



Texas Cannabis

POLICY CONFERENCE

Sponsorship Opportunities

Our 2024 Texas Cannabis Policy Conference will be hosted in-person at Texas A&M University, allowing for meaningful connections between attendees, 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 2025 legislative session!**

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

Date: September 12-14, 2024

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> (\$1,000)	<u>Gold</u> (\$2,500)	<u>Platinum</u> (\$5,000)	<u>Premier</u> (\$10,000)
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 15)		✓	✓	✓
Access: Conference Passes for Sponsors	Two General Admission	Two All Access Passes	Four All Access Passes	Six All Access Passes
Executive Speaking Opportunity (Panel or Solo)			✓	✓
Keynote Sponsor: Video Ad Before Keynote Presentation (Limit 4) OR Exclusive Thursday 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)				✓

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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 Friday, August 30.**

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, August 23.

Onsite: Dedicated Table in Conference Hall (Limit 15)

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

Access: Conference Passes for Sponsors

- Conference passes will be provided to sponsors.
 - Supporting: (2) General Admission, Gold: (2) All Access, Platinum: (4) All Access, Premier: (6) All Access.
- Additional or upgraded passes for sponsors 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 Thursday Reception and our Friday evening Speaker Meet & Greet and Awards Banquet.

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

Exclusive Thursday 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.