

NCIA 12th ANNUAL CANNABIS INDUSTRY LOBBY DAYS

#NCIALobbyDays



Join the movement.

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.

2024 SPONSORSHIP OPPORTUNITIES

Tentative Date: May 14-16, 2024

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 a one-of-a-kind opportunity for sponsors to promote their brand in front of the most serious and engaged businesses in NCIA's network.

With the increased momentum of positive signals from the current White House toward decriminalization, the voices of Main Street Cannabis are more impactful than ever as we push for the incremental change toward the broad comprehensive reform of outdated federal laws.

WHO YOU WILL MEET

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



“Just to be in this space is amazing, where our country’s decisions are made on a daily basis. What NCIA has done as an organization is put us in a position where our voices can be heard.”

Chris Jackson
NCIA Board Vice Chair

“We need to continue to make sure that the folks who represent us understand that we’re building a different industry and not just another industry.”

Jeanette Ward-Horton
NuProject

WHO IS NCIA?

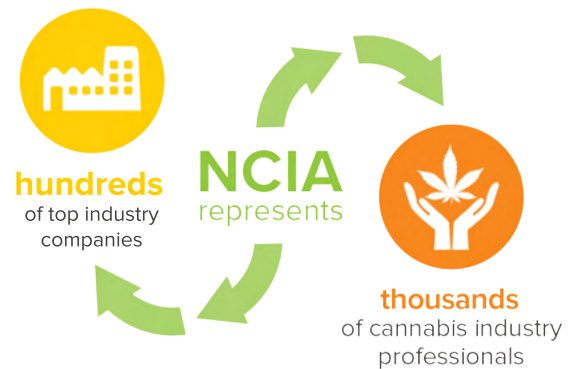
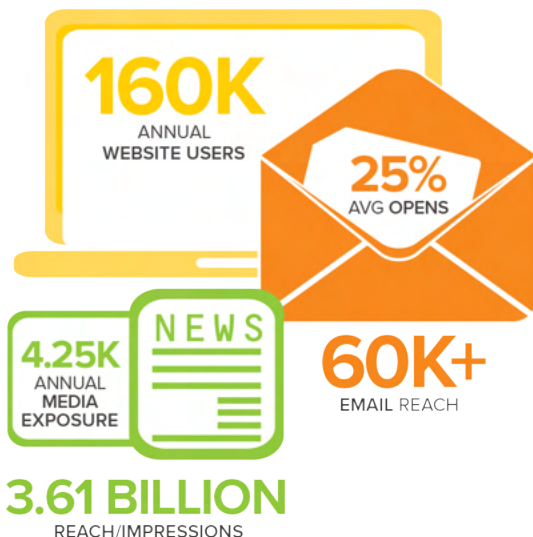
Founded in 2010, NCIA is the oldest, largest, and most effective trade association serving the cannabis industry. Our membership consists of hundreds of small businesses and tens-of-thousands of cannabis professionals who know that we are stronger and more prosperous when we work together to lift up our entire industry.

As the only national advocate for small cannabis businesses, NCIA works every day to advance policy reforms favorable to the whole industry — not just the wealthiest few.



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

ENGAGEMENT & REACH



SOCIAL CONNECTIONS



NCIA Social Equity Scholarship Program

Laws and regulations need to be designed and implemented with equity and fairness in mind. The NCIA DEIC is focused on recommendations that will create access to opportunity for those most adversely affected by cannabis prohibition.



“ I like that this is demystifying the whole process and I'm understanding how I can make a difference giving my point of view. Myself, I represent a lot of other people as well in terms of how we need to reform the regulation of cannabis. Really keeping diversity and inclusion at the forefront.”

Raina Jackson
Purple Raina

“ We're in the forefront of this industry. In order to make sure that those who come behind us in our path, it is important for us to be involved. We need financial support. We need community support. And we need to give support and that's my goal throughout my journey.”

Lavonne Turner
Puff Couture



HELP EVERY VOICE BE HEARD IN D.C.



























































A portion of sponsorships directly supports our Social Equity members with travel expenses to attend NCIA's Lobby Days. As the official DEI delegation, the Lobby Days Equity Scholarship recipients will provide a foundational understanding of matters related to DEI in the industry for all NCIA members present at Lobby Days. The DEI delegation will ensure that there are members present speaking up on matters of DEI from within an important national trade association and within the context of Main Street Cannabis.



SPONSORSHIP PACKAGES

Sponsorships are an exclusive NCIA member benefit.

May 14-16, 2024, we return in-person to Washington, D.C. for NCIA's 12th Annual Cannabis Industry Lobby Days!

	BREAKFAST PLATINUM	GOLD	SILVER	ADVOCATE	
BENEFITS BEFORE THE EVENT	\$15,000	\$9,500	\$4,500	\$2,500	\$650
Logo, branding, and website link on Lobby Days web page	Prominent logo & link	Logo with link	Logo with link	Logo with link	Listing with link
Logo, branding, and website link on registration confirmation and email reminders	Prominent logo & link	Logo with link	Logo with link	Logo with link	Listing with link
Branding in slideshow during 2-3 virtual training sessions	Dedicated slide with logo & link	Shared with logo	Shared with logo	Shared with logo	Shared with listing
Custom sponsor graphics announcing your company's involvement on social media					
Recognition of your support for cannabis reform and NCIA's social equity scholarship program					
Shout out from NCIA GR team during 2-3 virtual training sessions held in advance					
Shout outs on Twitter, Instagram, Facebook, LinkedIn	1 per week	1 per week	2 per month		
Logo, branding, and company link on Lobby Days promotional emails					
Mention in official press release sent to media list in advance of in-person activities					
Logo on Facebook event page cover photo, and in posts across all social platforms					
BENEFITS DURING LOBBY DAYS					
Complimentary tickets to 2022 NCIA Lobby Days	Unlimited	Unlimited	10	5	2
Logo exposure in Lobby Days app					
Company materials insert inside tote bags given to all attendees					
Exclusive ability for branded giveaway to attendees at Breakfast and/or Closing Reception					
Dedicated push notification with logo and message sent via mobile app					
Logo impressions on tote bags given to all attendees					
Prominent placement for company representative at press conference on Capitol Hill					
Exclusive Logo placement on name badge lanyards					
BENEFITS DURING LOBBY DAYS WELCOME RECEPTION					
Dedicated individual sponsor slide			Shared with logo	Shared with logo	Shared with listing
Recognition by NCIA's CEO from stage during address to attendees					
Dedicated space for (#) free-standing banners in premium locations	2	2	1		
On-site table space for your marketing materials					
Brief welcome address to attendees (subject to content approval and time limit)					
BENEFITS DURING LOBBY DAYS CLOSING RECEPTION					
Dedicated individual sponsor slide			Shared with logo	Shared with logo	Shared with listing
Recognition by NCIA's CEO from stage during address to attendees					
Dedicated space for (#) free-standing banners in premium locations	2	2	1		
On-site table space for your marketing materials					
BENEFITS DURING LOBBY DAYS BREAKFAST TRAINING					
Exclusive speaking opportunity (subject to content approval and time limit)					
Exclusive banner placement behind stage and in prominent locations within the event					
Exclusive exposure in Lobby Days training materials passed out to attendees during breakfast					
Prominent logo exposure throughout presentation					
On-site table space for your marketing materials					
BENEFITS AFTER LOBBY DAYS					
Inclusion in post-event blog published on NCIA website with levels denoted as below		Logo with link	Logo with link	Logo with link	Listing with link
Logo impressions on thank you email sent to all attendees post-event		Logo with link and brief company description	Logo with link		
Logo impressions on all professional photography, including annual Capitol "class photo" shot					
Dedicated promotional email sent to all attendees (subject to content approval)					
Professional company photo in front of the Capitol with logo and across all social platforms					





Register at TheCannabisIndustry.org/LobbyDays

CONTACT

Sponsorship@TheCannabisIndustry.org

www.TheCannabisIndustry.org

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

LOBBY DAYS

ABOUT LOBBY DAYS

Lobby Days brings hundreds of NCIA members to Washington D.C. to tell their stories and urge their representatives to fix the unfair federal policies crippling Main Street Cannabis.



ABOUT THE NATIONAL CANNABIS INDUSTRY ASSOCIATION

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We are Main Street Cannabis, not Wall Street Cannabis.

