

ROGUE  
ARENA

PRESENTS

CANNA  
THE JO!NT™

May 13-15 | Hudson, New York

*of the  
Cannastrologer*



*the  
CannaBoss  
Babes*

The  other



Join us for 3 days of cannabis-inspired networking and content-producing events in the historic town of Hudson, New York.

**The CannaJo!nt After Party** takes place just steps from the Basilica Hudson at Kitty's Backyard, an eclectic, private outdoor garden space.

Hosted by The Canna Boss Babes, **The CannaJo!nt Content House** is located in the heart of the Hudson's Historic District, featuring curated experiences including a welcome dinner, breakfast, brunch, after-hours events and content creation opportunities with industry influencers.

## REVELRY *BUYERS' CLUB*

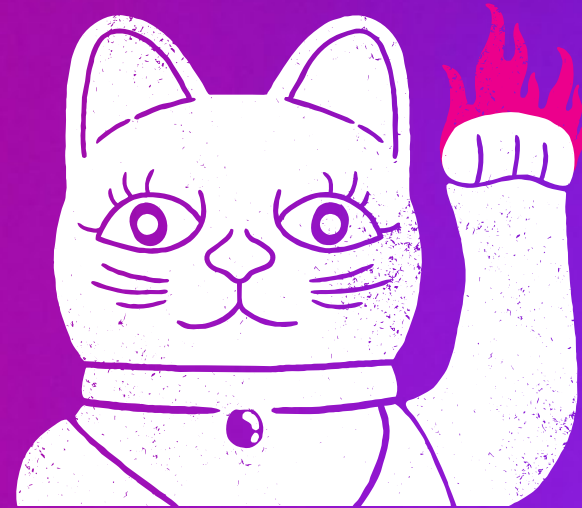
Rooted in the New York cannabis industry, **Revelry Buyers' Club** takes place at the Basilica Hudson, hosting retail buyers and brands from New York and surrounding states. The single-day B2B event mixes "the spirit of New York with cannabis business and culture."



Rogue Arena presents The CannaJo!nt is a cannabis-inspired marketing company driven by passion and community. Founded by Kelly Riddle and Lulu Cohen, TCJ hosts bold events alongside top cannabis conferences worldwide. With over a decade in legal cannabis, they create immersive experiences and unique opportunities for brands to gain exposure, build connections and grow.

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**REVELRY AFTER PARTY**  
**@KITTY'S BACKYARD**

4-minute walk along the Hudson River from Revelry Buyers' Club

**Wednesday | May 14th | 6-8:30pm**

BUSINESS NETWORKING | DRINKS & APPS | MUSIC

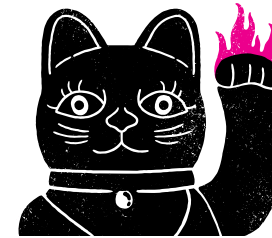
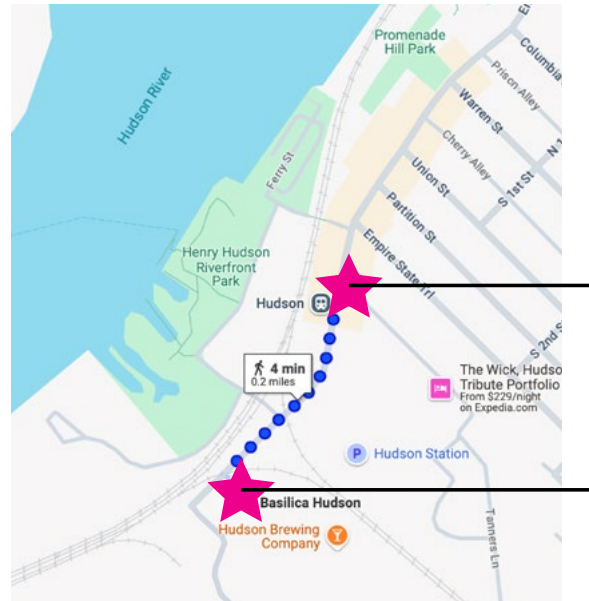
THE CANNASTROLOGIST | PALMISTRY | DOPE GIVEAWAYS + MORE!

# CANNA II THE JOINT™

## REVELRY AFTER PARTY @KITTY'S BACKYARD

Showcase your brand at this elevated cocktail reception, immediately following Revelry's flagship event – just steps away from the Basilica Hudson.

Event sponsors will be well-positioned to capture New York market share.

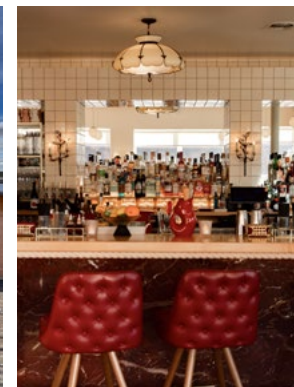


### The CannaJoint After Party

Kitty's Backyard & Restaurant  
60 S Front St, Hudson, NY 12534

### Revelry Buyers' Club

Basilica Hudson  
110 Front St, Hudson, NY 12534





## REVELRY AFTER PARTY @KITTY'S BACKYARD

### Title Sponsor

**\$5000**

- Logo listed on all event materials
- Display area on-site at Kitty's
- 6 tickets to After Party event
- 2 dedicated social media posts
- Featured product in swag bags
- Activation at the Content House
- Creative support from TCJ team

### Venture Level

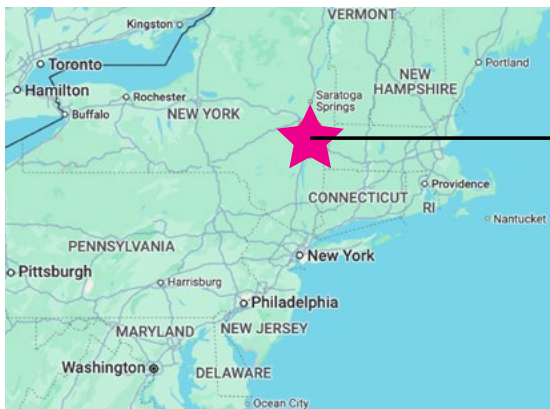
**\$3000**

- Inclusion on web & event emails
- Logo listed on event backdrop
- 3 tickets to After Party event
- 1 Dedicated social media post
- Featured product in swag bags
- Attendance at the Content House

### List Sponsorship

**\$1500**

- Logo included on website
- Inclusion on event posters
- 1 ticket to After Party event
- Inclusion in highlight reel
- Featured product in swag bags
- Attendance at the Content House



### Hudson, NY

*2-hour train commute  
from Manhattan*

*Train station adjacent  
to event, alongside the  
Hudson River.*

The CannaJoint's award-winning events marketing team can help design your activation or experience on-site. Don't miss this opportunity to highlight your brand to cannabis executives and industry influencers in New York and surrounding states.



Hosted & Curated By



Gain national reach with our content network at The Content House –  
located in the heart of the Hudson Historic District

# ENJOY A ZEN-LIKE BRAND-BUILDING EXPERIENCE

Tuesday-Thursday | May 13-15

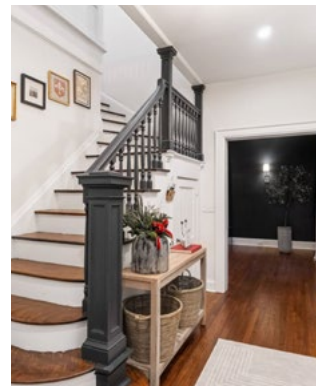
INFUSED DINNER | BREAKFAST & BRUNCH EVENTS | AFTER HOURS SESH  
YOGA | MASSAGE | PHOTO OPS | CONTENT RECORDING + MORE!



## CONTENT HOUSE HOSTED BY THE CANNA BOSS BABES

The CannaJo!nt Content House provides a rare opportunity to feature your brand among the leading creators in the cannabis space, from podcasts to vloggers to social influencers.

Enjoy the zen-like Content House experience hosted and curated by The Canna Boss Babes, featuring intimate networking dinner and breakfasts as well as photo ops, recording space, massage, yoga and more.





## **SPONSOR AN EVENT AT THE CONTENT HOUSE**

### ***Title Sponsor***

**\$3500**

- Logo listed on all event materials
- Featured display during event
- 4 tickets to sponsored event
- 2 dedicated social media posts
- Featured product during event
- Creative support from TCJ team

### ***Creator Sponsor***

**\$2000**

- Logo listed on website + email
- Tabletop display during event
- 2 tickets to sponsored event
- 1 dedicated social media post
- Product samples during event

### **CONTENT HOUSE EVENTS**

#### ***Infused Dinner***

7:00 - 9:00pm, Tuesday

#### ***Breakfast Networking***

8:00 - 9:30am, Wednesday

#### ***The Canna Boss Babes After Hours***

8:30pm - until, Wednesday

#### ***Brunch Sendoff***

9:00 - 11:00am, Thursday

Customize an Onsite Activation

Have another idea in mind? The TCJ team will work with you to curate a unique brand experience. Reach out to us at [kelly@thecannajoint.com](mailto:kelly@thecannajoint.com).





## **RUN OF EVENTS**

### TUESDAY, MAY 13

**7:00-9:00pm**

**Infused Dinner at The Content House**  
*private invite, ticketed*

**6:00-8:30pm**

**The CannaJoint After Party**  
at Kitty's Backyard  
*four-minute walk from Revelry*

### WEDNESDAY, MAY 14

**9:00-10:30am**

**Breakfast Networking Event**  
at The Content House  
*bagels, infused coffee*

**8:30pm - midnight**

**The Canna Boss Babes After Hours**  
at The Content House

**11:00am-6:00pm**

**Revelry Buyers Club**  
at Basilica Hudson

### THURSDAY, MAY 15

**9:00-11:00am**

**Brunch Sendoff Event**  
*breakfast charcuterie, infused coffee*



## 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.

**Ishqa Hillman** is a business strategist, podcast host, and advocate dedicated to empowering underrepresented communities within the cannabis industry. In 2019, she founded **The Canna Boss Babes LLC®**, an entrepreneurial support podcast and platform that fosters safe spaces for sharing stories, destigmatizing plant medicine, and promoting growth within the cannabis space. As host of the #5 Best Women in Cannabis Podcast (FeedSpot), Ishqa amplifies diverse voices to challenge stigmas and build authentic connections. Her efforts have earned her multiple nominations and awards, reflecting her commitment to breaking down barriers and fostering inclusivity in the cannabis community.



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# **CANNA** **THE JOINT™**

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



**SPONSOR  
PAYMENT  
LINK**