

HIGH

SOPHISTICATION

2025 | PRESS KIT

WHO WE ARE

Experience a new era in cannabis culture where education and empowerment converge.

Our mission is to inspire, inform, and advocate while breaking down the stigmas surrounding cannabis use.

At High Sophistication, we believe cannabis is more than a plant. Our platform is designed to elevate conversations around cannabis, blending thoughtful content with a sophisticated approach.

Welcome to High Sophistication, where cannabis culture is redefined.

HS | OVERVIEW

- ❖ HIGHSOPHISTICATION.COM
- ❖ HS | THE PODCAST
- ❖ THE CANNABIS TOURIST
- ❖ MARKETING PARTNERSHIP AND SPONSORSHIPS

PRODUCT SPOTLIGHT| SAC DE FLEURS

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HIGHSOPHISTICATION.COM has many ways to connect you with your audience

WEB SERIES HS| The Podcast and The Cannabist Tourist

SOCIAL IMPACT if your company has or sponsors a group that is making a positive impact on the cannabis community, in the United States, we can add you to our social impact page

EVENTS if your company has or is sponsoring an event, in the United States, we can add it to our events page

HS| BLOG get featured in HS| The Blog -ideal for company profiles, product reviews, event promotion and coverage

High Sophistication|
THE PODCAST



HS| The Podcast, hosted by VikkiMarie, is your go-to destination for conversations about cannabis culture.

Join VikkiMarie as she explores the diverse world of cannabis, from its medicinal uses to the latest industry trends. Each episode delves into the highs and lows of cannabis, featuring expert interviews, personal stories, and a touch of humor.

Whether you're a seasoned enthusiast or a curious newcomer, HS| The Podcast offers a welcoming space to learn, laugh, and connect with the vibrant community surrounding this remarkable plant.

HS | THE PODCAST

Format

Remote interviews with people related to the cannabis industry

Guests will include but not be limited to: business professionals, growers, activists, brand spokespeople, influencers, other podcasters, musicians, comedians, educators, and event promoters

Distribution

YouTube, YouTube Music, Spotify, Apple Podcast, Stitcher, Overcast and Pocket Casts with clips on Instagram Reels

Schedule

Episodes will be distributed on Mondays

Some episodes may show individuals consuming/using cannabis and hemp products

A woman with long brown hair, wearing a black dress with a white floral pattern and a red necklace, is reaching for a jar of cannabis in a dispensary. The counter is wooden and has several jars, some with green lids, and a small plant. The background is blurred, showing shelves with more products. The text "High Sophistication|" is overlaid on the image in a white serif font.

High Sophistication|

THE CANNABIS TOURIST

The Cannabis Tourist is a web series hosted by VikkiMarie, that explores the fascinating world of cannabis tourism in the United States.

Join VikkiMarie as she takes viewers on a journey to discover unique cannabis destinations, events, and experiences across the country. From vibrant cannabis festivals to cannabis-friendly accommodations, the series provides an insider's look into the evolving landscape of cannabis tourism.

The Cannabis Tourist is a must-watch for enthusiasts and curious minds alike. Embark on a delightful adventure, and uncover the diverse and evolving world of cannabis tourism in the U.S.

THE CANNABIS TOURIST

Format

On site tours and remote interviews with cannabis industry related companies

Featured companies will include but not be limited to: grows, manufacturers, dispensaries, events, festivals, and consumption lounges

Distribution

YouTube, YouTube Music, Spotify, Apple Podcast, Stitcher, Overcast and Pocket Casts, with clips on Instagram Reels

Schedule

Episodes will be distributed on Thursdays

Some episodes may show individuals consuming/using cannabis and hemp products

MARKETING PARTNERSHIP AND SPONSORSHIPS

HIGHSOPHISTICATION.COM

Website Takeover, HS| The Blog Sponsorship, Newsletter Sponsorship

HS | THE PODCAST

Episode and Season Sponsorship

THE CANNABIS TOURIST

Episode and Season Sponsorship

MARKETING PARTNERSHIP

Influencer and Affiliate Marketing, Social Media, Guest Speaking/ Appearances

HOW TO CONTACT US

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