



BLUNTS  
&  
Beans 

*presents*

# CAMP CANNA BC

CANAL FLATS, BRITISH  
COLUMBIA  
MAY 22 TO 24, 2026

CAMP CANNA

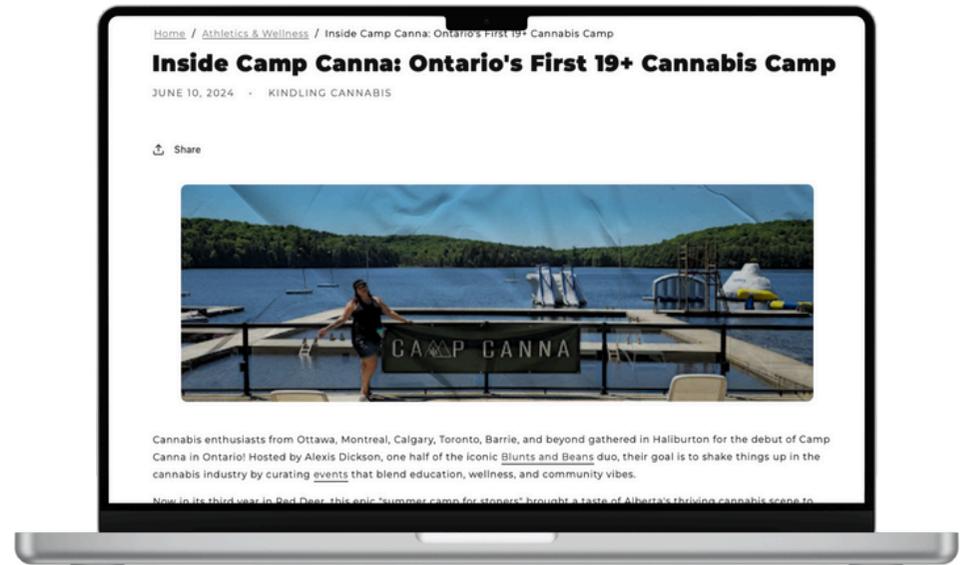


# WHO IS BLUNTS & BEANS?

FOUNDED BY ALEXIS DICKSON, A PASSIONATE CANNA-MOM FROM RURAL ALBERTA, FUELED BY HER LOVE FOR COFFEE AND CANNABIS, PREVIOUSLY AWARDED “INFLUENCER OF THE YEAR”, SHE HAS BUILT A PLATFORM THAT CELEBRATES THE CULTURE AND CONNECTION WITHIN THE INDUSTRY AND CONSUMER MARKET.

# WHAT IS CAMP CANNA?

THE ULTIMATE AWARD WINNING SUMMER CAMP RETREAT 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.



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# 1250+

**Past Attendees:  
A Network of Cannabis Consumers Across Canada**

**60%**

of Past Attendees are daily consumers that spend on average \$200/month

**19%**

of Past Attendees currently work in retail stores as bud tenders

**29%**

of Past Attendees felt more informed about brands and products after camp

**98%**

Sponsors received amplified exposure reaching tens of thousands digitally.

**47%**

of Past Attendees budtenders/industry → unmatched retail + B2B exposure.

**85%**

of Past Attendees participated in Brand Activations and Workshops

# Camp Canna BC

## LOCATION

Tucked into the heart of the East Kootenays, Camp Canna BC is hosted just outside Canal Flats, British Columbia. Surrounded by mountains, forests, and fresh alpine air, this remote lakeside setting offers a true unplug-and-drop-in experience.

## VENUE

Blue Lake Camp is nestled on a private lake and surrounded by pristine wilderness. With expansive outdoor programming areas, waterfront access, and forest-lined gathering spaces, the venue offers the perfect blend of adventure, serenity,

## ACCOMMODATIONS

Campers stay in cozy log cabins with classic bunk beds, crackling wood stoves, and that nostalgic summer camp magic. Each cabin is designed for connection and comfort. A modern wash house with hot showers, heated floors, and spacious change areas.





# ONE WEEKEND. INFINITE POSSIBILITIES

WELCOME TO THE INAUGURAL CAMP CANNA BC –THE PREMIER CANNABIS-FRIENDLY CAMPING EXPERIENCE THAT CELEBRATES COMMUNITY, CULTURE, AND THE PLANT WE LOVE.

WE'RE INVITING BRANDS AND VENDORS TO CREATE PERSONALIZED SPONSORSHIP OPPORTUNITIES THAT ALIGN DIRECTLY WITH YOUR BRAND IDENTITY AND TARGET AUDIENCE.



# THE POWER OF CUSTOM COLLABORATION

## YOUR BRAND. YOUR WAY.

AT CAMP CANNA BC, NO TWO PARTNERSHIPS ARE THE SAME. WE BELIEVE IN CO-CREATING EXPERIENCES THAT ARE AS UNIQUE AS THE BRANDS THAT PARTICIPATE. WHETHER IT'S A CUSTOM PRODUCT LAUNCH EVENT, WELLNESS-FOCUSED EXPERIENCE, OR INTERACTIVE SOCIAL SPACE, YOU DECIDE HOW YOUR BRAND SHOWS UP.





## A WEEKEND TO CONNECT WITH YOUR IDEAL AUDIENCE

- DATES: MAY 22-24, 2026
- LOCATION: CANAL FLATS, BC
- ATTENDEES: CANNABIS ENTHUSIASTS, INDUSTRY INSIDERS, RETAILERS, AND LIFESTYLE INFLUENCERS.
- EVENT FEATURES: LIVE MUSIC, CANNALYMPICS, NATURE WALKS, WELLNESS WORKSHOPS, VENDOR MARKET, AND MORE.



**YOUR BRAND WILL BE FRONT AND CENTER AMONG CONSUMERS WHO CARE ABOUT COMMUNITY, QUALITY, AND EXPERIENCE.**





## BRANDING OPPORTUNITIES STARTING AT \$1000

STARTING AT JUST \$1000!

- THIS COST COVERS PARTICIPATION AS A SPONSOR AT CAMP CANNA BC.
- CUSTOM SPONSORSHIP: THE MAGIC LIES IN HOW WE CURATE YOUR PRESENCE. WHETHER YOU'RE LAUNCHING A PRODUCT, HOSTING A WORKSHOP, OR CREATING A LOUNGE AREA, YOUR ACTIVATION WILL BE DESIGNED TO FIT YOUR BRAND IDENTITY AND TARGET CONSUMERS.



# CUSTOMIZATION INSPIRATION – BE THE EXPERIENCE



LET'S BRAINSTORM TOGETHER! SOME IDEAS TO GET YOU STARTED:

- FOR WELLNESS BRANDS: HOST A GUIDED SOUND BATH WITH BRANDED TAKE-HOME KITS.
- FOR BEVERAGE BRANDS: CREATE A 'SIP & CHILL' LOUNGE SERVING YOUR NON-INFUSED DRINKS.
- FOR APPAREL BRANDS: OFFER LIMITED-EDITION SWAG FOR EVENT ATTENDEES OR A FASHION SHOWCASE.

NO ACTIVATION IS TOO BIG OR TOO SMALL. YOUR PARTICIPATION WILL BE AS UNIQUE AS YOUR BRAND.





## WHAT YOU GET BEYOND THE EVENT

- **EVENT EXPOSURE:** DIRECT INTERACTION WITH ATTENDEES WHO LOVE CANNABIS AND THE LIFESTYLE AROUND IT.
- **CONTENT CREATION:** YOUR BRAND FEATURED IN EVENT PROMOTIONS, SOCIAL MEDIA, AND POST-EVENT RECAPS.
- **COMMUNITY IMPACT:** POSITION YOUR BRAND AS A LEADER SUPPORTING CANNABIS CULTURE.
- **LONG-TERM RELATIONSHIPS:** NETWORK WITH OTHER CANNABIS BRANDS, RETAILERS, AND PARTNERS THROUGHOUT THE WEEKEND.



# REACH OUT TO CURATE YOUR CUSTOM SPONSORSHIP EXPERIENCE

LET'S CREATE SOMETHING EXTRAORDINARY TOGETHER. WHETHER YOU HAVE A CLEAR VISION OR NEED HELP BRAINSTORMING IDEAS, WE'RE HERE TO COLLABORATE WITH YOU EVERY STEP OF THE WAY.

AT CAMP CANNA BC, YOUR BRAND ISN'T JUST A PARTNER—IT'S A CO-CREATOR OF AN UNFORGETTABLE EXPERIENCE. TOGETHER, WE'LL DESIGN ACTIVATIONS THAT ALIGN WITH YOUR VALUES, ENGAGE YOUR AUDIENCE, AND LEAVE A LASTING IMPACT.

OUR TEAM WILL WORK CLOSELY WITH YOU TO IDEATE, PLAN, AND EXECUTE YOUR SPONSORSHIP. FROM CONCEPT TO EXECUTION, WE'LL BE THERE EVERY STEP OF THE WAY, ENSURING YOUR VISION COMES TO LIFE AT CAMP CANNA.



*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**

*Camp Canna 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/ DEMONET**

# CAMP CANNA

*Additional Questions?*

## CONNECT WITH OUR TEAM

ALEXIS DICKSON

CANNABIS TOURISM & EVENTS

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CAMPCANNA.CA