



Texas Cannabis POLICY CONFERENCE

Sponsorship Opportunities

Our annual Texas Cannabis Policy Conference will be hosted in-person at Texas A&M University, allowing for meaningful connections between attendees (including students), speakers, and sponsors. Speakers will include legislators, regulators, attorneys, healthcare professionals, researchers, academics, veterans, patients, and other advocates. Sponsors make great events possible and empower advocates from across the state as we prepare for the 2022 election season and 2023 legislative session!

Texas A&M University: 275 Joe Rouff Blvd, College Station, Texas 77843

Date: March 4-6, 2022

The following sponsorship levels have been created to be mutually beneficial, providing your business or organization maximum exposure and engagement.

<u>Benefit</u>	<u>Supporting</u> (\$500)	<u>Gold</u> (\$1000)	<u>Platinum</u> (\$2500)	<u>Premier</u> (\$5000)
Logo Placement: Conference Website, Sponsor Page in Event Program, and Signage	✓	✓	✓	✓
Registration Bag: Advertising Fliers, Business Cards, and/or Product Samples for Attendees	✓	✓	✓	✓
Social Media Promo: Personalized Graphic Highlighting Sponsorship, Shared on Social	✓	✓	✓	✓
Event Program: Print Ad Space (Full Color)		✓ 1/4 Page	✓ 1/2 Page	✓ Full Page
Outreach: Dedicated Table in Conference Hall (Limit 10)		✓	✓	✓
Access: Conference Passes for Sponsors		Two General Admission	Two VIP Passes	Four VIP Passes
Executive Speaking Opportunity (Panel or Solo)			✓	✓
Keynote Sponsor: Video Ad Before Keynote Presentation (Limit 4) OR Exclusive Friday Reception Sponsor (Limit 1 -First Come, First Serve.)				✓
Premier Logo Placement: Dedicated Sponsor Slide Featured Between Sessions; Printed on Registration Bags, and Step & Repeat.				✓
Advertising in Promo Email (25,000 contacts)				✓

Contact: Lisa Sewell
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Sponsorship Benefit Details

Logo Placement: Conference Website, Sponsor Page in Event Program, and Signage

- Sponsor logo will be displayed on our conference website with a link to the company's website.
- Logo will be included on our Sponsor Page in the printed event program.
- Logo will be featured on the projector between sessions and printed on signage throughout the event space.

Registration Bag: Advertising Fliers, Business Cards, and/or Hemp Product Samples for Attendees

- Every attendee will receive a registration bag with conference handouts and promotional material from sponsors. Sponsors may provide up to three promotional items for inclusion.
- Fliers may be up to 8.5 x 11in in size. Hemp product samples may not exceed .3% THC and must comply with all state and federal requirements.
- Deadline: Promotional materials and products should be mailed to event organizers and received no later than Thursday, February 24.

Social Media Promo: Personalized Graphic Highlighting Sponsorship, Shared on Social

- A promotional graphic will be created for each sponsor to highlight their support for the conference. Graphics will be shared on social media networks and event pages.
- Sponsors are encouraged to share promo graphics with their network to help raise awareness about the event.

Event Program: Print Ad Space (Full Color)

- Event program will include conference schedule, speaker bios, relevant policy information, and a page featuring all sponsor logos.
- Additional ad space is included for higher level sponsors.
 - Gold: ¼ page, Platinum: ½ page, Premier: Full page.
- Deadline: Graphics for ads due by Friday, February 4.

Onsite: Dedicated Table in Conference Hall (Limit 10)

- Sponsor tables are 6ft in size with electrical access. Tables will be in the main area outside of conference rooms in the Bethancourt Prefunction Hall. (Setup: Friday afternoon. Breakdown: Sunday afternoon.)

Access: Conference Passes for Sponsors

- Conference passes will be provided for higher level sponsors.
 - Gold: (2) General Admission, Platinum: (2) VIP Passes, Premier: (4) VIP Passes.
- Additional passes for sponsor guests can be purchased at a discounted rate.

Executive Speaking Opportunity (Panel or Solo)

- Sponsor may offer a speaker to participate in the conference. Topic and placement will be agreed upon by the sponsoring organization and conference organizers.
- Speakers are encouraged to attend social events, including Friday Reception and our Saturday evening Speaker Meet & Greet and Awards Banquet.

Keynote Sponsor: 1-3 Minute Video Ad Before Keynote Presentation (Limit 4) OR

Exclusive Friday Reception Sponsor (Limit 1 - First Come, First Serve.)

- Sponsors may produce and submit a 1-3 minute video ad to be played before a keynote presentation begins.
- Sponsorship acknowledgement while guests wait for the presentation to begin.

Premier Logo Placement

- Full page slide with logo during slide shows, which run between presentations.
- Premier sponsor logos will be printed directly onto attendees' registration bags.
- Premier sponsor logos will be printed on our "Step & Repeat," a large banner that will be available for attendee photo opportunities.

Dedicated Advertising in Conference Promo Email

- Your sponsorship will be featured in one of the promotional emails sent to our list of 25,000+ cannabis advocates.
- Company logo, brief paragraph description (100 words), and website will be included.