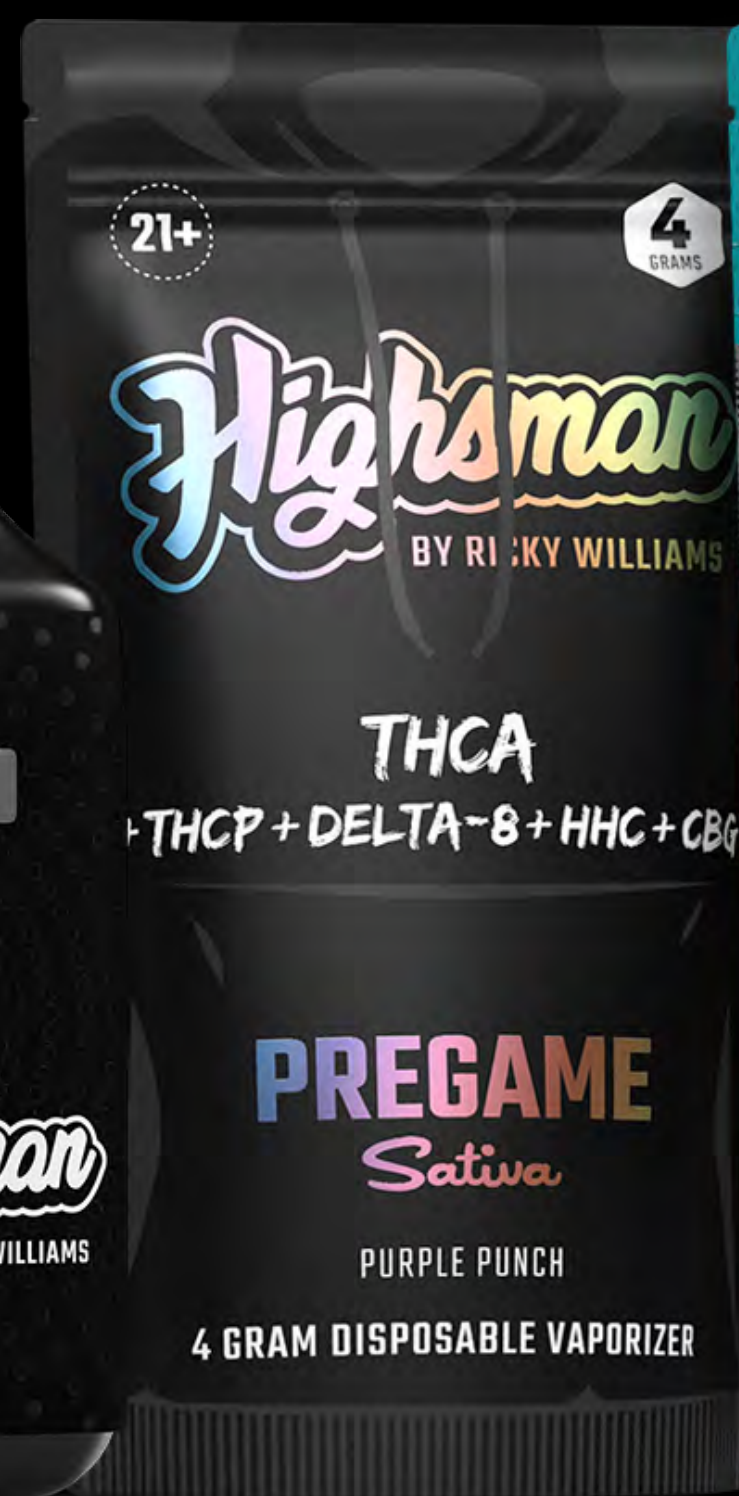




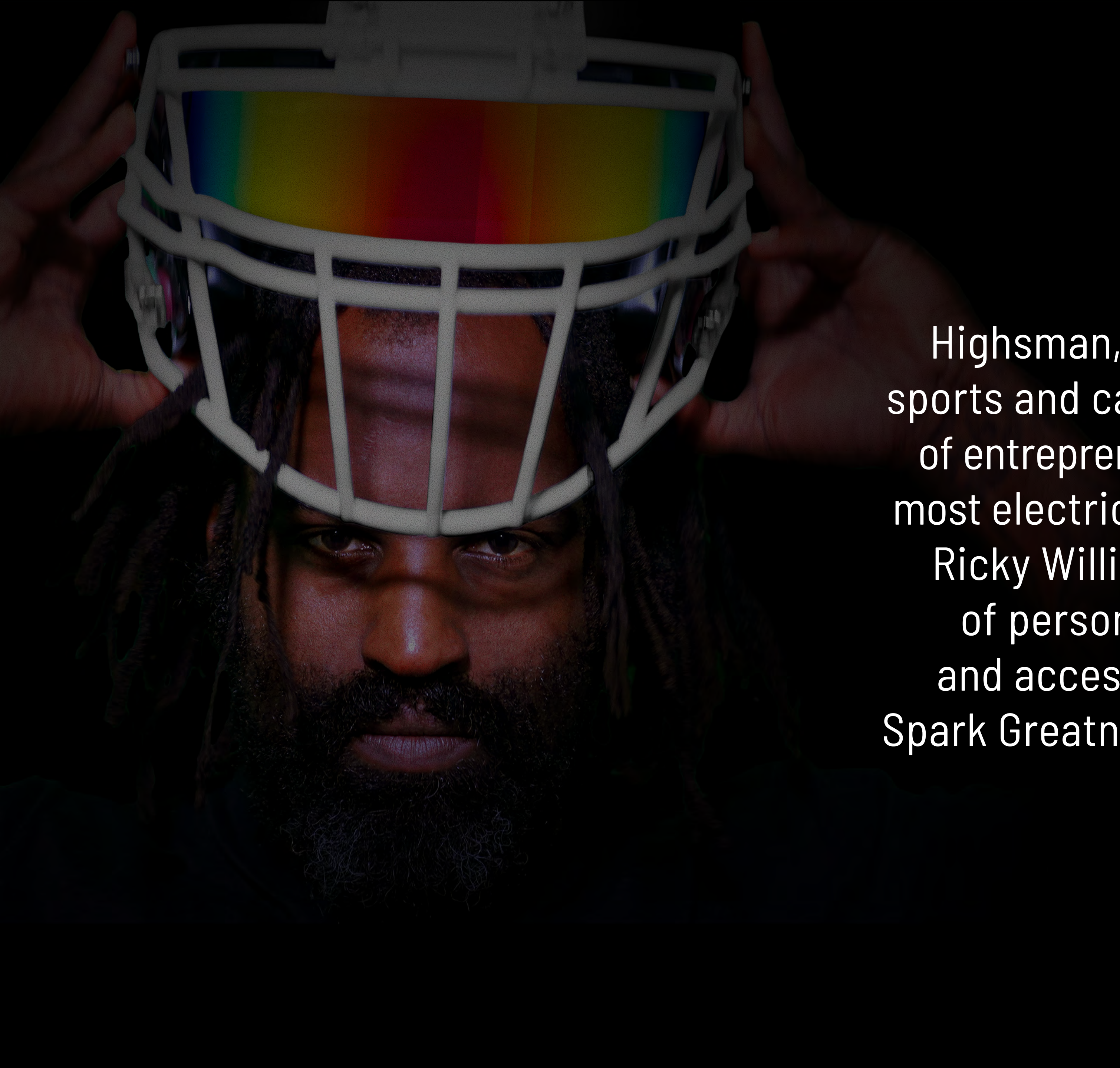
# Highsman

BY RICKY WILLIAMS

HEMP PRODUCT CATALOG | 2024







Highsman, positioned at the intersection of sports and cannabis, is the official lifestyle brand of entrepreneur, thought leader, and one of the most electric NFL running backs of the century, Ricky Williams. Featuring an innovative line of personally curated cannabis, apparel, and accessories, Highsman was created to Spark Greatness™ — no matter how you define it.



RICKY'S GREATEST HITS



21

NCAA RECORDS

46

U OF TEXAS  
CAREER RECORDS

228 YARD  
GAME

SINGLE-SEASON AND SINGLE-GAME  
RUSHING RECORDS FOR MIAMI  
DOLPHINS

5<sup>th</sup>

OVERALL DRAFT PICK  
BY THE N. ORLEANS  
SAINTS 1999

2002

FIRST-TEAM ALL-PRO AND  
PRO BOWL IN NFL

1998

HEISMAN TROPHY WINNER

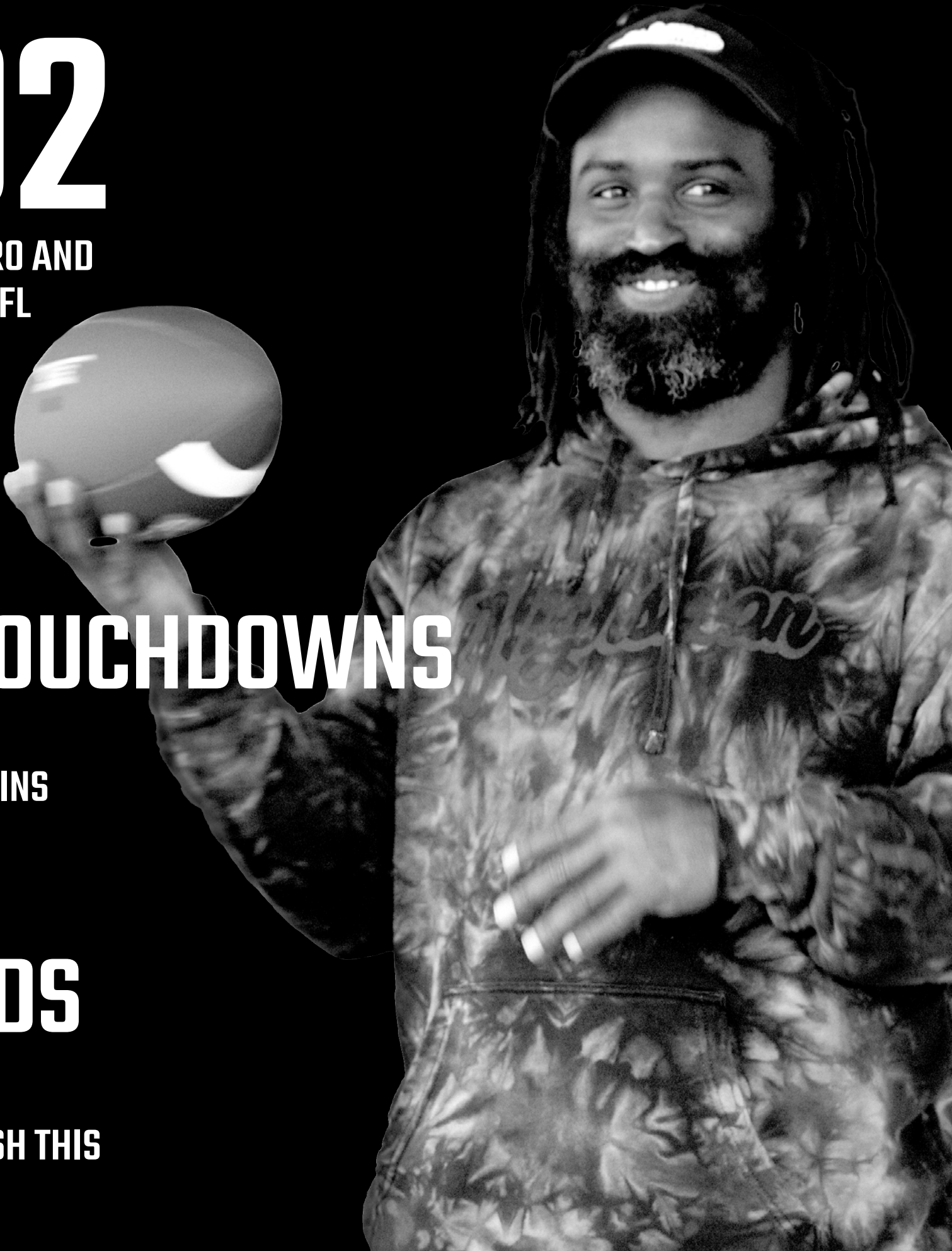


1,853 YARDS + 16 TOUCHDOWNS

LEAGUE LEADING TEAM RECORDS WITH THE DOLPHINS

10,000 YARDS

RUSHING FOR THE NFL 1 OF 31 PLAYERS TO ACCOMPLISH THIS

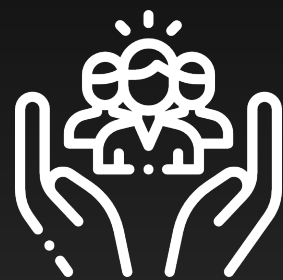




# MARKETING



BRAND AWARENESS



BRAND SUPPORT



## TOP APPEARANCES

REAL TIME  
WITH  
BILL MAHER



The  
New York  
Times

FAST  
COMPANY



The  
Boston  
Globe

TMZ

LA  
Times



# MARKETING HIGHLIGHTS

Creatively weaving sports and cannabis into each aspect of our marketing plan allows Highsman to build a targeted community while providing a unique and consistent brand experience that immediately sets us apart from the competition.



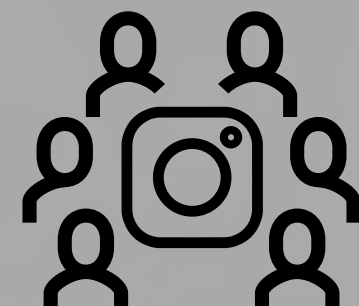
**138**

ACTIVATIONS  
& EVENTS



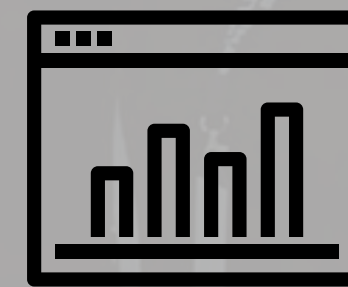
**16M**

TOTAL  
PODCAST  
STREAMS



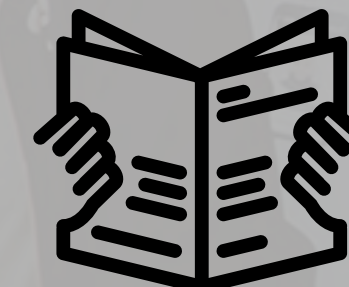
**214.5K**

INSTAGRAM  
FOLLOWERS



**70K**

UNIQUE  
WEB USERS



**345+**

INTERVIEWS OR  
PLACEMENTS

**50B+**

IMPRESSIONS



**4**

METaverse  
WATCH  
PARTIES &  
HANGOUTS



# STRATEGIC COLLABORATIONS

## CANNABIS COLLABS

*Jeeter*

- Top selling pre-roll brand in the country
- Cult-like following in multiple markets
- Sticky Ricky 3 piece box set collab
  - Super Bowl 2022 drop - CA
- Sticky Ricky Baby Cannon collab
  - Super Bowl 2023 drop - CA, AZ, MI

## LIFESTYLE COLLABS

V E S S E L

- Innovative hardware manufacturer
- Cutting edge industrial design
- Consumption device manufacturing partnership
- Q3 2022 launch - global

**SPORTSVILLE**

- Lifestyle meme account with massive reach
- Strong crossover with core audience
- I Got High merch and apparel collab
- Super Bowl 2023 drop - global

**VIBES**<sup>TM</sup>  
FINE ROLLING PAPERS

- Premium rolling paper manufacturer
- High cultural relevance
- Pre-roll cone manufacturing partnership
- Planning a Q2 2023 launch - CA, OR, WA, MA, AZ, NV

 **TIMELESS**

- Top-shelf, small batch pre-roll manufacturer
- Highly sought after, limited edition collaborations
- Infused and non-infused cigarillos
- Planning a Q2 2023 drop - CA, AZ, NV

*Mitchell & Ness*

- Premier manufacturer of lifestyle sports apparel
- High cultural relevance
- Merch and apparel collab
- Planning a Q3 2023 launch - global





# OUR STRAIN CATEGORIES



## PREGAME

Highsman's Pregame features energizing and attention-grabbing sativas, focusing on phenotypes with strong expressions of the terpenes limonene and pinene. Combined, these terpenes are known to promote alertness and motivation.



## HALFTIME

Highsman's Halftime features balanced and restorative hybrids, delivering phenotypes with strong expressions of the terpenes caryophyllene, humulene, and myrcene. When combined, these terpene profiles stimulate a smooth, leveled euphoria while reducing inflammation and anxiety.



## POSTGAME

Highsman's Postgame features restful and recovery-focused indicas, boasting phenotypes with strong expressions of the terpenes myrcene, linalool, and beta-caryophyllene. These terpenes work in tandem to help with pain relief, relaxation, and rest.



# CONNECTING WITH THE CULTURE





# OUR THC-A DELTA-8 AND DELTA-9 PRODUCT LINE

VAPORIZERS • CARTRIDGES • GUMMIES





# HIGHSMAN + MIAMI BRAND 4G THC-A VAPES



## TRIUMPHANT RETURN

Experience the thrill with Ricky Williams' triumphant return to Miami in every puff of our disposable cannabis vape series. Elevate your senses with each inhale, celebrating a legend's comeback in style.



### 4G THC-A DISPOSABLE VAPE RUN RICKY RUN (Pregame) SATIVA

Take it to the house with "Run Ricky Run," a Pregame boost by Ricky "The Highsman" Williams. Crafted for Sparking Greatness™, this 4-gram THC-A disposable blend captures the essence of Miami's vibrant spirit with a powerhouse of ripe pineapple and indulgent guava jam. Elevate your pregame with the expertly curated formula of THC-A, THC-P, D8, HHC, and CBG.

### 4G THC-A DISPOSABLE VAPE Marino's Magic (Halftime) HYBRID

Blow the competition away with "Marino's Magic," a 4-gram THC-A blend expertly curated by Ricky "The Highsman" Williams. The perfect formula of THC-A, THC-P, DELTA-8, and HHC delivers a magical combination of sweet and pine flavors that elevates your Halftime experience with a touch of legendary inspiration.

### 4G THC-A DISPOSABLE VAPE Berry Zonka (Postgame) INDICA

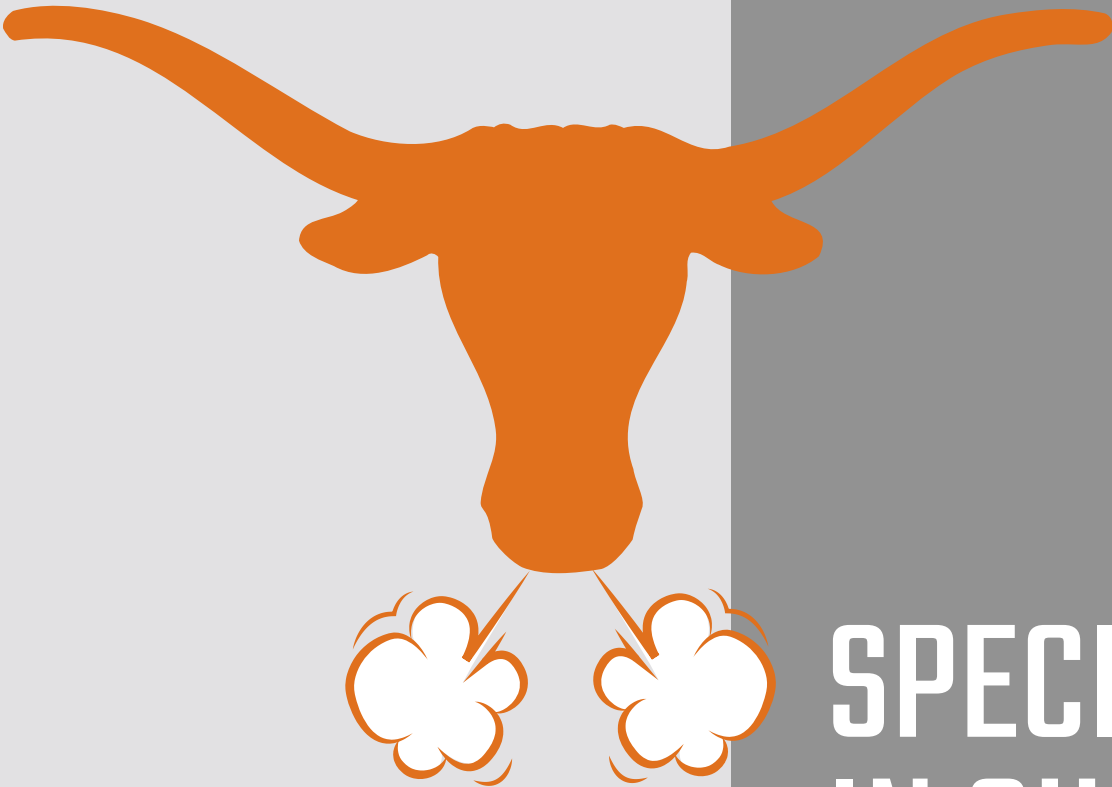
After the game, take home the MVP with "Berry Zonka," a 4-gram THC-A blend expert curated by Ricky "The Highsman" Williams with THC-A, THC-P, DELTA-8, and CBN. Vibrant notes of sweet purple berry and spicy zest generate a powerhouse of flavor. Sit back and relax as myrcene's restorative effects become the perfect encore to each game of a perfect season.



curated formula of THC-A, THC-P, D8, HHC, and CBG.  
detailed notes of the high-quality and powerful  
and a homegrown of the high-quality and powerful



# HIGHSMAN + TEXAS BRAND 4 G THC-A VAPES



## SPECIAL PLACE IN OUR HEARTS

Savor the Lone Star spirit with Ricky Williams' return to Texas in our disposable cannabis vape series. Each exhale echoes triumph, capturing the essence of a homecoming legend. Elevate your experience with every flavorful puff.



## 4 GRAM DISPOSABLE VAPE HOOK'EM HAZE (Pregame) SATIVA

Saddle up for your Pregame routine with “Hook’em Haze,” a 4-gram THC-A disposable blend expertly curated by Ricky “The Highsman” Williams. Prepare for the untamed potency of ripe pineapple and indulgent guava jam flavors. This game-winning formula of THC-A, THC-P, DELTA-8, HHC, and CBG is your ticket to an elevated state.

## 4 GRAM DISPOSABLE VAPE TEXAS TORNADO (Halftime) HYBRID

Savor the magic of the Halftime show with “Texas Tornado,” a 4-gram THC-A disposable blend expertly curated by Ricky “The Highsman Williams. Experience a balanced euphoria as the specialized fusion of THC-A, THC-P, DELTA-8, and HHC takes center stage. Sweet pine notes form a harmonious swirl of flavor that hits harder than the bass drum of the marching band.

## 4 GRAM DISPOSABLE VAPE ORANGE KRUSH (Postgame) INDICA

Celebrate the Postgame triumph with “Orange Krush,” a 4-gram THC-Adisposable blend expertly curated by Ricky “The Highsman” Williams. This special formula of THC-A, THC-P, DELTA-8, and CBN teams up with the myrcene cannabinoid to cultivate full-body relaxation after krushing the competition. This powerhouse of purple berry and sweet-spicy flavors are a Texas-sized finale to your victorious game day.





# HIGHSMAN BRAND 4 G THC-A VAPES



## 4 GRAM DISPOSABLE VAPE PURPLE PUNCH (Pregame) SATIVA

Step onto the field with confidence fueled by “Purple Punch.” This 4-gram THC-A Pregame blend is hand-chosen by Ricky “The Highsman” Williams for its unique mix of cannabinoids and terpenes crafted for a refreshing fusion of ripe pineapple and guava jam that propels you through the endzone. Unleash this winning formula of THC-A, THC-P, DELTA-8, HHC, and CBG.

## 4 GRAM DISPOSABLE VAPE SWEETNESS 34 (Halftime) HYBRID

Experience the Halftime sensation with “Sweetness 34,” a 4-gram THC-A disposable blend carefully curated by Ricky “The Highsman” Williams. The unique mix of THC-A, THC-P, DELTA-8, and HHC creates a harmony of sweet flavor with pine notes for a smooth and balanced experience that lingers on your taste buds. Ignite inspiration and Spark Greatness™ with every puff.

## 4 GRAM DISPOSABLE VAPE BLACKBERRY BLITZ (Postgame) INDICA

Unwind after the game with “Blackberry Blitz,” a 4-gram THC-A Postgame blend expertly curated by Ricky “The Highsman” Williams. This delicious fusion of sweet berry and subtle spiciness provides mouthwatering relief after a hard fought competition. The unique formula of THC-A, THC-P, DELTA-8, and CBN is your ticket to sweet relaxation and recovery that enables you to Spark Greatness™ for seasons to come.

## A TASTE FOR THE GAME

Unleash legendary taste with Ricky Williams' curated disposable vape series. Elevate your senses with each puff, as the iconic athlete brings you a symphony of flavors. Discover the essence of greatness in every inhalation.





# HIGHSMAN BRAND 2 GRAM THC-A CARTRIDGES



## 2 GRAM CARTRIDGE PURPLE PUNCH (Pregame) SATIVA

Step onto the field with confidence fueled by “Purple Punch.” This 2-gram THC-A Pregame blend is hand-chosen by Ricky “The Highsman” Williams for its unique mix of cannabinoids and terpenes crafted for a refreshing fusion of ripe pineapple and guava jam that propels you through the endzone. Unleash this winning formula of THC-A, THC-P, DELTA-8, HHC, and CBG.

## 2 GRAM CARTRIDGE SWEETNESS 34 (Halftime) HYBRID

Experience the Halftime sensation with “Sweetness 34,” a 2-gram THC-A cartridge blend carefully curated by Ricky “The Highsman” Williams. The unique mix of THC-A, THC-P, DELTA-8, and HHC creates a harmony of sweet flavor with pine notes for a smooth and balanced experience that lingers on your taste buds. Ignite inspiration and Spark Greatness™ with every puff.

## 2 GRAM CARTRIDGE BLACKBERRY BLITZ (Postgame) INDICA

Unwind after the game with “Blackberry Blitz,” a 2-gram THC-A Postgame blend expertly curated by Ricky “The Highsman” Williams. This delicious fusion of sweet berry and subtle spiciness provides mouthwatering relief after a hard fought competition. The unique formula of THC-A, THC-P, DELTA-8, and CBN is your ticket to sweet relaxation and recovery that enables you to Spark Greatness™ for seasons to come.

## A TASTE FOR THE GAME

Embark on a taste journey with Ricky Williams' signature cartridge series. Elevate your experience as the legendary athlete brings unparalleled flavor to every inhale. Indulge in the essence of refined taste with each puff.





# HIGHSMAN BRAND THC DELTA-8 AND DELTA-9 GUMMIES



## THE BLUE ONE (Pregame) SATIVA

Elevate your Pregame ritual with Highsman's Pregame Gummies. Expertly curated by Ricky "The Highsman" Williams, this masterful THC-A blend combined with tropical fruit flavors to kickstart your gameday experience. Elevate your mindset as you prepare for the excitement that lies ahead.



## THE YELLOW ONE (Halftime) HYBRID

Score big during the break with Highsman's Halftime Gummies. Expertly curated by Ricky "The Highsman" Williams, this THC-A blend elevates the locker room experience to new heights with game-changing sweet and fruity flavors. Make the most of every opportunity to Spark Greatness that bounces your way.



## THE RED ONE (Postgame) INDICA

After the final whistle, indulge in Highsman's Postgame Gummies. Ricky "The Highsman" Williams expertly selected this THC-A blend to form to elevate your rest and recovery. Cap off your game day with the sweet flavor of victory.

## EDIBLES FOR THE SPORTS LOVERS

Score big with our edible gummies – a slam dunk for sports fans! Elevate your game-day experience with delicious flavors and the perfect THC blend. Unleash the fan in you, one bite at a time.





# PLACE YOUR ORDERS

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503.433.5180

