

ROGUE ARENA PRESENTS

CANNA
THE JO!NT™
@JENNY'S

AUGUST 8 FROM 7-11 PM
BROOKLYN, NEW YORK



FROM SILENCED TO SUFFRAGE

A Call to Action & Reclamation for Women-led Cannabis Businesses

Women have been at the heart of cannabis, as caregivers, cultivators, healers and founders. As the industry scales, many of those same women are being sidelined, shadowbanned and silenced.

The CannaJo!nt at Jenny's centers the conversation around the modern suffrage of cannabis – where access, equity, and ownership are still unjustly gatekept.

We gather to uplift, organize and ignite the next wave of visibility, leadership and power for women in weed.

Partner brands are invited to participate in an **educational video series** that will be captured onsite at the event and presented at pop-up events at dispensaries across New York. The goal: to continue the conversation and elevate women-led cannabis brands.

WELCOME

7:00 - 7:30 p.m.

Guests arrive and are welcomed with mocktails and guided networking activities in the brownstone's outdoor courtyard.

DINNER

7:30 - 9:00 p.m.

A four-course, seated dinner is served inside the home and guests will be guided through conversation topics throughout the dinner.

RECEPTION

9:00 - 10:30 p.m.

After dinner, guests will return to the courtyard and share outcomes from discussion topics for a collaborative discussion and networking.

FAREWELL

10:30 - 11:00 p.m.

All guests will receive a gift bag featuring sponsor brands and a special call to action to help bridge the conversation beyond the event.

SPONSORS

Title Sponsor

\$4000

- Logo listed on all event materials
- Display area on-site at Jenny's
- 6 tickets to Dinner event
- 2 dedicated social media posts
- Featured product in gift bags
- Featured in video series presented at 5+ New York dispensaries
- Highlighted in pre- and post-event media coverage
- Followup email to attendees
- Creative support from TCJ team

Brand Sponsor

\$2000

- Inclusion on web & event emails
- Logo listed on event signage
- 4 tickets to Dinner event
- 1 dedicated social media post
- Featured product in gift bags
- Featured in video series presented at 5+ New York dispensaries
- Inclusion in pre- and post-event media coverage
- Followup email to attendees

Product Sponsor

\$1000

- Logo included on website
- Inclusion on event posters
- 2 tickets to Dinner event
- Inclusion in highlight social reel
- Featured product in gift bags
- Followup email to attendees



**SPONSOR
PAYMENT
LINK**



MEET THE EVENT TEAM

Kelly Riddle is an award-winning brand marketing leader with over 15 years in content, events and business strategy. Recently she was awarded “Most Extreme Results in Social Media” by Trade Show Executive Magazine and was a finalist for “Best Marketing” by Trade Show News Network for her work at *MJBizDaily* and MJBizCon. Kelly specializes in innovative brand collaborations and activations and has partnered with dozens of leading cannabis companies, executives and celebrity figures worldwide. She is founder and CEO of The CannaJo!nt, an events and branding agency.

Lulu Cohen is a media, marketing and event visionary with expertise in campaign development, original content creation and events. Her music/entertainment company, Lulu Cohen Media has been changing the parameters of marketing for over 20 years. Lulu launched Rogue Arena, a cannabis collective that has been branding legal cannabis on a higher level since 2014. She partnered with Weedmaps and NORML in 2015 and recreated and produced Afroman’s original 2001 Grammy-nominated song, “Because I Got High.” The new video raised awareness for cannabis legalization, and has accumulated over 15 million views, garnering massive media attention.

Jenny Argie is a successful female entrepreneur who’s forging a path for women in the New York cannabis industry. She is one of the first people to be licensed by the State of New York in both hemp and cannabis, and one of the few female processors in the United States. Jenny is a single mother who raised her three kids in Bedford-Stuyvesant, Brooklyn, and a cancer survivor who wanted to treat her post-surgery period solely with cannabis. Finding only sugar-filled edibles on the market, Jenny committed her professional life to creating the healthiest cannabis products in the world. It’s safe to say that no one in the cannabis industry is more dedicated to health and wellness than Jenny.

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**THANK YOU!
LET'S PARTNER
& ACCELERATE
YOUR BRAND.**

