



## VETERANS CANNABIS SUMMIT: 2020

### **Event Description**

The Veteran's Cannabis Summit is the largest veteran's focused cannabis event in California! The summit will feature panels discussing federal cannabis policy, how veterans can best access and utilize cannabis most effectively, career advice for veterans looking to work in cannabis, and keynote speeches from federal and state-level elected officials. This event will give industry and policy influencers the opportunity to hear from veterans whose lives have been dramatically improved by opting to use cannabis instead of other more conventional treatment options. Attendees can also participate in a first-of-its-kind career fair focused on supporting veterans that are interested in working at all levels within the cannabis industry. Taking place at the California Exposition Center in Sacramento this event will include guest speakers and attendees from all over the United States.

### **Marketing Reach**

Through many different marketing channels we are able to reach an estimated 400,000 people with total impressions that far exceed 600,000. Marketing reach for Veteran's Cannabis Summit includes but is not limited to radio, website, social media, electronic marketing, print collateral and onsite exposure. Sponsors also have the opportunity for onsite guest engagement. Over 90% of attendees are between 21 and 49 years of age.

**Veteran's Cannabis Summit 2020 is the perfect time to showcase your business and support our community!**

**We are pleased to offer the following sponsorship opportunities. All donations handled via Veteran's Holistic Group 501(c)3 and are tax deductible.**

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## **Platinum (Presenting) Sponsor (1 Available) – \$30,000**

Company logo will have premier position on the back of the event t-shirt  
Company logo will be prominently displayed on rotating video slides and listed as Platinum sponsor.  
Company recognition in most social media posts  
Company logo featured in Veteran's Cannabis Summit email promotions  
Company recognition in all Press Releases  
Company banners prominently displayed at the event – 1 near entrance and 1 within venue. Max. size 3' x 15'  
Opportunity to distribute marketing collateral to guests as they enter the venue  
Prominent logo placement in event program.  
10' x 10' booth space at the event – 6' table provided.  
Event day public address announcements  
First right of refusal to negotiate Presenting Sponsor position for 2020

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## **Pavilion Sponsor (2 Available) – \$20,000**

Company logo will be placed on event building signage, referred to as "Company' Pavilion"  
Company logo will have 2nd position on the back of the event t-shirt  
Company logo will be prominently displayed on rotating video slides and listed as pavilion sponsor.  
Company recognition in most social media posts  
Company logo featured in Veteran's Cannabis Summit email promotions  
Company recognition in selected Press Releases  
Company banners (2) prominently displayed within venue. Max. size 3' x 15'  
Secondary logo placement in event program  
10' x 10' booth space at the event – 6' table provided.  
Event day public address announcements  
First right of refusal to negotiate Pavilion Sponsor position for 2020

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## **Reception Sponsor (1 Available) – \$10,000**

Company will be announced and promoted as the official sponsor of the reception that follows the event  
Company rep will be invited to deliver brief remarks during reception alongside elected officials and other VIP's  
Company logo will have 3rd position on the back of the event t-shirt  
Company logo will be prominently displayed on rotating video slides and listed as reception sponsor.  
Company recognition in most social media posts  
Company logo featured in Veteran's Cannabis Summit email promotions  
Company recognition in selected Press Releases  
Company banner prominently displayed within venue. Max. size 3' x 15'  
Company name listed as official sponsor of reception in event program  
10' x 10' booth space at the event – 6' table provided.  
Event day public address announcements  
First right of refusal to negotiate Reception Sponsor position for 2020

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## Panel Sponsor (3 Available) – \$4,000

Company will be announced and promoted as the presenting sponsor of a panel of your choice (3 available)

Panels will be on the following topics:

- Panel 1: Policy vs. Vets: The impact of state and federal policy and what it means for veterans. Featuring state and federal policymakers
- Panel 2: Cannabis and the Veteran: An education session with medical professionals, cannabis professionals, and veteran's advocates discussing health outcomes, products, and uses.
- Panel 3: Making the Transition to the Professional Cannabis World: A discussion oriented around clarifying the skills and aptitudes most applicable to the cannabis industry from seed to sale and beyond. Featuring prominent veteran cannabis business owners, executives, and employment experts.

Company logo will be displayed on video screen as presenting sponsor for the panel.

Company rep will be invited to deliver brief remarks to introduce panel and moderator.

Company logo will have prominent position on the back of the event t-shirt.

Company logo will be prominently displayed on rotating video slides and listed as panel sponsor.

Company recognition in selected social media posts.

Company logo featured in Veteran's Cannabis Summit email promotions.

Company recognition in selected Press Releases.

Company banner prominently displayed within venue. Max. size 3' x 15'

Company name listed as presenting sponsor of panel in event program.

10' x 10' booth space at the event – 6' table provided.

Event day public address announcements

First right of refusal to negotiate Panel Sponsor position for 2020

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## Consumption Court Sponsor (2 Available) – \$3,000

***NO CANNABIS SALES PERMITTED. All samples/promotional materials must be fully compliant with applicable state law.***

Sponsor banner will be displayed near the entrance of the consumption court. Banner provided by sponsor. Max. size 3' x 15'

10' x 10' booth space in Consumption Court at the event to educate attendees, showcase product, etc.

Company logo will have prominent position on the back of the event t-shirt

Company logo will be prominently displayed on rotating video slides.

Company logo featured in Veteran's Cannabis Summit email promotions

Company recognition in selected Press Releases

Company banner prominently displayed within venue.

Company name listed as official sponsor of panel in event program

10' x 10' booth space at the event – 6' table provided.

First right of refusal to negotiate Consumption Area Sponsor position for 2020

Event day public address announcements

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## Wristband Sponsor - \$2,000

Since we will have cannabis consumption on-site, all attendees will have their ages verified and be required to wear a wristband while on site. Your company logo will be printed on each wristband, literally putting it on every attendee! Color restrictions apply to logo printing.

Company logo will be displayed on rotating video slides  
Company logo featured in selected social media posts  
Company logo featured in Veteran's Cannabis Summit email promotions  
Company banner displayed within venue. Max. size 3' x 15'  
10' x 10' booth space at the event – 6' table provided. Sponsor provides tent.

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## Supporter Sponsor Level – \$1,500

Stage Sponsor (limit 2 sponsors)

Sponsor signage will be displayed near the stage utilized for speakers/reception. Signage provided by sponsor. Sponsor will work with VCG representative to determine sign size.

Parking Sponsor (limit of 2 sponsors)

Parking attendant will hand out your collateral piece to each parking customer at designated event parking structure(s). Collateral pieces provided by sponsor.

Photo Booth Sponsor (limit of 1 sponsor)

Your company name will join Veteran's Cannabis Group on all photo prints for the duration of the event and reception.

Drive likes to your Facebook and Twitter accounts when people share their free event photo. Photos will be taken at the event and immediately posted to their Facebook and/or Twitter accounts.

Receive HUGE exposure! Plus, receive an email list of prospective new customers who posted their photo to Facebook.

All Sponsor Packages in the Supporter Sponsor category include specific items outlined in your choice of sponsor packages above plus...

Company logo will be displayed on rotating video slides  
Company logo featured in selected social media posts  
Company logo featured in Veteran's Cannabis Summit email promotions  
Company banner displayed within venue. Max. size 3' x 15'  
10' x 10' booth space at the event – 6' table provided. Sponsor provides tent.

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## Event Sponsor – \$1,000

Food Court Sponsor (limit of 2) –

Sponsor banner will be displayed near the entrance of the food court. Banner provided by sponsor.

Volunteer Area Sponsor (limit of 2)

Sponsor banner will be displayed at the Volunteer tent. Banner provided by sponsor. Sponsor can provide volunteers. Sponsor can provide volunteers trinket if desired.

All Sponsor Packages in the Event Sponsor category include specific items outlined in your choice of sponsor packages above plus...

Company logo will be displayed on rotating video slides

Company logo featured in selected social media posts

Company logo featured in Veteran's Cannabis Summit email promotions

Company banner displayed within venue. Max. size 3' x 15'

10' x 10' booth space at the event – 6' table provided.

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## Banner Sponsor – \$500

Banner Sponsor (unlimited)

Your banner will be prominently displayed within the event venue. Banner provided by sponsor.

All Sponsor Packages in the Banner Sponsor category include specific items outlined in your choice of sponsor packages above plus...

Company logo will be displayed on rotating video slides

Company logo featured in selected social media posts

10' x 10' booth space at the event – 6' table provided. Banner provided by sponsor.

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## Vendor/Trade Show Packages – \$350\*

***NO CANNABIS SALES PERMITTED. All samples/promotional materials must be fully compliant with applicable state law.***

Vendor Booth

Sell your products and services to the 400+ attendees.

Trade Show Booth

Market your products and services to the 400+ attendees. (No sales)

All Sponsor Packages in the Vendor category include specific items outlined in your choice of sponsor packages above plus...

Company logo will be displayed on rotating video slides

Company logo featured in selected social media posts

10' x 10' booth space at the event – 6' table provided. Banner provided by sponsor.

*Note: there will be a surcharge for spaces larger than 10' x 10'*

\*Trade Show suggested donation waived for Veteran-Owned businesses.

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**[Interested? Questions? Click here to get started supporting Veterans Cannabis Summit 2020!](#)**