THE DALLAS COIN

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Socials: Twitter and Instagram handles

1. EXECUTIVE SUMMARY

The Dallas Coin (TDC) is a regionally inspired cryptocurrency project designed to reflect Dallas, Texas's entrepreneurial spirit, cultural pride, and booming economic energy. Built on the fast-growing Base (Ethereum Layer 2) network, DALLAS Coin offers a community-first, rewards-driven ecosystem that merges digital innovation with real-world benefits.

At its core, DALLAS Coin is not just a token—it's a movement. Aiming to empower local and global crypto users, TDC holders will gain access to unique perks, including discounts at participating Dallas businesses, ticket giveaways to concerts and sports events, and exclusive token-gated experiences. This project represents a bold new chapter in local blockchain adoption, where regional identity meets decentralized technology.

The project's phased rollout includes strategic partnerships, presale fundraising, and a carefully timed token launch supported by a comprehensive marketing campaign and long-term vision. With scalability, low fees on the Base chain, smart contract transparency, and an emphasis on community ownership, DALLAS Coin is positioned to become a flagship example of how blockchain can elevate local economies while attracting global participation.

Vision: To position Dallas as a global leader in blockchain innovation and community empowerment through a locally rooted, rewards-focused cryptocurrency.

Mission: To create a sustainable digital ecosystem where holding DALLAS Coin unlocks real-life value, enhances community pride, and fosters financial inclusion across borders.

2. INTRODUCTION TO DALLAS COIN

Why Dallas? Cultural and Economic Context

Dallas, Texas, is more than just a city—it's a thriving symbol of opportunity, hustle, and innovation. Dallas is a powerhouse of economic energy and cultural pride, from its iconic skyline and world-class sports teams to its booming tech, real estate, and startup sectors. Known for bold ambition and unapologetic growth, the city reflects the ethos driving the blockchain revolution: ownership, empowerment, and community.

As one of the fastest-growing metropolitan areas in the United States, Dallas is uniquely positioned to serve as a launchpad for the next evolution of crypto adoption. With its deep roots in entrepreneurship, a vibrant population, and a growing number of digital-native consumers, Dallas provides the perfect cultural foundation for a token embodying regional identity and global relevance.

The Rise of Local-Brand Blockchain Projects

The global crypto market has seen explosive growth, but many tokens lack tangible connection to real-world communities. In contrast, location-based or culturally grounded cryptocurrencies—such as city tokens, cause tokens, or culturally themed meme projects —are gaining momentum. These tokens succeed because they speak directly to a community's identity, values, and aspirations.

DALLAS Coin taps into this trend by offering more than just a digital asset. It creates a sense of belonging and allows holders to participate in a new kind of movement—where digital ownership is directly tied to cultural connection, economic participation, and local pride. From discounts at Dallas establishments to token-gated access to regional events, DALLAS Coin connects blockchain utility with everyday experiences.

At a time when trust, authenticity, and community are more valuable than ever, DALLAS Coin stands as a next-generation project with both soul and strategy. It's built not only for the crypto-native investor but also for those who want to own a piece of something real— something Texan.

3. THE DALLAS COIN ECOSYSTEM

The DALLAS Coin ecosystem is built on the belief that cryptocurrency should offer more than speculation. It should provide real value to its holders through utility, experiences, and engagement. At launch, the project will introduce a rewards-based model that unlocks tangible benefits across Dallas and beyond — turning token ownership into a lifestyle membership rooted in culture, community, and commerce.

Rewards-Based Platform Offering Discounts to Holders

At the center of the DALLAS Coin experience is its digital rewards ecosystem, which grants exclusive perks to token holders. By partnering with Dallas-based businesses, restaurants, service providers, and entertainment venues, DALLAS Coin holders can redeem discounts and special offers simply by holding a minimum threshold of TDC in their wallet.

Potential integration with third-party platforms is also being developed. This would provide access to thousands of local and national deals — bridging crypto ownership with mainstream consumer benefits.

Sample Use Case: A TDC holder visits a participating Dallas restaurant and receives a 15% discount at checkout by verifying wallet ownership through a QR code or integrated app.

Local Business Integration & Discount Network

DALLAS Coin aims to onboard dozens of Dallas-based businesses into its tokenized discount network, strengthening the local economy while rewarding early crypto adopters. This community-first model enables businesses to:

1. Attract new customers from the growing crypto audience.
2. Promote exclusive TDC-holder offers through the project's social channels.
3. They can be seen as innovators who have adopted Web3 tools without complexity.

A partnership onboarding strategy will be rolled out pre-launch, ensuring a vibrant utility base is available from day one. As the network grows, geo-targeted benefits will expand, and future franchising or licensing to other cities may follow.

Event-Based Rewards: Concerts, Sports Tickets & Giveaways

To increase engagement and reward long-term holders, the DALLAS Coin team will host recurring token-gated giveaways and experiences, including:

1. Tickets to Dallas Mavericks, Cowboys, and Stars games.
2. Local music festivals and concert access.
3. VIP crypto meetups and networking events.

These rewards will be distributed via community contests, on-chain snapshots, or promotional partnerships, creating ongoing excitement while emphasizing long-term holding behavior.

Example: Holding 5,000+ TDC for 30+ days automatically enters you into the monthly prize draw for Dallas Cowboys home game tickets.

The DALLAS Coin ecosystem fuses Web3 innovation with real-world access. It rewards belief in the project not with promises but with practical, desirable benefits that make crypto adoption personal, social, and local.

4. TOKENOMICS

DALLAS Coin (Ticker: TDC) is designed with a transparent, community-centric token distribution model that balances growth incentives with long-term sustainability. The total token supply is fixed at 100,000,000 TDC, with specific allocations set aside for early contributors, public investors, marketing, ecosystem development, and liquidity management.

This tokenomics framework aims to foster trust, attract long-term holders, and ensure the token maintains real utility and lasting market viability.

Total Supply:

- 100,000,000 TDC (Fixed Supply) No additional tokens will ever be minted.
- Token Allocation Breakdown:
- Category. Allocation. Description

Team 10%

Reserved for core development, advisors & project founders. Vested over time to ensure alignment.

Early Investors 10%

Allocated to strategic partners and seed investors under a vesting schedule.

Marketing 10%

Dedicated to influencer outreach, social media campaigns, content creation, and PR.

Airdrops 10%

Used for community engagement, contests, and rewards to bootstrap growth.

Presale 15%

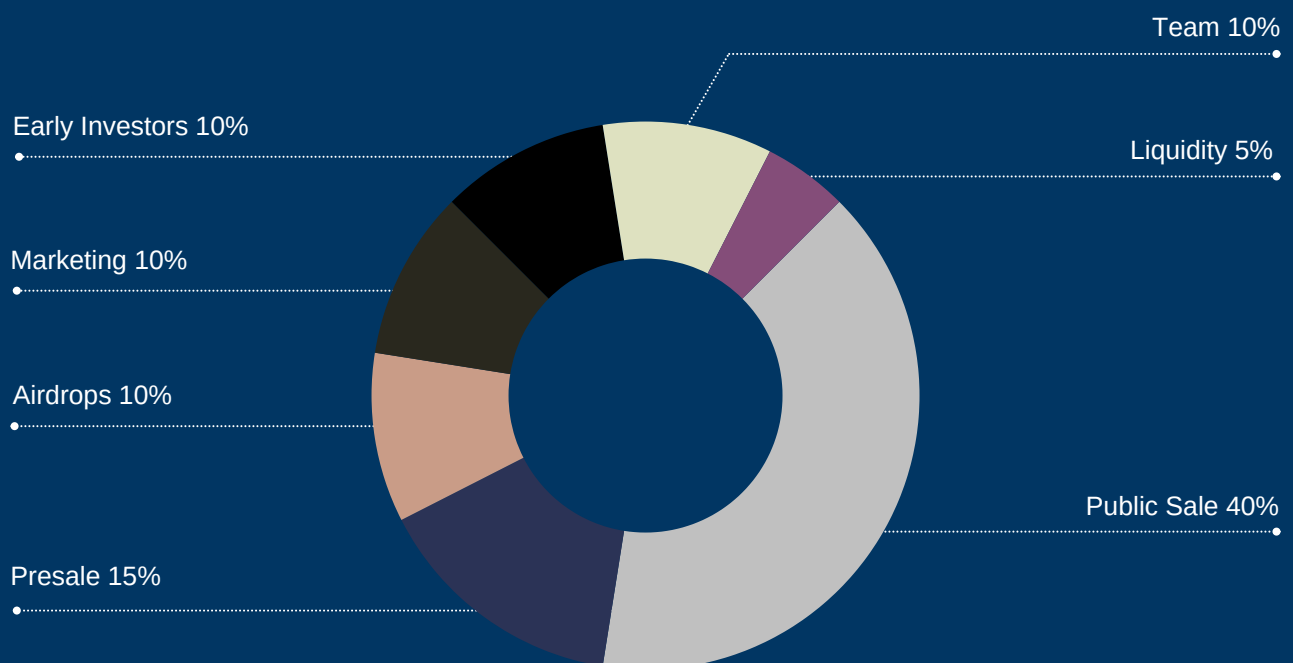Offered at discounted pricing to early supporters prior to public listing.

Liquidity 5%

Used to seed decentralized exchange pools (initially on Base DEXs like Uniswap). Liquidity will be locked to protect investors.

Public Sale 40%

The largest allocation is available to the general public at launch.

Team 10%

Early Investors 10%

Liquidity 5%

Marketing 10%

Airdrops 10%

Public Sale 40%

Presale 15%

Transaction Tax Model

To support the ongoing development and utility treasury, DALLAS Coin will launch with a modest tax model:

1.Buy Tax: 0%
2.Sell Tax: 5%

The 5% sell tax will be directed toward:

- **2% BTC Strategic Treasury Reserve –** building a long-term Bitcoin-backed asset base.
- **2% Marketing & Ecosystem Growth –** reinvested into visibility and platform utility.
- **1% Development & Operations –** used for platform upkeep, partner onboarding, and administrative costs.

Note: Taxes can be adjusted as the project evolves.

Vesting Schedule

To foster long-term commitment and reduce early dumping risks, vesting policies will be enforced for key stakeholders:

- **Team Tokens:** 24-month linear vesting with 6-month cliff.
- **Early Investors:** 12–18 month vesting depending on contribution tier.
- **Airdrop & Marketing Wallets:** Released in structured campaigns over 6–12 months post-launch.

This tokenomic structure is designed to ensure fair opportunity for retail participants while building long-term confidence through strategic lock-ups, sustainable liquidity, and ongoing incentives for adoption and community participation.

5. BLOCKCHAIN INFRASTRUCTURE

DALLAS Coin is built on the Base blockchain, a powerful Ethereum Layer 2 solution developed by Coinbase. This decision reflects a strategic move to balance scalability, low transaction costs, developer familiarity, and access to a growing ecosystem of next-generation projects and retail users.

Why Base?

After evaluating multiple networks, including Ethereum, Solana, and BNB Chain, Base emerged as the ideal platform for DALLAS Coin due to the following advantages:

✅ **Low Fees -** Unlike Ethereum Layer 1, which suffers from high gas fees, Base offers ultra-low transaction costs, enabling more frequent micro-interactions (e.g., event ticket raffles, discount claims, wallet-based verification for local perks).

✅ **Scalability & Speed -** Base processes thousands of transactions per second (TPS) through optimistic rollups while leveraging Ethereum's security, making it scalable enough to support mass adoption without compromising performance.

✅ **Coinbase Integration Potential -** Base is backed by Coinbase, the largest U.S.-based crypto exchange. This gives Base an ecosystem advantage — including future wallet integrations, fiat onramps, and institutional credibility.

✅ **Developer-Friendly (Solidity-Compatible) -** Because Base uses the Ethereum Virtual Machine (EVM), it supports Solidity-based smart contracts, allowing seamless deployment and future upgrades with a vast pool of vetted developer talent.

Smart Contract Features

DALLAS Coin's smart contract is custom-built and includes the following key features:

✅ **Adjustable Tax Logic—**The initial tax settings are 0% buy and 5% sell. They can be adjusted by multi-sig governance as the project evolves.

🔒 **Smart Contract Audit—**Prior to public listing, a third-party audit will be conducted to identify vulnerabilities and ensure compliance with best practices.

🔒 **Public Contract Address -** The official smart contract address will be pinned across all social platforms and the website to help users avoid scams and fake tokens.

This infrastructure ensures that DALLAS Coin is secure, scalable, and built for real-world adoption. Whether you're buying a discounted coffee, attending a Mavericks game, or joining the next crypto meetup in Uptown, your experience will be seamless and gas-efficient on Base.

6. MARKETING & COMMUNITY GROWTH

A strong product is nothing without a strong community. The DALLAS Coin marketing strategy is built to attract early adopters and turn supporters into stakeholders—holders who are invested in the project's financial and cultural success.

We aim to position DALLAS Coin as a "rewards-first movement" accessible globally but proudly rooted in the heart of Texas. This will be achieved through strategic storytelling, influencer partnerships, grassroots growth campaigns, and real-world incentives.

Twitter (X) & Instagram Strategy

DALLAS Coin will maintain a daily content presence on Twitter (X) and Instagram to engage crypto users, Dallas natives, and culturally aligned audiences across the U.S.

Twitter (X)

- **Daily posting cadence:** memes, market updates, giveaways, and shoutouts.
- **Engagement Strategy:** reply-to-viral posts in meme coin and local Dallas spaces.
- **Spaces & AMAs:** Host Twitter Spaces to educate, entertain, and engage.

Instagram

- City-themed visual storytelling using blue/white/silver palette.
- Short reels showcasing Dallas culture, token utility, and behind-the-scenes project updates.
- Giveaways linked to local influencers and business shoutouts.

✅ **Target Milestone:** 1,000 engaged followers before opening Telegram or Discord community to maintain active, curated engagement.

Pre-Launch Giveaways & Marketing Campaigns

In the 30–60 days leading up to the token launch, DALLAS Coin will initiate a multi-phase, pre-launch campaign to boost awareness and reward early engagement:

🎯 **Airdrop Campaigns (10% supply reserved):** Token-based rewards for completing simple tasks such as retweets, referrals, or sign-up on the website.

🤝 **Influencer Activations:** Partnering with mid-tier crypto influencers (10K–100K followers) and Dallas-based content creators to promote the project and its local-first angle.

🎁 **Community Contests:**
Trivia giveaways around Dallas history and TDC milestones
Meme creation contests with token or merch rewards
🧢 **IRL (In-Real-Life) Merch Drops & Brand Kits:** Giveaways of limited edition DALLAS Coin hats, tees, and stickers to boost street-level visibility in Texas.

Airdrops, Referral Rewards & Token-Gated Content

To fuel viral growth and reward long-term holders, the project will implement:

🚀 **Airdrop Programs**
Distributed in phases: pre-launch, post-launch, and milestone-based drops.
Wallet snapshot-based to encourage sustained holding behavior.

🌐 **Referral Rewards**
Referrals are tracked via Gleam or Zealy-style platforms.
Top community recruiters rewarded with exclusive merch or bonus tokens.

🔐 **Token-Gated Content & Access**
  - Holders of a minimum amount of TDC will unlock:
  - Access to monthly prize pools.
  - Whitelists for future project launches
  - Exclusive merch drops and IRL event invites.

The DALLAS Coin community won't just grow—it will live and breathe the brand. From social hype to local meetups, every touchpoint reinforces our mission: to make Dallas the unofficial capital of crypto culture.

7. ROADMAP

The DALLAS Coin roadmap outlines a phased and pragmatic approach to launching and scaling the project. Each phase builds upon the previous, ensuring strong infrastructure, community engagement, and sustainable growth. We believe in launching with intention —not rushing to market, but building purposefully.

📍 Phase 1: Foundation & Launch Prep (Q2 2025)

Project & Brand Development

1. Secure domain: TheDallasCoin.com
2. Design branding assets (logo, palette, token icon)
3. Launch official socials (Twitter/X, Instagram)
4. Register project email (info@thedallascoin.com)

Smart Contract & Tokenomics

1. Finalize tokenomics (100M TDC supply)
2. Develop custom smart contract (0% buy / 5% sell tax)
3. Audit and test contract
4. Liquidity lock planning and wallet setup

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Marketing Setup

1. Begin content rollout on socials
2. Engage influencers and local partners
3. Launch first airdrop and community giveaway
4. Set up referral & contest platforms (e.g., Zealy, Gleam)

✅ **Goal:** Build hype and grow the community to 5,000+ across platforms pre-launch

🚀 Phase 2: Token Launch & Rewards Rollout (Q3 2025)

Presale & Public Sale

1. Private investor onboarding with vesting
2. Presale launch via Web3Payments or Launchpad partner
3. Public listing on Base-based DEX (Uniswap)

Rewards Ecosystem Activation

1. Begin local discount partner onboarding
2. Launch a digital portal for verifying token-holder perks
3. Begin BTC treasury reserve (from 2% of sell tax)
4. Initiate sports & concert ticket giveaways

Community Expansion

1. Open Telegram/Discord after core social traction is achieved
2. Host Twitter Spaces, AMAs, and meme contests
3. Roll out the official merch campaign

✅ Goal: Achieve 1,000+ holders and the first wave of real-world utility access

🌐 Phase 3: Real-World Integration (Q4 2025 and Beyond)

Strategic Partnerships

1. Integrate with a rewards platform
2. Partner with Dallas restaurants, retail, gyms, and local events
3. Expand to national deal access

Real Asset & DeFi Layer

1. Explore tokenization of real estate or local investments
2. Begin staking options and milestone-based rewards
3. BTC treasury grows with each sale transaction

Ecosystem Expansion

1. Reward TDC holders with airdrops of future projects.
2. Launch tiered governance or cross-coin staking system

✅ **Goal:** Establish DALLAS Coin as a Web3 rewards hub and cultural crypto brand

📅 Long-Term Vision

DALLAS Coin isn't just a token — it's the entry point to an entire regional crypto economy, one built on pride, participation, and perks. Future expansion includes:

1. Cross-chain access (Polygon, BNB Chain bridges)
2. Whitelabel reward system for other cities
3. Merch store with crypto-only access
4. Institutional integration (via Coinbase Wallet & Base tools)

8. LEGAL, COMPLIANCE & RISK DISCLOSURES

DALLAS Coin is committed to operating with integrity, transparency, and adherence to legal best practices in the evolving regulatory landscape of blockchain technology. While DALLAS Coin is a community-driven digital asset project, it is essential to outline certain limitations, responsibilities, and risks that all participants should understand before engaging with the token.

Legal Structure

DALLAS Coin is a decentralized project. Depending on future developments and regulatory guidance, it may be formalized under a registered entity for compliance, partnerships, or treasury management purposes.

1. TDC is a utility token, not a share, security, or equity instrument.
2. The token provides access to community-based perks, rewards, and digital interactions—not ownership in any company or profit-sharing rights.

Jurisdictional Notes

Cryptocurrency laws vary by country, and each participant must comply with local regulations regarding token purchases, taxes, reporting, and trading.

1. DALLAS Coin is unavailable to residents of jurisdictions where token participation is restricted, or local laws prohibit digital assets.
2. Before investing or engaging with crypto assets, participants are advised to consult a licensed legal or financial advisor.

Smart Contract Disclaimer

The TDC smart contract is custom-developed and will undergo third-party auditing before public launch. However:

1.**Smart contracts are immutable and self-executing.** Once deployed, the team cannot modify them without creating a new contract, other than features such as tax rate.

2.**While we take every precaution to ensure contract safety,** use of blockchain technologies inherently carries risks, including but not limited to software bugs, exploits, or vulnerabilities.

3.The team is not liable for losses caused by third-party DApps, bridges, or exchanges.

Investor Caution & Transparency

Participation in DALLAS Coin involves financial risk. As with all cryptocurrencies, token values may fluctuate significantly based on market conditions, demand, and broader sentiment.

⚠ DALLAS Coin is not an investment vehicle and should not be treated as such. It is a utility token for community engagement, rewards access, and digital interactions within a themed ecosystem.

Key transparency commitments:

1.Smart contract address will be publicly pinned across all official platforms.
2.Liquidity pools will be locked for investor security.
3.Team and early investor tokens will follow clear vesting schedules to reduce sell pressure and ensure aligned incentives.

Final Note

DALLAS Coin welcomes community engagement and will continue to evolve in response to legal standards and community feedback. Transparency and trust are pillars of our long-term strategy, and we are committed to maintaining an open and secure environment for all participants.

9. CONTACT INFORMATION & LINKS

DALLAS Coin is committed to accessibility, transparency, and active community engagement. For the latest updates, partnership inquiries, or community support, please use the official channels below:

🌐 **Official Website**
TheDallasCoin.com All project information, tokenomics, roadmap updates, and future integrations will be posted here. Please bookmark and verify this is the correct domain.

✉ **Email Support**
contact@thedallascoin.com For general inquiries, collaboration proposals, or press/media opportunities, reach out to our official project email.

🐦 **Twitter (X)**
@thedallascoin Daily updates, community contests, market commentary, and Spaces will be hosted here. Join the conversation and help us make Dallas the crypto capital of culture.

📸 **Instagram**
@thedallascoin Behind-the-scenes content, city pride visuals, and project milestones will be shared on our Instagram. Great for visual storytelling and connecting with the wider Dallas community.

🔒 **Security Reminder:**Only trust announcements and smart contract addresses shared on thedallascoin.com and these official social channels. Avoid scams and double-check links before interacting with any token or third-party tool.

With our website, socials, and email now active, we invite you to join the rewards-first movement and help define the future of city-based blockchain innovation — right from the heart of Texas.