

MILE HIGH



FESTIVAL



CANNAMakeADifference.org

Sponsorship Proposal

Cannabis Empowering Communities



2018 Mile High 420 Festival Stats & Highlights

- ▶ Date: April 20, 2018
- ▶ Time: 10am - 7pm
- ▶ Location: Civic Center Park, Downtown Denver
- ▶ Estimated Attendance: 50,000+
- ▶ Demographic: 14-50 years of age
- ▶ Event Focus: Community
- ▶ 100% FREE FESTIVAL, opens at 10am and continues until 7:00pm on April 20th, 2018
- ▶ Headline entertainment includes Lil Wayne, Lil Jon, Inner Circle, The Wailers, Whitewater Ramble
- ▶ Local music stage, presenting some of the best performers from around Colorado and "420 Funny" a Cannabis Comedy stage that will feature some of the best in the biz
- ▶ Embracing the synergy of cannabis and wellness a fully interactive experience during the early hours of the festival with a stage just for meditation, yoga and fitness.
- ▶ Emphasis on community merges the nonprofit sector with the cannabis industry showing how the sector CANNA make a difference
- ▶ The City of Denver is fully behind our endeavor and dedicating their full resources and expertise to making 2018 a banner year for this festival



CannaMakeADifference Pavilion

Education, Entertainment, Community

The pavilion will house 20 501c3 nonprofit organizations from various categories of nonprofits from animals to veterans! The pavilion goals are as follows:

- ▶ Educate
 - ▶ Raise Awareness that the cannabis industry is indeed a part of their local communities
 - ▶ Educate on the challenges the sector has in trying to be more a part of their communities
 - ▶ Educate on the challenges nonprofits face in accepting support from the cannabis industry
- ▶ Entertain
 - ▶ Provide entertainment to draw attendees to the pavilion for more exposure and enhance support for both the cannabis and nonprofit sectors
- ▶ Support Community
 - ▶ Show solidarity between the cannabis industry and local nonprofit organizations
 - ▶ Highlight successful partnerships and their impact
 - ▶ LIVE internet radio interviews with cannabis industry leaders, influencers, and nonprofits
 - ▶ In-event street teams mingling and interviewing attendees, promoting community and grass roots support





CannaMakeADifference Pavilion Presenting Sponsor (1)

\$10,000



- ▶ CannaMakeADifference Pavilion Presented by YOUR COMPANY
- ▶ Exclusivity of Product Category within the pavilion area
- ▶ “Presented by” Logo inclusion on main banner designating area and all Signage
- ▶ “Presented by” Logo inclusion and/or company name on all Collateral Material
- ▶ Logo on Step and Repeat Photo Op area and/or incorporated in digital photo booth product
- ▶ Company Mentioned as presenting Sponsor every time CannaMakeADifference Pavilion is mentioned on Internet Radio and/or on the main stage throughout the day
- ▶ Company can install a 10x10 branded tent in premium location
- ▶ Provide product or information from that tent
- ▶ Placement of up to four (4) approved company banner(s) (3x6 foot) and hang it in highly strategic viewing area around or within the CannaMakeADifference Pavilion
- ▶ Receive Special Thanks on CannaMakeADifference PA system within Pavilion throughout the day



CannaMakeADifference Pavilion

Presenting Sponsor (1)

\$10,000



CANNAMakeADifference.org
— Elevate Your State —

- ▶ Mention from main stage during CannaMakeADifference Presentation
- ▶ Up to 5-minute Interview on Internet Radio with logo inclusion and link to destination URL of choice Company logo will receive extended time in looping video (30 sec clip)
- ▶ Tiered Company logo on Mile High 420 Festival website with connection to URL
- ▶ Six (6) Industry Access Badges
- ▶ Social Media Hashtag and Link inclusion on all pre-determined social media posts by all nonprofits within the CannaMakeADifference Pavilion
- ▶ Unique Press Release regarding your participation (cannot guarantee coverage)
- ▶ If Applicable, TBD, tiered logo placement on Merch T-shirts Sold by CannaMakeADifference



CannaMakeADifference Pavilion Platinum Sponsors (2)

\$7,500



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— *Elevate Your State* —

- ▶ Company can install a 10x10 branded tent at the Mile High 420 Festival
- ▶ Provide product or information from that tent
- ▶ Placement of approved company banner (3x6 foot) and hang it in highly strategic viewing area around or within the CannaMakeADifference Pavilion
- ▶ Logo on Step and Repeat Photo Op area
- ▶ Company Logo placement within looping video for (10 Seconds)
- ▶ Tiered Logo placement on Mile High 420 Festival Website linked to destination URL of choice
- ▶ 3-minute Interview on Internet Radio with logo inclusion and link to destination URL of choice
- ▶ Four (4) Industry Access Badges
- ▶ Social Media Thank You by Five (5) nonprofits within the CannaMakeADifference Pavilion
- ▶ Inclusion on general press release about the CannaMakeADifference Pavilion (cannot guarantee coverage)
- ▶ If Applicable, TBD, tiered logo placement on Merch T-shirts Sold by CannaMakeADifference



CannaMakeADifference Pavilion Gold Sponsors (4)

\$5,000



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— *Elevate Your State* —

- ▶ Table and chairs for display/product and/or swag distribution under CannaMakeADifference Pavilion
- ▶ Company logo placement within Looping Educational Video for (3 seconds)
- ▶ Tiered Logo on Mile High 420 Festival website
- ▶ LIVE Mention on Internet Radio throughout the day
- ▶ Tiered Logo on all Volunteer T-shirts
- ▶ Two (2) Industry Access Badges
- ▶ If Applicable, TBD, tiered logo placement on Merch T-shirts Sold by CannaMakeADifference
- ▶ Unique Thank you on Social media by all CannaMakeADifference Platforms and a shout out by the pre-determined nonprofits



CannaMakeADifference Pavilion Nonprofit Sponsors (20) \$1,500



- ▶ Pays for the nonprofit to be there and entitles them to a credit for their vendor booth
 - ▶ First Come, First Serve
- ▶ Provides a banner for the nonprofit and lists YOUR COMPANY as “Presented by” on the banner
- ▶ Tiered Logo Placement within Looping Educational Video shown inside the CannaMakeADifference Pavilion
- ▶ Tiered Logo placement on sponsor banners
- ▶ Tiered Logo placement on digital sponsor graphic on YouTube channel and other digital outlets
- ▶ Mention on Internet radio
- ▶ Mention/Tag/Hashtag (as appropriate) on pre-determined social media posts throughout the day
- ▶ If Applicable, TBD, tiered logo placement on Merch T-shirts Sold by CannaMakeADifference

Other opportunities

Ms. Give & Toke Calendar

We will be holding a calendar contest featuring female influencers within the Colorado cannabis community. They will compete by raising money for a charity of their choice as well as for the DoingGood Foundation a local 501c3 nonprofit.


You can sponsor the entire calendar, a month, a specific date in the calendar or place two different size ads.

Pricing ranges from \$50 - \$2000

For more information visit

www.DoingGood.Foundation/ms-give-toke





“The cannabis industry will not just impact our nation with taxes and employment. Indeed it will impact entire local communities by doing good things.”

Kevin J White - Founding Partner, CannaMakeADifference.org

For more information, for full event sponsorship, or to confirm CannaMakeADifference Pavilion sponsorship, please contact Kevin J White at Kevin@CannaMakeADifference.org or call at 303.218.7899

Vendor Booths without Sponsorship



- ▶ If you are not interested in a sponsorship, but are interested in vendor space, please click on the following links for the most appropriate vendor application:
 - ▶ [Cannabis Industry Business Application](#)
 - ▶ [Food Vendor Application](#)
 - ▶ [Handcrafted Application](#)
 - ▶ [Marketplace Business \(Non-craft\) Application](#)
 - ▶ [Nonprofit Application](#)