

# DUNSTAN DOWNS CAMPUS

## *The NFT and Meme Coin Initiative*

### About the Project

**Dunstan Downs Campus** is a visionary partnership between **Cassandra Cooper**, Hollywood studio executive (Wonderland Studios, Castaic, CA), and **Charles Innes**, New Zealand entrepreneur. Together, they unite the glamour of international film production with the serene beauty of ancestral New Zealand land — once home to a historic sheep trading station.

The mission: **to build a state-of-the-art, eco-friendly film and entertainment complex** that harmonizes with the natural landscape while preserving its heritage and scenic integrity.

Set against New Zealand's breathtaking backdrop, Dunstan Downs Campus will serve as both a **creative hub for global film and television productions** and a model of environmental stewardship — where sustainability meets storytelling.

### Revenue Model: NFTs & Meme Coin

To support development and long-term operations, Dunstan Downs introduces **two groundbreaking digital offerings** that merge blockchain innovation with real-world engagement.

#### 1. BleetArt NFTs — The Virtual Sheep Experience

Each **BleetArt NFT** is more than a collectible — it's a **portal into a living digital ecosystem** connected to the Dunstan Downs property.

Every NFT includes:

- A **Virtual Sheep Adoption Certificate** linked to a real sheep at the Dunstan Downs Campus.
- Access to a **proprietary iOS/Android app**, “**Dunstan Downs Trading Post**,” where owners can:
  - Name and customize their virtual sheep.
  - Participate in a **gamified farm experience** — feeding, shearing, breeding, and selling wool.
  - Watch **live feeds from the campus**, offering an intimate window into daily life on the land.

This digital-to-reality connection creates a unique bond between owners and the land — blending conservation, entertainment, and community.

## 2. Dunstan Coin — The Campus Meme Currency (Solana)

The **Dunstan Downs Digital Dollar (Dunstan Coin)** is a **utility-based meme coin** built on the Solana blockchain. Designed for both online and on-campus use, it powers the ecosystem’s circular economy.

### Coin holders can:

- Access exclusive areas of the campus and virtual spaces.
- Purchase branded merchandise and collectibles.
- Redeem **digital gold mining certificates** for real-world exploration experiences on the property.
- Exchange goods and services across the **Dunstan Downs ecosystem**.

Each coin is **backed by tangible value**, tied to the campus’s land, operations, and in-development production infrastructure.

## Why It Matters

Dunstan Downs Campus isn’t just a film location — it’s a **living, evolving cultural landmark** that bridges Hollywood creativity, New Zealand heritage, and Web3 innovation.

This initiative invites global audiences to **own a piece of the story** — participating in sustainable development while engaging in an immersive digital experience rooted in the real world.

Whether you're an NFT collector, eco-tourism enthusiast, filmmaker, or crypto investor, **Dunstan Downs Campus** represents the **future of experiential entertainment** — where art, technology, and nature thrive together.

Perfect — let's create **all three professional versions** of your *Dunstan Downs Campus: NFT & Meme Coin Initiative* content:

Below you'll find:

- 1 Press Release (Public Announcement Style)**
- 2 White Paper Page (Investor/Blockchain Audience)**
- 3 Investor One-Sheet (Executive Summary Format)**

## 1. PRESS RELEASE

### ***FOR IMMEDIATE RELEASE***

#### **Dunstan Downs Campus: Where Hollywood Meets New Zealand Heritage Through NFTs and Blockchain Innovation**

**Castaic, CA / Otago, New Zealand** — **[Insert Date]** — Hollywood studio executive **Cassandra Cooper** (Wonderland Studios, California) and New Zealand entrepreneur **Charles Innes** have joined forces to launch **Dunstan Downs Campus**, a groundbreaking film and entertainment complex blending eco-friendly design, heritage conservation, and blockchain-powered engagement.

Located on the ancestral land of the former Dunstan Downs sheep trading station, the project aims to transform the historic site into a sustainable hub for international film and television production — while maintaining the natural beauty and spirit of the land.

“We’re merging storytelling with sustainability,” said Cassandra Cooper. “This campus will be a place where art, environment, and digital innovation come together to shape the next generation of entertainment.”

To fund and activate community participation, Dunstan Downs introduces **two digital-first initiatives**:

### **1. BleetArt NFTs — The Virtual Sheep Experience**

Each NFT represents an adopted sheep, both virtual and real. Holders can name and interact with their sheep through the *Dunstan Downs Trading Post* app (iOS/Android), which includes live farm feeds, gamified tasks like feeding and shearing, and community trading.

### **2. Dunstan Coin (Solana) — The Campus Meme Currency**

The *Dunstan Downs Digital Dollar* is a utility-based meme coin enabling holders to purchase goods, redeem mining experiences, access exclusive digital and physical areas, and participate in the Dunstan Downs ecosystem — all backed by tangible assets.

“It’s not just a film campus; it’s an evolving metaverse of conservation and creativity,” said Innes. “We’re giving the world a way to participate in real-world impact through digital ownership.”

**Dunstan Downs Campus** stands at the intersection of entertainment, ecology, and emerging technology — offering investors, collectors, and audiences a new model for experiential sustainability.

For press inquiries or partnership opportunities:

 [info@dunstandownscampus.com](mailto:info@dunstandownscampus.com)

 [www.dunstandownscampus.com](http://www.dunstandownscampus.com)

## 2. WHITE PAPER PAGE (for Blockchain & Web3 Investors)

### *Dunstan Downs Campus: The NFT & Meme Coin Ecosystem*

#### *Vision*

To create a sustainable, eco-integrated entertainment campus where film production, community engagement, and blockchain technology converge — transforming Dunstan Downs into the world’s first “*living cinematic ecosystem.*”

#### *Founders*

- **Cassandra Cooper**, Hollywood producer & studio owner (Wonderland Studios, CA)
- **Charles Innes**, New Zealand entrepreneur and land custodian

#### *Core Pillars*

1. **Sustainability** — Eco-friendly film infrastructure respecting native ecology.
2. **Heritage Preservation** — Honoring the legacy of the original sheep trading station.
3. **Digital Engagement** — Web3 technology connecting audiences to the land and story.
4. **Entertainment Production** — Hosting films, series, and digital media projects.

## Revenue Model

### *1. BleetArt NFTs*

Each **BleetArt NFT** serves as a digital adoption token linked to a real sheep on campus.

#### **Utility:**

- Gamified “Farm Life” features: feeding, breeding, shearing, trading wool.
- Access to live farm cameras and behind-the-scenes content.
- Integration with the “**Dunstan Downs Trading Post**” app.
- Ownership certificate (blockchain-verified).

## 2. Dunstan Coin (SOL)

The **Dunstan Downs Digital Dollar** functions as the economic engine of the ecosystem.

### Utility:

- Campus transactions (on-site and virtual).
- Access to private events and metaverse spaces.
- Redeemable mining and tourism experiences.
- Backed by physical assets — land, livestock, and media rights.

**Blockchain:** Solana

**Tokenomics:** Deflationary model with limited supply, community staking, and NFT integration.

**Governance:** DAO-style voting on sustainability initiatives and creative projects.

## Roadmap

Phase	Milestone	Target
Phase 1	NFT Launch & App Beta	Q1 2026
Phase 2	Coin Release & Exchange Listing	Q2 2026
Phase 3	Campus Construction Start	Q3 2026
Phase 4	Live Production & Tourism Launch	2027

## Why It Matters

Dunstan Downs bridges Hollywood and Web3, inviting participants to own, experience, and influence a living ecosystem that produces both entertainment and environmental impact.

**“Film meets farm. Blockchain meets beauty.”**

This is the future of entertainment with purpose.

## 3. INVESTOR ONE-SHEET (Executive Summary)

**PROJECT NAME:** Dunstan Downs Campus

**TAGLINE:** *Where Film Meets Nature — Powered by NFTs & Blockchain*

### OVERVIEW

A joint venture between **Cassandra Cooper (Wonderland Studios, CA)** and **Charles Innes (New Zealand)**, Dunstan Downs Campus transforms a historic sheep trading station into a sustainable, high-tech film and entertainment complex — powered by blockchain innovation.

### KEY OFFERINGS

#### 1. BleetArt NFTs

- Virtual Sheep Adoption (linked to real sheep)
- Interactive iOS/Android app
- Farm livestream + gamified experience
- NFT ownership with environmental impact

#### 2. Dunstan Coin (SOL)

- Utility-based meme coin
- Used for campus transactions, merchandise, and experiences
- Backed by tangible assets (land, livestock, operations)
- Convertible within the DDC ecosystem

### TARGET MARKETS

- Global film production companies
- NFT and crypto investors

- Eco-tourism & sustainability partners
- Web3 and digital entertainment communities

## REVENUE STREAMS

- NFT sales and royalties
- Token appreciation and transaction fees
- Film and TV production rentals
- Merchandise and tourism experiences

## IMPACT

- Promotes sustainable media production
- Preserves ancestral land and biodiversity
- Introduces blockchain to mainstream entertainment
- Builds a self-sustaining, participatory creative economy

## CONTACT

### Dunstan Downs Campus

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