

NCIA'S 8TH ANNUAL

CANNABIS INDUSTRY LOBBY DAYS

#NCIALobbyDays



Join the movement.

2018 SPONSORSHIP OPPORTUNITIES

WHAT ARE LOBBY DAYS?

Our most impactful annual event brings over 300 cannabis industry professionals to Washington, D.C. to tell their stories and urge their representatives to fix the unfair federal policies crippling our industry. At Lobby Days, NCIA members get the opportunity to come together to make their voices heard in the halls of Congress, while simultaneously forging strong relationships with the most influential leaders in the cannabis industry.

CONTACT

Email: Sponsorship@TheCannabisIndustry.org
Call: (323) 347-7932

www.TheCannabisIndustry.org

WHY ARE LOBBY DAYS IMPORTANT?

Sponsorship contributions make our Cannabis Industry Lobby Days possible, providing the opportunity for our members to advocate for themselves and the industry at the federal level. Additionally, this is an unprecedented opportunity for sponsors to promote their brand in front of the most serious and engaged businesses in NCIA's network.

Faced with the challenges of the current White House and the rescission of the Cole Memo, now more than ever, this kind of unified action is crucial for the progress of the industry. In turn, the proceeds from Lobby Days support our work defending and advancing the industry on Capitol Hill and in the media.

WHO YOU WILL MEET

- Top cannabis industry professionals
- Cannabis industry advocates
- Cannabis legal experts
- Policymakers
- Government officials
- Industry influencers
- Entrepreneurs
- NCIA staff and executives



“ We are walking the halls of Congress and educating lawmakers and their staffers on the impact and implications of federal cannabis policy in states that have regulated cannabis programs, and really just presenting ourselves, introducing ourselves as a legitimate industry that wants to be compliant, that wants to be treated like any other business. We're here, we're politically active, and we're not going to go away.

Sabrina Fendrick, Berkeley Patients Group

“ Things have shifted tremendously from when I first started coming here about 6 years ago to lobby for my first time, and the fact that we're being asked questions when we go into these meetings, we're not being pushed out of the room, people aren't laughing at us, is a lot further than we used to be. Please come and join us in Washington D.C. and get involved so your voice can be heard and you can help change laws, too.

Ean Seeb, Manna Molecular

LOBBY DAYS

AGENDA OVERVIEW

MON
MAY 21
2018

Evening Welcome Reception

Check-in and pick-up your materials for the event at a cocktail reception in a low-key, relaxed environment. Network with fellow NCIA staff and members as we prepare for our meetings on Capitol Hill.

TUE
MAY 22
2018

Morning Lobbying Training

NCIA's Government Relations team will prepare you for your meetings with logistical information, talking points on industry issues, and other relevant information about your meetings on Capitol Hill.

Group Photo

Lobby Days attendees will gather at the Capitol Reflecting Pool for our annual "Class Photo."

Hill Meetings

Roam the halls of Congress with your group of peers to meet with specifically assigned offices on Capitol Hill. Wear comfortable shoes and look sharp!

Evening NCIA-Political Action Committee (PAC) Fundraiser

A separately-ticketed event exclusively for Lobby Days participants, local NCIA members and D.C. policymakers to raise funds for the cannabis industry's only federal Political Action Committee (NCIA-PAC), which supports candidates who are friendly on our industry's issues. Network and rub shoulders with fellow industry leaders and members of Congress.

WED
MAY 23
2018

Press Conference

NCIA leadership and members of Congress gather by the house triangle for a brief press conference stressing the importance of our efforts. Please come show your support!

Hill Meetings

Continue your meetings from Day 1 with your group of NCIA peers to make your voice heard!



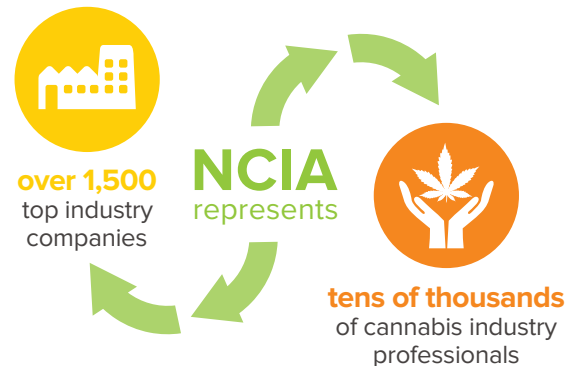
WHO IS NCIA?

The National Cannabis Industry Association (NCIA) is the largest cannabis trade association in the U.S. and the only one representing cannabis-related businesses at the national level. NCIA promotes the growth of a responsible and legitimate cannabis industry and works toward a favorable social, economic, and legal environment for that industry in the United States.



All proceeds from
**NCIA events support
national cannabis
policy reform.**

ENGAGEMENT & REACH



SOCIAL CONNECTIONS



SPONSORSHIP PACKAGES

Sponsorships are an exclusive NCIA member benefit.

75% of NCIA membership dues and sponsorship payments are tax deductible and all proceeds support our work defending and advancing the industry on the national stage.

Join the movement.

Not a member of NCIA?

New members can join for the discounted rate of **\$950**.

2018 LOBBY DAYS SPONSORSHIPS	GOLD	SILVER	BRONZE
COST PER SPONSORSHIP	\$8,500	\$4,500	\$2,500
SPONSORSHIPS AVAILABLE	3 SPONSORS	4 SPONSORS	4 SPONSORS
ALL OF LOBBY DAYS			
Complimentary tickets to 2018 NCIA Lobby Days	8	6	4
Lobby Days Website Page—Logo, branding, and website link on Lobby Days page	✿	✿	✿
Thank You Email <i>Post Event</i> —Logo, branding, and website link on email	✿	✿	✿
Custom Sponsor Graphics—To announce your company's involvement on social media	✿	✿	✿
2018 Lobby Days Tote Bags—Literature and/or product insert	✿	✿	✿
2018 Lobby Days Tote Bags—Logo on the bag SOLD OUT	✿	✿	
Twitter—1 shout out	✿	✿	
Instagram—1 shout out	✿	✿	
Email Marketing <i>Pre Event</i> —Logo, branding, and company link on Lobby Days emails	✿	✿	
Lanyard—Logo on name badge lanyards SOLD OUT	✿		
Professional Photography—Logo on all professional photography, including Capitol shot	✿		
Facebook—Logo on Facebook event page cover photo, Facebook posts	✿		
WELCOME RECEPTION			
Dedicated space for (#) free-standing banners in premium locations	2	1	1
Recognition by NCIA staff member from stage during address to attendees	✿	✿	✿
Dedicated individual sponsor slide	✿	✿	Shared
Shared sponsor table for materials	✿	✿	✿
BREAKFAST TRAINING			
Dedicated space for (#) free-standing banners in premium locations	2	1	1
Recognition by NCIA staff member from stage during address to attendees	✿	✿	✿
Dedicated individual sponsor slide	✿	✿	Shared
PAC RECEPTION			
Complimentary tickets to PAC Reception	10	6	2
Dedicated space for (#) free-standing banners in premium locations	2	1	
Logo on monitor screens at PAC Reception and/or dedicated sponsor slide	✿	✿	✿
Recognition by NCIA staff member from stage during address to attendees	✿	✿	✿
Email Marketing <i>Pre Event</i> —Logo, branding, and company link on Lobby Days emails	✿	✿	
PAC Website Page—Logo, branding, and website link on NCIA PAC page	✿	✿	
Thank You Email <i>Post Event</i> —Logo, branding, and website link on Lobby Days email	✿	✿	
1–2 minutes to address attendees from stage (topic subject to approval)	✿		
Step & Repeat—Logo on Step & Repeat	✿		





GOLD PACKAGE {\$8,500}

ALL OF LOBBY DAYS

- 8 complimentary tickets to 2018 NCIA Lobby Days
- Lobby Days Website Page—Logo, branding, and website link on Lobby Days page
- Thank You Email *Post Event*—Logo, branding, and website link on email
- Custom Sponsor Graphics—To announce your company's involvement on social media
- 2018 Lobby Days Tote Bags—Literature and/or product insert
- 2018 Lobby Days Tote Bags—Logo on the bag **SOLD OUT**
- Twitter—1 shout out
- Instagram—1 shout out
- Email Marketing *Pre Event*—Logo, branding, and company link on Lobby Days emails
- Lanyard—Logo on name badge lanyards **SOLD OUT**
- Professional Photography—Logo on all professional photography, including Capitol shot
- Facebook—Logo on Facebook event page cover photo, Facebook posts

WELCOME RECEPTION

- Dedicated space for 2 free-standing banners in premium locations
- Recognition by NCIA staff member from stage during address to attendees
- Dedicated individual sponsor slide
- Shared sponsor table for materials

BREAKFAST TRAINING

- Dedicated space for 2 free-standing banners in premium locations
- Recognition by NCIA staff member from stage during address to attendees
- Dedicated individual sponsor slide

PAC RECEPTION

- 10 complimentary tickets to PAC Reception
- Dedicated space for 2 free-standing banners in premium locations
- Logo on monitor screens at PAC Reception and/or dedicated sponsor slide
- Recognition by NCIA staff member from stage during address to attendees
- Email Marketing *Pre Event*—Logo, branding, and company link on Lobby Days emails
- PAC Website Page—Logo, branding, and website link on NCIA PAC page
- Thank You Email *Post Event*—Logo, branding, and website link on Lobby Days email
- 1–2 minutes to address attendees from stage (topic subject to approval)
- Step & Repeat—Logo on Step and Repeat



SILVER PACKAGE {\$4,500}

ALL OF LOBBY DAYS

- 6 complimentary tickets to 2018 NCIA Lobby Days
- Lobby Days Website Page—Logo, branding, and website link on Lobby Days page
- Thank You Email *Post Event*—Logo, branding, and website link on email
- Custom Sponsor Graphics—To announce your company's involvement on social media
- 2018 Lobby Days Tote Bags—Literature and/or product insert
- 2018 Lobby Days Tote Bags—Logo on the bag
- Twitter—1 shout out
- Instagram—1 shout out
- Email Marketing *Pre Event*—Logo, branding, and company link on Lobby Days emails

WELCOME RECEPTION

- Dedicated space for 1 free-standing banners in premium locations
- Recognition by NCIA staff member from stage during address to attendees
- Dedicated individual sponsor slide
- Shared sponsor table for materials

BREAKFAST TRAINING

- Dedicated space for 1 free-standing banners in premium locations
- Recognition by NCIA staff member from stage during address to attendees
- Dedicated individual sponsor slide

PAC RECEPTION

- 6 complimentary tickets to PAC Reception
- Dedicated space for 1 free-standing banners in premium locations
- Logo on monitor screens at PAC Reception and/or dedicated sponsor slide
- Recognition by NCIA staff member from stage during address to attendees
- Email Marketing *Pre Event*—Logo, branding, and company link on Lobby Days emails
- PAC Website Page—Logo, branding, and website link on NCIA PAC page
- Thank You Email *Post Event*—Logo, branding, and website link on Lobby Days email



BRONZE PACKAGE {\$2,500}

ALL OF LOBBY DAYS

- 4 complimentary tickets to 2018 NCIA Lobby Days
- Lobby Days Website Page—Logo, branding, and website link on Lobby Days page
- Thank You Email *Post Event*—Logo, branding, and website link on email
- 2018 Lobby Days Tote Bags—Literature and/or product insert
- Custom Sponsor Graphics—To announce your company's involvement on social media

WELCOME RECEPTION

- Dedicated space for 1 free-standing banners in premium locations
- Recognition by NCIA staff member from stage during address to attendees
- Shared sponsor slide
- Shared sponsor table for materials

BREAKFAST TRAINING

- Dedicated space for 1 free-standing banners in premium locations
- Recognition by NCIA staff member from stage during address to attendees
- Shared sponsor slide

PAC RECEPTION

- 2 complimentary tickets to PAC Reception
- Logo on monitor screens at PAC Reception and/or dedicated sponsor slide
- Recognition by NCIA staff member from stage during address to attendees





Register at TheCannabisIndustry.org/LobbyDays2018

CONTACT

Sponsorship@TheCannabisIndustry.org
(323) 347-7932

*Sponsorship opportunities are available
to current NCIA member businesses.*

www.TheCannabisIndustry.org

LOBBY DAYS

ABOUT LOBBY DAYS

Lobby Days brings over 300 NCIA members to Washington D.C. to tell their stories and urge their representatives to fix the unfair federal policies crippling our industry.



ABOUT THE NATIONAL CANNABIS INDUSTRY ASSOCIATION

The National Cannabis Industry Association (NCIA) is the largest cannabis trade association in the U.S. and the only organization representing cannabis-related businesses at the national level. NCIA promotes the growth of a responsible and legitimate cannabis industry and works toward a favorable social, economic, and legal environment for that industry in the United States.

