

An aerial photograph of a campsite. In the foreground, several white RVs and tents are parked on a grassy area. A dense line of trees separates the campsite from a baseball field in the middle ground. The field has a green infield and a brown outfield. In the background, there are large, golden-brown fields, likely corn, under a clear sky.

BLUNTS
&
Beans

presents

CAMP CANNA

PINE LAKE, AB
AUGUST 16 - 18
2024



WHO IS BLUNTS & BEANS?

CO-FOUNDED BY ALEXIS DICKSON AND JOLYN BOW, TWO PASSIONATE CANNA-MOMS FROM RURAL ALBERTA, FUELED BY THEIR SHARED LOVE FOR COFFEE AND CANNABIS, RECENTLY AWARDED "INFLUENCER OF THE YEAR", THEY HAVE BUILT A PLATFORM THAT CELEBRATES THE CULTURE AND CONNECTION WITHIN THE INDUSTRY AND CONSUMER MARKET.

WHAT IS CAMP CANNA?

THE ULTIMATE SUMMER CAMP EXPERIENCE PROVIDING AN INCLUSIVE, INTERGENERATIONAL AND UNIQUE ADVENTURE FOR THE CANNABIS COMMUNITY. CREATING SPACE FOR THE LEGAL MARKET TO BUILD INTIMATE BONDS WITH THE MEMBERS OF THE COMMUNITY.

AFTER YEARS OF HARD WORK AND DEDICATION, WE ARE PROUD TO HOST THE FIRST PUBLIC CONSUMER EVENT IN THE PROVINCE.



500+

Past Attendees; A Network of Cannabis Consumers Across Canada

78%

of Past Attendees said they would purchase products they learned about

98%

Positive Rating from past attendees

74%

Attendees that consume Cannabis daily

43%

Share their experience on Social Media Platforms

20%

Tag brands when using products

26%

Average increase in sales reported 6 months following

Camp Canna has the best return on investment. More than any other event we have participated in. The ability to connect directly with consumers that are eager to learn your story and share with their friends and families, is a launchpad for success and we are so thrilled to have had the opportunity.

CHANTTELLE RUSK / INTO THE WEEDS / HIGHPAR LIGHTS

This event was the most fun I had all summer. Camp Canna is the best way imaginable to introduce myself, my brand and my products to the community. If you are launching a product, you must start with Camp Canna.

TERRI BLUMES / PLAID TROUT

These two amazing women just put on the most phenomenal canna-friendly event I've ever been to. Camp Canna is the only event where the industry and community come together for a 420-friendly weekend away. It felt like a retreat for cannabis people.

AMBER CRAIG / FOUR20



WEEKEND EVENT HIGHLIGHTS

VENDOR MARKET

LIVE MUSIC

CANNALYMPICS

EDUCATIONAL SESSIONS

DRAFT STYLE SLO PITCH

YOGA & SOUNDBATH

SATURDAY MOVIE NIGHT

LIT TRAILS & LAZER SHOW

FOOD AND COFFEE

& MUCH MORE



TICKETS

SALES STARTED ON JAN 1ST, 2024

EARLY BIRD PRICE \$99
UNTIL APRIL 20, 2024

\$124.20 AFTER MARCH 31, 2024

WE CAN ACCOMODATE 300 GUESTS, WE ARE
TRENDING TO BE SOLD OUT BY JULY 20TH

FULL WEEKEND PASS INCLUDES
CAMPING, BRING A TENT OR A TRAILER
ALL ENTERTAINMENT AND ACTIVITIES
ON-SITE SECURITY AND SAFETY



THIS YEAR THE TRIANGLE IS COMPLETE

CONSUMERS



LICENSED PRODUCERS

RETAIL STORE ON SITE

GUESTS WILL BE ABLE TO LEARN ABOUT NEW PRODUCTS AND HAVE THE ABILITY TO PURCHASE FROM THE RETAIL STORE AND EXPERIENCE DIGNIFIED CONSUMPTION, ALL IN ONE PLACE.

LICENSED PRODUCER PARTNER

\$1000 REGISTRATION DEADLINE AUGUST 1, 2024

INVESTMENT INCLUDES:

- 2 TEAM MEMBER TICKETS
- 10'X10' SPACE IN OUTDOOR MARKET
- STAND UP BANNER PLACEMENT IN HALL
- SAMPLE TRACKING AND DATA SHARING
- WEBSITE LINKED FOR THE YEAR
- 50% NON-REFUNDABLE DEPOSIT DUE IMMEDIATELY TO RESERVE YOUR SPOT
- ONLY ACCEPTING 10 LICENSED PRODUCERS, FIRST COME FIRST SERVED
- 2 BRANDED POSTS
- 3 STORIES & IG ARCHIVE FOR 6 MONTHS
- UNLIMITED SOCIAL MEDIA SHARES

**SAMPLING FOR VERIFIED QCW REGISTERED GUESTS, ON SITE SALES
VIA LICENSED RETAILER FOR CONSUMERS**



FRIDAY 4PM-8PM & SATURDAY FROM 12PM-6PM & SUNDAY OPTIONAL

MARKET VENDOR INVESTMENT

\$500 REGISTRATION DEADLINE AUGUST 1, 2024

VENDORS WILL BE ASKED TO ARRIVE AT CAMP AT 12:00PM ON AUGUST 16, 2024 FOR SET UP
ALL VENDORS MUST COMPLETE ALBERTA HEALTH SERVICES VENDOR FORM
ALL VENDORS MUST PROVIDE GOVERNMENT ISSUED ID TO ACCESS CAMP

INVESTMENT INCLUDES

- 1 TEAM MEMBER PASS FOR THE WEEKEND
 - ADDITIONAL PASSES CAN BE PURCHASED FOR 50% OFF
- OPTION TO BE INDOOR OR OUTDOORS
 - INDOORS IS A 8FT TABLE
 - OUTDOORS IS A 10X10 SPACE
- 2 BRANDED POSTS AND UNLIMITED STORY SHARES
- BRAND MENTION ON CAMPCANNA.CA, WITH 120,000 VISITS DURING THE OFF SEASON



PLATINUM PREMIUM PACKAGE

\$5000 1 SPOT AVAILABLE

REGISTRATION DEADLINE

AUGUST 1, 2024

MEDIA SPONSOR FOR ENTIRE EVENT

ALL PHOTOS AND VIDEOS CREATED WILL FEATURE YOUR BRAND LOGO, TAG INSTRUCTIONS PROVIDED ON ALL DOWNLOADS, DATA SHARING

WEBSITE LINK FOR THE YEAR

PROMO ITEM PLACED IN WELCOME PACKAGES

PLACEMENT OF 3 LARGE BANNERS ALONG BALL DIAMONDS

4 TICKETS FOR THE ENTIRE WEEKEND

4 BRANDED POSTS

10 STORIES & IG ARCHIVE FOR 6 MONTHS

UNLIMITED SOCIAL MEDIA SHARES





GOLD PREMIUM PACKAGE

\$3000 1 SPOT AVAILABLE

REGISTRATION DEADLINE

AUGUST 1, 2024

GAMES PARTNER

BRANDING ON THE CANNALYMPIC FIELD

BRANDING ON ALL CONTESTANT BADGES

WEBSITE LINK FOR YEAR

PLACEMENT OF 2 LARGE BANNERS ON BALL DIAMONDS

DATA SHARING OF GUEST EMAIL LIST

4 TICKETS FOR THE ENTIRE WEEKEND

3 BRANDED POSTS

5 STORIES & IG ARCHIVE FOR 6 MONTHS

UNLIMITED SOCIAL MEDIA SHARES



SILVER PREMIUM PACKAGE

\$1500 1 SPOT AVAILABLE

REGISTRATION DEADLINE

AUGUST 1, 2024

SOUNDBATH AND MEDITATION PARTNER

BRANDING IN MAIN HALL

DATA SHARING OF GUEST EMAIL LIST

2 TICKETS FOR THE ENTIRE WEEKEND

1 RECAP HIGHLIGHT REEL OF THIS AREA POST EVENT

3 BRANDED POSTS

3 STORIES & IG ARCHIVE FOR 6 MONTHS

UNLIMITED SOCIAL MEDIA SHARES





BRONZE PREMIUM PACKAGE

\$1000 1 SPOT AVAILABLE

REGISTRATION DEADLINE

AUGUST 1, 2024

PANCAKE BREAKFAST PARTNER

BRANDED COMPLIMENTARY BREAKFAST SUNDAY MORNING

PLACEMENT FOR 1 LARGE BANNER ON BALL DIAMONDS

PROMO ITEMS IN ALL WELCOME PACKAGES

DATA SHARING OF GUEST EMAIL LIST

2 TICKETS FOR THE ENTIRE WEEKEND

2 BRANDED POSTS

3 STORIES & IG ARCHIVE FOR 6 MONTHS

UNLIMITED SOCIAL MEDIA SHARES

CAMP CANNA

Additional Questions?

CONNECT WITH OUR TEAM

ALEXIS DICKSON

CANNABIS MARKETING, TOURISM & EVENTS

INFO@BLUNTSANDBEANS.CA

(780) 779-7235



@BLUNTSANDBEANS
@CAMP_CANNA



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