

BORED APE YACHT CLUB (BAYC) ACTIVATION-HISTORY PACKET

The **Bored Ape Yacht Club (BAYC)** shifted from a slow-moving, \$190 pre-sale into a multi-billion dollar cultural ecosystem. The core mechanism driving this growth has been its real-world physical and digital "activations".

This curated packet covers the historic 2021 launch milestones and the subsequent evolution of its annual flagship community event, ApeFest, spanning 2021 to 2025.



PART I: The 2021 Genesis Launch

[Page 1: The Initial Rollout]

- **Launch Date:** April 23, 2021.
- **Pre-Sale Dynamics:** A sluggish, week-long pre-sale saw only around 500 Apes minted.
- **Mint Price:** A flat **0.08 ETH** per token (roughly \$190–\$220 USD at the time).
- **No Bonding Curves:** Yuga Labs explicitly rejected bonding curves, choosing a flat entry fee to avoid FOMO-based manipulation. [[1](#), [2](#), [3](#), [4](#), [5](#)]

[Page 2: The Sell-Out Night]

- **The Surge:** On the evening of April 30 into the early morning of May 1, 2021, a sudden wave of viral attention hit the space.
- **Network Impact:** The remaining 9,500 Apes sold out in a matter of hours.
- **Congestion:** The minting contract temporarily surpassed Uniswap to become the single largest consumer of gas on the Ethereum network. [[1](#), [2](#)]



PART II: ApeFest Activation Chronicles (2021–2025)

The table below provides a comprehensive structural breakdown of the five premier global ApeFest activations: [[1](#)]

Year	Location	Venue Style & Focus	Core Events & Highlights	Notable Brand Partners / Performers
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 New York City, USA	2021	Scattered Urban Pop-ups Tied closely to NFT.NYC week.	In-person gallery parties, warehouse ragers, and an exclusive yacht party cruise.	Lil Baby, Strokes, Beck, and Chris Rock (surprise appearances).
 New York City, USA	2022	Massive Waterfront Takeover A multi-day, immersive festival grounds setup.	A 65-foot inflatable Ape greeted arrivals at Pier 17. Immersive mock-streetwear museum and 1970s dive bar buildout.	Eminem, Snoop Dogg, LCD Soundsystem, H.E.R.
 Hong Kong	2023	Global Decentralization First major iteration moved completely out of the US.	Multi-day night club gatherings and localized physical community pop-ups.	<i>Event Note:</i> Overshadowed by a stage lighting malfunction utilizing improper UV bulbs, resulting in temporary eye irritation/burns for <1% of attendees.
 PT Lisbon, Portugal	2024	Euro-Centric Haven Focused heavily on developer culture and localized art.	Exclusive beachfront and club takeovers, pairing physical networking with lifestyle merchandise drops.	First integration with European tech houses and automotive brands.
 Las Vegas, USA	2025	The Single-Night Spectacle Distilled from multi-day formats into a hyper-dense, immersive experience.	Total takeover of AREA15 . Directly integrated as the VIP kickoff to ComplexCon 2025 . Wrap-party held at an iconic local villa previously owned by Mike Tyson.	Big Boi, Clipse, Kodak Black, Snoop Dogg, BMW , Amazon Games.