

Rally X PIXEL
HALL
OF
FAME

THE FUTURE IS HISTORY



Rally

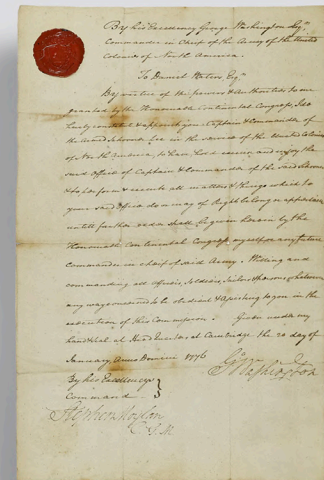
Rally is the premier platform for fractionalizing collectibles. We find, manage, and turn the most important items in the world into stocks - everything from classic cars, to vintage whisky, to dinosaur fossils, to blue chip NFTs - and we created a marketplace where ownership shares in those items can be bought and sold. We empower nearly 500,000 users to own and trade equity in the things they truly care about everyday, and have onboarded 10s of thousands of individuals to Web3 through our fractional NFT offerings.



PIXEL
HALL
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FAME

Pixel Hall of Fame is a project started in 2016 by Chicago based artist and designer, Keenan Wells, to celebrate his favorite athletes with 8-bit and 16-bit animations and compositions. Since then, his work has been featured in galleries, and evolved into both physical products and NFT collections. His work mixes the nostalgia that defined an entire generation with an attention to detail that translates across all mediums, and has led to collaborations with brands like Nike, ESPN, and Epic Games to name a few.

In late 2021, the first physical collaboration between Rally and Pixel Hall of Fame was released - a pack of original trading cards with illustrations inspired by collectibles on the Rally platform. The 720 card set sold out in under 90 seconds, and is currently selling across secondary market platforms at a 4X premium.



1/1 NFTS



3,500 unique NFTs with 1 million potential combinations of 8-bit vintage character drawings from Keenan Wells, best known as “Pixel Hall of Fame” representing 15 notable figures from throughout history, both real and fictional, the likes of William Shakespeare, the Mona Lisa, Rosie the Riveter, George Washington, and more. Each NFT is entirely unique, with different attributes drawn by hand and applied to the collection.

PHYSICAL CARDS



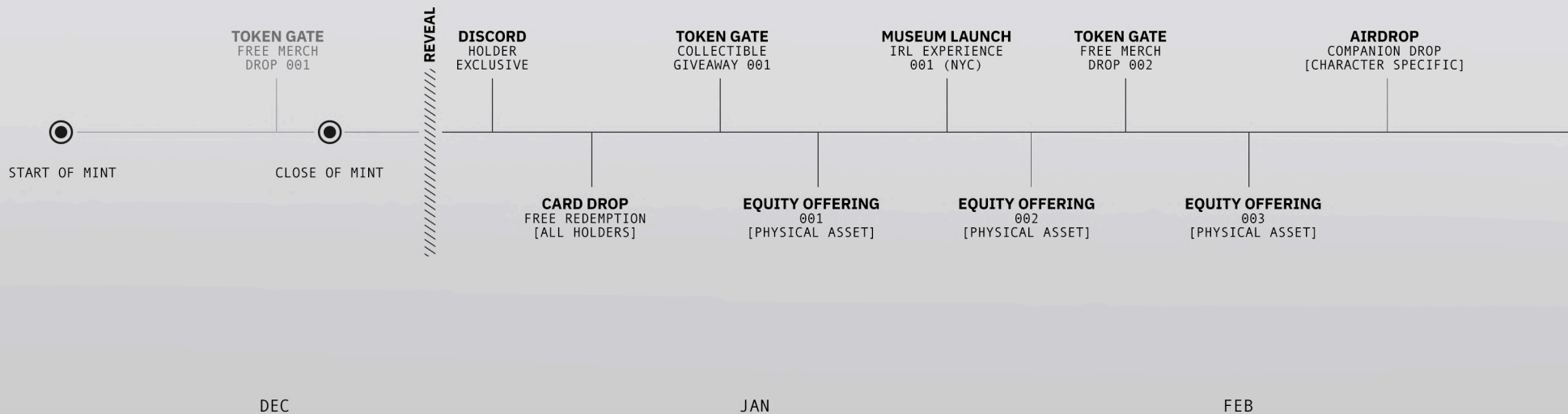
Matching Trading Cards - Every NFT Gets a Pack. Each NFT is linked to a pack of premium physical cards. After NFTs purchased during the mint are revealed, you'll be able to link your wallet for proof-of-ownership, and redeem your card pack at no additional cost. The pack will include a 1 of 1 to match your NFT along with random inserts containing cut signatures, holograms, and relics from the past.

REAL ASSETS



Each NFT opens the door to merch, events, and real museum quality assets sourced specifically to match each character, which will be made available to the community as equity offerings. Every historical character will have offerings to match in the Rally app in Q1. We took all the elements that make Rally the premier platform for curation and equity ownership and packed it all into this collection, years in the making.

Rally X PIXEL HALL OF FAME



*A limited quantity of event passes and merch/collab drops to be sold via Rally to non-holders, profits to be added to Rally x PHOF treasury



HOW MANY RALLY X PIXEL HALL OF FAME NFTS WILL BE AVAILABLE?

There are 3,500 total - 15 characters with over 1 million potential unique design permutations of traits and properties. Every design is 1 of a kind, and unique tiers include Ultra Rare, Rare, and Base examples of each of the 15 characters. 95% of the total available NFTs will be made available to the public at mint (3,325), and 5% of the total available NFTs (175) to be dispersed to the community for future causes and value-additive activations.

HOW MUCH WILL IT COST?

This collection is being released in the public mint at the equivalent of ~\$600 per NFT, with discounted minting for our Allow-List partners, plus additional discounts and free mints for those who have purchased Rally and Pixel Hall of Fame NFTs in the past. Volume pricing for purchases of 5 and 10 NFTs will also be available. You will be able to make your purchase using ETH, or via credit card / debit card / Apple Pay. If you do not have an NFT wallet, one will be created for you at checkout.

HOW WILL I BE ABLE TO REDEEM MY RALLY X PIXEL HALL OF FAME TRADING CARDS?

When you purchase your NFT, your character will remain hidden until the mint is complete. After the final NFT artwork is revealed, you'll be able to head back to our site, link your wallet for proof-of-ownership, and redeem your trading card pack at no cost. Should you choose not to redeem your card pack, the option to have the physical trading card pack delivered will remain tied to the NFT until redeemed in the future by the NFT owner.

WHAT ARE THE BENEFITS OF OWNERSHIP OTHER THAN THE NFT COLLECTIBLE & CARDS?

One of the most important pieces of this project is adding new physical collectibles to the Rally platform. Merch, events, and physical museum assets sourced specifically to match your character, available to the community as equity offerings, will be made available to all holders, along with giveaways of tangible collectibles along the way. Proceeds from initial and secondary market sales of Rally x Pixel Hall of Fame NFTs will be used to source assets that match your character, which can then be offered to the Rally community. Within three months of the final mint, every character will have a unique matching equity offering on Rally.

IF I SELL MY NFT, DO I GET TO KEEP THE CARDS AND ANY PHYSICAL COLLECTIBLES I MAY OWN OR INVEST IN AS A BENEFIT OF OWNERSHIP?

Yes. You'll be able to list your NFT for sale at any point on any of the major marketplace platforms like OpenSea. If you redeem your trading card pack, those are yours to keep even after you sell. If you received any utility from ownership or acquire any physical collectibles or equity shares in collectibles received as a benefit of Rally x Pixel Hall of Fame NFT ownership prior to sale, those are yours to keep as well.

WHERE CAN I GET UPDATES ABOUT RALLY, THE UPCOMING MINT, AND THE NFT UTILITY?

Follow us on our official twitter for updates (@OnRallyRd), or check for updates and news on the official mint site, thefutureishistory.com

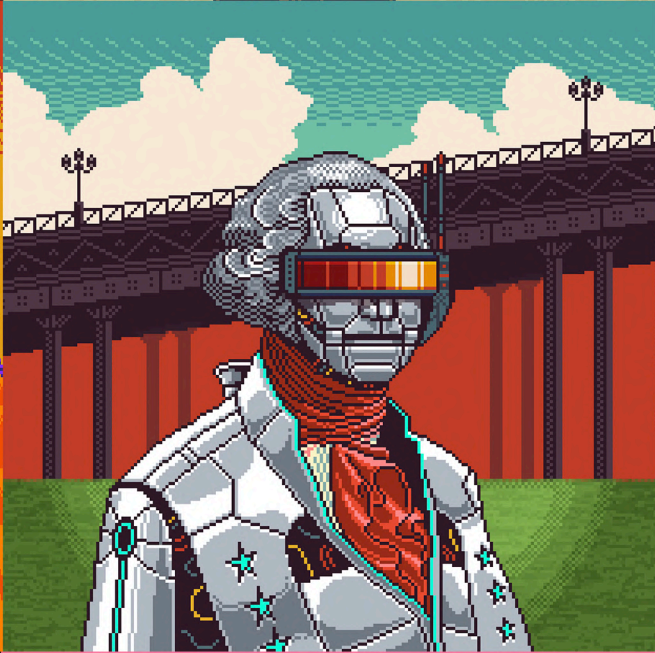
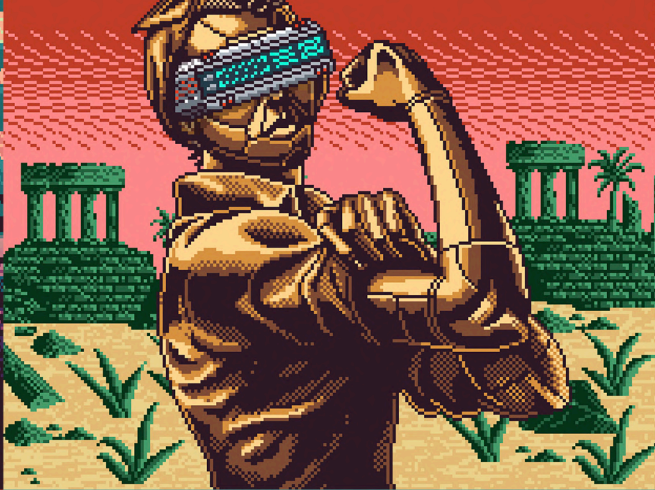


NFTS ARE DEAD... WHY ARE YOU RELEASING A COLLECTION NOW?


We could have released an NFT project during the boom cycle and likely made some money and gotten a bunch of attention. But that would not have been true to our mission. We've seen these cycles throughout history with many physical collectibles and new technology, and we believe the digital collections that can provide the most value are those that are built in down markets - *not* at the very top of the euphoric speculation cycle.

We believe in this space, we believe in blockchain technology, and above all, we believe the community we've built at Rally matched with the collector community of Pixel Hall of Fame can be a huge addition to the new world that Web3 is enabling each day.

Our view: The collections that last will be based on shared vision between the issuer and the owner, and will provide ongoing utility to the community that supports the collection. We believe that both we and the crypto ecosystem are better positioned now more than ever to do just that.



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 **@ONRALLYRD / @PIXELHALLOFFAME**

 **@RALLY**

THE NECESSARY DISCLAIMERS & LEGAL:

Rally NFTs are merchandise sold by Rally Holdings LLC, and are not related to any securities offered by RSE Archive, LLC, RSE Collection, LLC, RSE Innovation, LLC or any of their affiliates. Purchase of an NFT does not grant a right to access or participate in any future securities offerings. Additionally this communication, and/or purchase of an associated NFT, does not constitute a solicitation to purchase or an offer to sell any securities. By purchasing the NFTs, you are purchasing the right to receive one pack of physical trading cards plus the right to transfer your NFT on OpenSea. The NFTs derive their value primarily from those rights. Rally NFTs are merchandise sold by Rally Holdings LLC, and are not related to any securities offered by RSE Archive, LLC, RSE Collection, LLC, RSE Innovation, LLC or any of their affiliates. Purchase of an NFT does not grant a right to access or participate in any future securities offerings. Additionally this communication, and/or purchase of an associated NFT, does not constitute a solicitation to purchase or an offer to sell any securities. By purchasing the NFTs, you are purchasing the right to receive one pack of physical trading cards plus the right to transfer your NFT on OpenSea. The NFTs derive their value primarily from those rights.