



NCIA'S

2020 SPONSORSHIP & EVENTS PROSPECTUS:

Growing *Your* Business and *Our* Industry

-
- ▶ Elevate your cannabis brand while advancing the industry we are building together.
-

ADVOCACY.

EDUCATION.

COMMUNITY.

NETWORKING WITH A PURPOSE

New events are entering the cannabis marketplace every day and it's increasingly important for successful businesses to focus on only those events that truly deliver return on investment and provide lasting value.

NCIA events have a **proven track record** of delivering immediate ROI to our sponsors and exhibitors who also enjoy the peace of mind of knowing their sponsorship dollars are used to further advance the industry's policy priorities in Washington, D.C.

No other events program in the cannabis industry delivers both brand awareness and political influence at the same time like the one NCIA is proud to offer exclusively to our members.



ADVANCE
POLICY PRIORITIES



SEE IMMEDIATE
RETURN ON INVESTMENT



BUILD YOUR
BRAND AWARENESS



NETWORK WITH
INDUSTRY INFLUENCERS

NCIA'S EVENTS ARE DIFFERENT. AND, THAT MATTERS.

- ▶ Event revenues support the work NCIA is doing to lobby on your behalf on Capitol Hill and to build public support for the cannabis industry.
- ▶ NCIA is a well-established organization with IRS-granted nonprofit status since 2010 with financial records available to any member upon request.
- ▶ 75% of your sponsorship fees are tax deductible and all proceeds support the industry's only unified and coordinated national lobbying and public relations campaign.

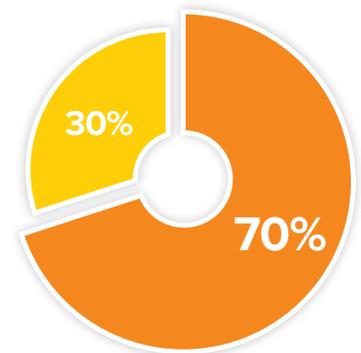
WHO YOU WILL MEET

- Top cannabis industry executives
- Dispensary owners and cultivation operators
- Infused product manufacturers
- Prominent consultants
- Cannabis legal experts
- Policymakers
- State and local government representatives
- Regulators
- Investors
- Entrepreneurs
- Suppliers and vendors
- NCIA staff and executives

“ The (San Francisco Caucus) event was great! Amazing crowd, great leads, and priceless B2B connections. I would sponsor again!

- Greg Gallagher, Owner, Dama Financial.
Gold Sponsor

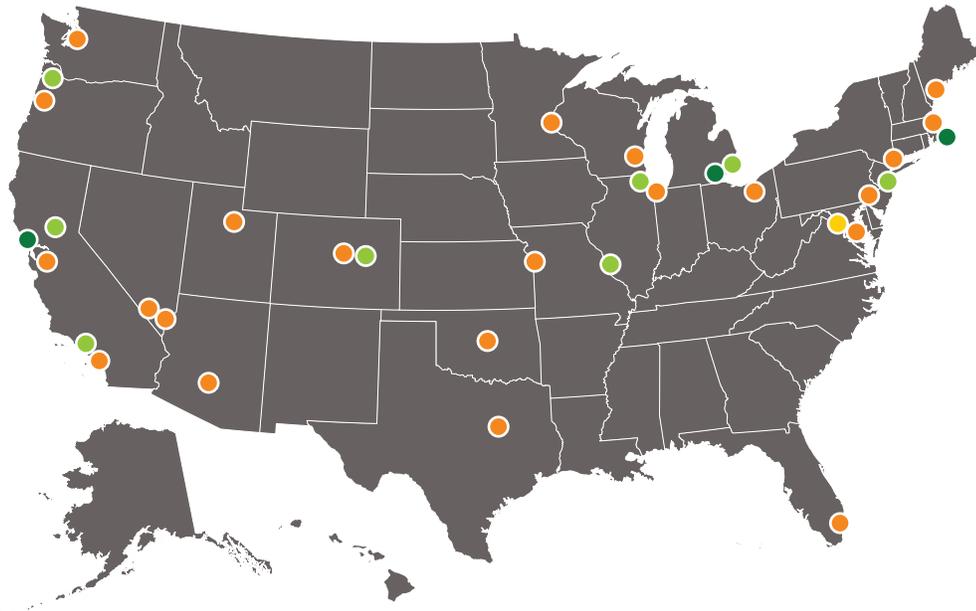
LEVEL OF DECISION MAKING AUTHORITY



- 70% Executive level decision making authority
- 30% Heavy influence over decision making process



2020 EVENT CALENDAR



CANNABIS CAUCUS SERIES

OREGON

- Portland, OR | March 10

COLORADO

- Denver | March 12

MISSOURI

- St. Louis | March 17

MICHIGAN

- Detroit | March 18

ILLINOIS

- Chicago | March 19

NORTHERN CALIFORNIA

- Sacramento | March 24

NEW JERSEY

- Newark | March 25

SOUTHERN CALIFORNIA

- Los Angeles | March 26

INDUSTRY SOCIALS

JANUARY TOUR

- Seattle, WA | January 14
- Phoenix, AZ | January 14
- Eugene, OR | January 15
- Las Vegas, NV | January 15

JULY TOUR

- Oklahoma City, OK | July 7
- Cleveland, OH | July 7
- Chicago, IL | July 8
- Philadelphia, PA | July 8

- San Jose, CA | January 16
- Ft. Lauderdale, FL | January 21
- Salt Lake City, UT | January 21
- Kansas City, MO | January 22

- Minneapolis, MN | July 9
- Milwaukee, WI | July 14
- Portland, ME | July 16
- Boston, MA | July 21

- Dallas, TX | January 22
- Irvine, CA | January 23
- Boulder, CO | January 28

- Las Vegas, NV | July 21
- New York City, NY | July 22
- District of Columbia | July 23

CANNABIS INDUSTRY LOBBY DAYS

10TH ANNUAL CANNABIS INDUSTRY LOBBY DAYS

- Washington, D.C. | May 19–21

TRADE SHOWS

NORTHEAST CANNABIS BUSINESS CONFERENCE

- Boston | February 19–20

7TH ANNUAL CANNABIS BUSINESS SUMMIT® & EXPO

- San Francisco | June 15–17

MIDWEST CANNABIS BUSINESS CONFERENCE

- Detroit | August 26–27



CANNABIS CAUCUS SERIES

Cannabis Caucuses are the premier B2B networking and educational event series created exclusively for NCIA members. Participants have the opportunity to make meaningful connections with industry leaders, while gaining insights into NCIA's federal policy work.



2020 EVENT SERIES

OREGON

Portland, OR | March 10

COLORADO

Denver | March 12

MISSOURI

St. Louis | March 17

MICHIGAN

Detroit | March 18

ILLINOIS

Chicago | March 19

NORTHERN CALIFORNIA

Sacramento | March 24

NEW JERSEY

Newark | March 25

SOUTHERN CALIFORNIA

Los Angeles | March 26

SPONSORSHIP PACKAGES

	PLATINUM \$4,900	GOLD \$2,900	SILVER \$1,500	BRONZE \$900
	2 SPONSORS / EVENT	3 SPONSORS / EVENT	3 SPONSORS / EVENT	UNLIMITED
BENEFITS DURING EVENT				
Unlimited client ticket pass discount (% off)	75%	50%	25%	15%
Complimentary tickets to event	10	8	8	5
Table and Exhibit Opportunities On-Site	🌿	🌿	🌿	🌿
Sponsor-provided free-standing banner near bar or food area	🌿	🌿	🌿	🌿
NCIA staff recognition during address to attendees	🌿	🌿	🌿	🌿
Dedicated slide in event slideshow presentation	🌿	🌿	🌿	
Logo on print marketing materials (when applicable)	🌿	🌿	🌿	
Sponsor provided banner pop-up near stage or registration	🌿	🌿		
On-site signage thanking sponsor	🌿	🌿		
1-2 minutes to address attendees at event	🌿			
Inclusion in event introductory video	🌿			
BENEFITS BEFORE & AFTER EVENT				
Logo and website link on event landing page	🌿	🌿	🌿	🌿
Logo and website link in email campaigns	🌿	🌿	🌿	🌿
Logo inclusion in post-event email to attendees	🌿	🌿	🌿	🌿
Twitter, Facebook, Instagram and LinkedIn post pre-event	🌿	🌿	🌿	
Twitter, Facebook, Instagram and LinkedIn post post-event	🌿	🌿	🌿	
Logo on Facebook event cover photo	🌿	🌿	🌿	
Access to attendee opt-in list w/ completed sponsor survey	🌿	🌿		
Custom messaging included in one regional pre-event email	🌿			
Logo and website link on event ticketing page	🌿			
Logo on official event photo album	🌿			



INDUSTRY SOCIALS

2020 EVENT SERIES

Industry Socials are an opportunity for industry leaders to engage with each other and with their national trade association in a relaxed and low-key environment while developing lasting business relationships.



JANUARY TOUR

Seattle, WA | January 14
 Phoenix, AZ | January 14
 Eugene, OR | January 15
 Las Vegas, NV | January 15
 San Jose, CA | January 16
 Ft. Lauderdale, FL | January 21
 Salt Lake City, UT | January 21
 Kansas City, MO | January 22
 Dallas, TX | January 22
 Irvine, CA | January 23
 Boulder, CO | January 28

JULY TOUR

Oklahoma City, OK | July 7
 Cleveland, OH | July 7
 Chicago, IL | July 8
 Philadelphia, PA | July 8
 Minneapolis, MN | July 9
 Milwaukee, WI | July 14
 Portland, ME | July 16
 Boston, MA | July 21
 Las Vegas, NV | July 21
 New York City, NY | July 22
 District of Columbia | July 23

SPONSORSHIP PACKAGES

	PLATINUM \$3,500	GOLD \$1,950	SILVER \$1,200	BRONZE \$650
	2 SPONSORS / EVENT	3 SPONSORS / EVENT	3 SPONSORS / EVENT	4 SPONSORS / EVENT
BENEFITS DURING EVENT				
Unlimited client ticket pass discount (% off)	75%	50%	25%	15%
Complimentary tickets to event	12	10	8	5
NCIA staff recognition during address to attendees	🌿	🌿	🌿	🌿
Sponsor-provided free-standing banner near bar or food area	🌿	🌿	🌿	🌿
Table and exhibit opportunities on site	🌿	🌿	🌿	
Dedicated slide in event presentation or signage on site	🌿	🌿		
Sponsor provided banner pop-up near registration table	🌿			
1-2 minutes to address attendees at event	🌿			
BENEFITS BEFORE & AFTER EVENT				
Twitter, Facebook and Instagram shout-outs leading up to event	🌿	🌿	🌿	🌿
Inclusion in Facebook post on event page	🌿	🌿	🌿	🌿
Logo and website link on event landing page	🌿	🌿	🌿	🌿
Twitter, Facebook, Instagram & LinkedIn shout-out post-event	🌿	🌿	🌿	🌿
Logo and website link in pre-event email campaigns	🌿	🌿	🌿	🌿
Logo and website link in post-event email campaigns	🌿	🌿		
Access to attendee opt-in list w/ completed sponsor survey	🌿	🌿		
Logo on Facebook event cover photo	🌿			
Custom messaging included in one regional pre-event email	🌿			
Logo on official event photo album	🌿			
Logo and website link on event ticketing page	🌿			



10TH ANNUAL CANNABIS INDUSTRY LOBBY DAYS

2020 LOBBY DAYS

NCIA'S 10TH ANNUAL CANNABIS INDUSTRY LOBBY DAYS

Washington, D.C. | May 19–21

Our most impactful annual event brings hundreds of C-level 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 gather to amplify our message and make their voices heard in the halls of Congress, while simultaneously forging strong relationships with the most influential leaders in the cannabis industry.



SPONSORSHIP PACKAGES

	GOLD \$15,000	SILVER \$8,000	BRONZE \$4,000
	4 SPONSORS / EVENT	8 SPONSORS / EVENT	8 SPONSORS / EVENT
BENEFITS DURING EVENT			
Complimentary registration for 2020 Lobby Days (Your company or other member companies only)	12	10	8
Complimentary registration to NCIA-PAC Fundraising Reception	4	2	2
Complimentary registration to NCIA VIP Day (exclusive to Policy Council & Leadership Circle members)	2	1	1
Dedicated space for free-standing banners in prominent locations at Lobby Days Welcome Reception, Breakfast Training and PAC Fundraiser	🌿	🌿	🌿
Recognition by NCIA staff member from stage during address to attendees at all Lobby Days events	🌿	🌿	🌿
Shared table for marketing materials at Welcome Reception & Lobby Days Breakfast Training	🌿	🌿	🌿
Logo featured in Breakfast Training presentation & VIP Day Luncheon	🌿	🌿	🌿
Literature and/or product insert Lobby Days tote bags	🌿	🌿	
Logo included on Lobby Days tote bag	🌿	🌿	
Logo on Step & Repeat at NCIA-PAC Fundraising Reception	🌿	🌿	
Dedicated space for free-standing banners in prominent location during VIP Day luncheon	🌿		
Logo Featured in NCIA Lobby Days mobile app	🌿		
Logo on 117th Congress Directory provided to Lobby Days Attendees	🌿		
Logo on name badge lanyards	🌿		
BENEFITS BEFORE & AFTER EVENT			
Twitter, Facebook, Instagram and LinkedIn posts pre-event	🌿	🌿	🌿
Twitter, Facebook, Instagram and LinkedIn posts post-event	🌿	🌿	🌿
Logo, branding and website link on Lobby Days event page	🌿	🌿	🌿
Logo, branding, and website link on all event marketing	🌿	🌿	🌿
Custom Sponsor Graphics - To announce your company's involvement on social media	🌿	🌿	🌿
Logo featured in pre-Lobby Days training webinar presentations	🌿	🌿	
Logo on all professional photography, including "class photo" at the Capitol	🌿		
Logo on Facebook event page cover photo	🌿		
Logo, branding and website link on PAC fundraiser page	🌿		



DIGITAL MARKETING OPPORTUNITIES

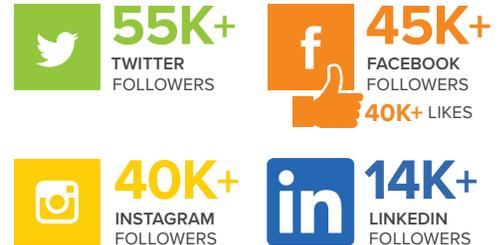
EMAIL PARTNER/SPONSORED NEWSLETTER

DEDICATED EMAIL	\$10,500 / EMAIL
SPONSORED SHOUT-OUTS IN WEEKLY EMAILS (280 CHARACTERS + IMAGE)	\$2,500 / EMAIL
SPONSORED SHOUT-OUTS IN WEEKLY EMAILS (IMAGE ONLY)	\$1,500 / EMAIL



SOCIAL MEDIA POSTS

FACEBOOK POSTS (1 PER WEEK)	\$2,500 / MONTH *2 MONTH MINIMUM *SPONSOR MUST PROVIDE FINISHED COPY & IMAGE *INCLUDES 30-MIN INTRO CONSULTATION *ADDITIONAL CONSULTATION AVAILABLE @ \$150/HR
TWITTER POSTS (3 PER WEEK)	
INSTAGRAM (1 PER WEEK)	
LINKEDIN (1 PER WEEK)	



NCIA PODCAST PACKAGE

1 ON-AIR INTERVIEW & 30-SECOND AD (PODCAST & NETWORK RUN)	\$5,000 FIRST MONTH/\$3,000 SECOND MONTH & AFTER *2 MONTH MINIMUM
CUSTOM SOCIAL MEDIA GRAPHIC PROMOTING INTERVIEW	
2 TWITTER POSTS PER MONTH LINKING INTERVIEW (POSTED TO NCIA & CANNABIS RADIO)	
1 LINKEDIN POST LINKING INTERVIEW	



NEW NCIA TODAY PRESENT SPONSOR

LOGO AND TAGLINE INCLUSION IN SHOW INTRO	*ASK FOR PRICING DETAILS
COMPANY PAGE TAGGED IN SOCIAL POSTS ANNOUNCING NEW EPISODES	



CONTACT

Sponsorships@TheCannabisIndustry.org
(415) 951-3683

NETWORKING WITH A PURPOSE

ADVOCACY

Participating in your trade association's events program is one of the most impactful ways to invest in the critical lobbying and advocacy work to end national marijuana prohibition and develop sensible policies for a vibrant cannabis industry.

EDUCATION

Succeeding in the rapidly growing and changing cannabis industry is not easy but NCIA's thoughtfully curated educational programming is designed to assist businesses at all levels navigate the uncertain regulatory landscape and learn about new trends and best practices as we work together to elevate the cannabis industry.

COMMUNITY

NCIA's events consistently draw serious buyers and forward-thinking cannabis industry executives looking for products and solutions from their fellow member-businesses with the shared vision for and investment in the industry's long-term growth.

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.

**I WANT TO
SPONSOR!**



“ Working with Clarissa, Brooke, and the entire NCIA team this past year has been a pleasure. Greenleaf HR sponsored several Caucus Events in California this past year and the level of support we received from the NCIA team exceeded our expectations at each event. I look forward to collaborating with Brooke and Clarissa in 2020.

*Greg Cowan, Business Consultant,
Greenleaf HR*

