOBAL ICONS TO BUILD ENTERTAINMENT BRANDS.

