

SPONSORSHIP OPPORTUNITIES



**TEXAS
CANNABIS
POLICY
CONFERENCE**



JAN 29-31



» At the Texas Cannabis Policy Conference, the minds that are around cannabis reform in Texas get to come together and talk about what they're working on and learn from one another.

Speaker Pro Tem Joe Moody
Texas House District 79



Current cannabis policies in Texas are
confusing and inefficient. We can do better!

CANNABIS SHOULD BE SAFE & LEGAL

NO MORE ARRESTS FOR CANNABIS



- ☆ Good Jobs
- ☆ Product Safety
- ☆ Industry Accountability
- ☆ Reasonable Regulations
- ☆ Tax Revenue / Property Tax Relief
- ☆ Medical Research
- ☆ Preserve Criminal Justice Resources

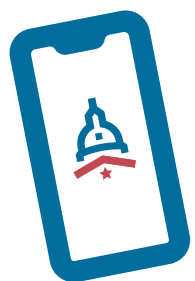


TEXAS CANNABIS POLICY CENTER

The Texas Cannabis Policy Center is a civic center for grassroots engagement with lawmakers. We're proud to work with a broad coalition of organizations, activists & community leaders dedicated to bringing about effective, efficient & evidence-based canna policies in Texas.



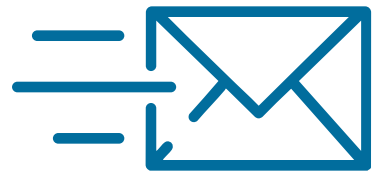
Since beginning our work in **2014**, we've built a broad, multi-partisan coalition, generated hundreds of thousands of phone calls and emails to lawmakers, mobilized thousands of advocates/citizen lobbyists at the Capitol, facilitated high impact testimony before legislative committees, and provided resources for advocates and policymakers.



OUR NETWORK

28,000+

★ EMAIL LIST SUBSCRIBERS ★



40%

★ OPEN RATE ★

LAST 90 DAYS



Accounts reached - 29,000+
(with 48.6% non-followers)
Growth - 700 new followers
Engagement Rate - 2%



Views 179,000+
Engagement 22,000+
Followers 24,000+



IN THE NEWS



Fort Worth Star-Telegram (3/28/2025) The Texas Cannabis Policy Center supports...regulations like age restrictions and packaging and labeling restrictions for not advertising to children. "We, however, are not going to be supporting any legislation that prohibits responsible adult use of THC," Fazio said.

Texas Standard (3/13/2025): "The solution is not prohibition. We know from many years of history that prohibition simply doesn't work. Instead, what we'd like to see instituted are sensible regulations..." - Heather Fazio

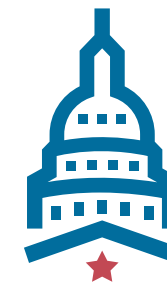
Austin Chronicle (3/7/2025): "God bless the cannabis advocacy groups, like the Texas Cannabis Policy Center, who read these filings and do education, both with the public and politicians."

Houston Chronicle (2/05/2025) "Inconsistent polling numbers show that Texans are confused about cannabis policy, and that our laws are inconsistent and ineffective," Fazio said. "What is clear is that Texans oppose prohibition."

Forbes (11/13/2024) "Heather Fazio of the group [Texas Cannabis Policy Center] said that 2025 is "likely to be a very consequential legislative session."

"Our state's cannabis laws are complicated and ineffective," Fazio told Marijuana Moment. "Thankfully lawmakers are taking the issue seriously and filing bills as soon as possible to get the process started."

TEXAS CANNABIS



POLICY CENTER

2025

>>

7 out of 10 Texas voters want hemp-derived consumable THC to remain legal with age restrictions and warning labels.

Fabrizio, Lee & Associates

Should remain legal

Should be banned outright

Don't know / Refused

ALL	GOP	IND	DEM
70%	59%	73%	83%
16%	23%	14%	7%
14%	18%	13%	11%

2024

>>

Almost 4 out of 5 Texans (79%) support legalizing the sale and use of medical marijuana with a prescription.

University of Houston

79%

MEDICAL



2024

>>

69% support decriminalizing possession of marijuana for personal use and 62% support legalizing the sale and possession of recreational marijuana.

University of Houston

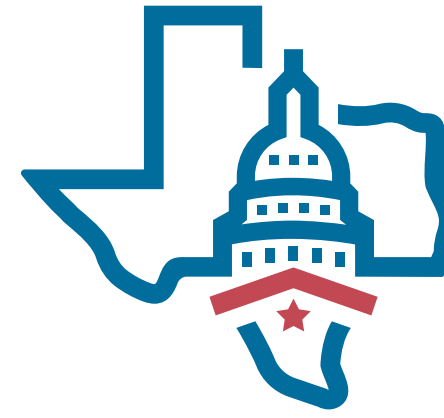
69%

DECRIMINALIZATION

62%

RECREATIONAL

- ☆ **42K FEWER** cannabis **ARRESTS!**
- ☆ **\$ 5.5M** police officer hours **SAVED**
- ☆ **\$ 7.6M** lab hours **SAVED**
- ☆ **\$ 55.5M** jail costs **SAVED**
- ☆ **\$ 18.5M** indigent defense **SAVED**
- ☆ **\$ 12.5M** admin courts costs **SAVED**
- ☆ **\$ 20M** DA time **SAVED & FOCUSED** on *real* crime!
- ☆ **\$ 1.2B SAVED** annually thanks to fewer arrests!



TOGETHER
★ **WE CAN** ★
MAKE CHANGE
IN TEXAS



So let me be clear, I stand in favor of doing all we can to protect the lives of our children while also protecting the liberty of adults.

Texas Governor
Greg Abbott



I would certainly expand medical cannabis. If it'll help somebody, I'm for it.

Texas Agriculture Commissioner
Sid Miller



There are people who use who do not deserve to be branded for life as criminals.

Senior District Court Judge
John Delaney



★ WHY ★

To bring about effective, efficient, and evidence-based cannabis policies in Texas and create meaningful connections between legislators, healthcare professionals, researchers, academics, attorneys, veterans, patients, and other cannabis advocates.

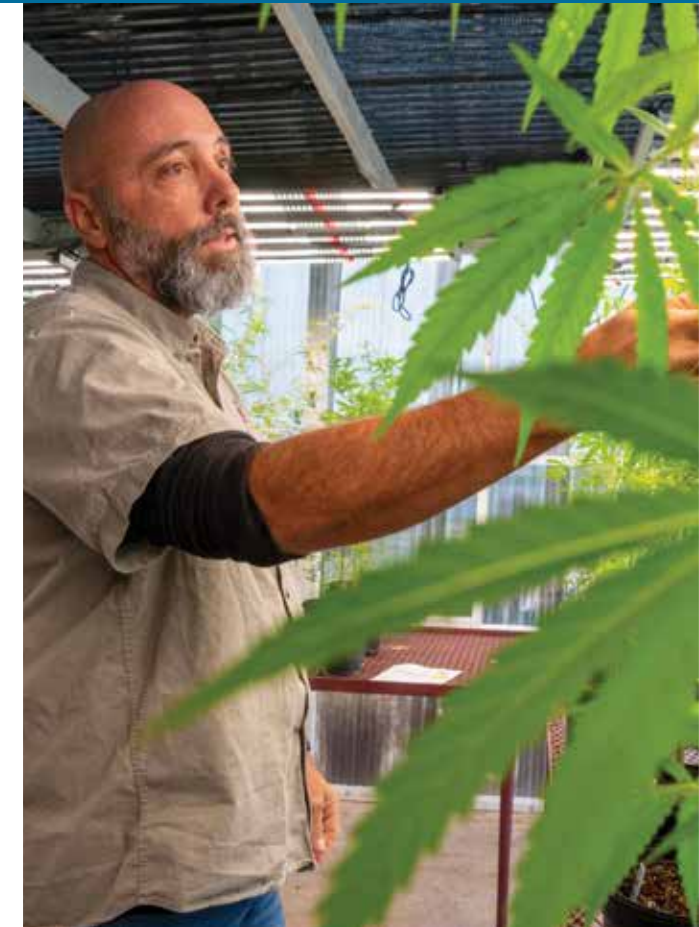


★ WHERE ★

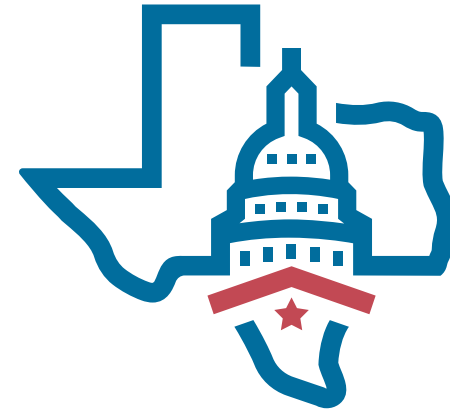
University of Texas
Thompson Conference Center
2405 Robert Dedman Drive
Austin, Texas 78712

★ WHEN ★

January 29 - 31



200+



COME JOIN US
★ JAN 29-31 ★
AT THE UNIVERSITY
OF TEXAS IN AUSTIN

★ **EXPECTED ATTENDEES** ★



ADVOCATES



POLICYMAKERS



INDUSTRY LEADERS



ENTREPRENEURS

Our in-person conference will be recorded and made available online as an educational resource.

SPONSORSHIP OPPORTUNITIES



SUPPORTING

\$1,000



GOLD

\$2,500



PLATINUM

\$5,000



PREMIER

\$10,000



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





SPONSOR LOGO PLACEMENT

- Link and logo on conference website
- Sponsor page in event program
- Event space signage
- Between session slide



SOCIAL MEDIA PROMOTION

- Personalized promo graphic
- Shared on our social network
- *Sponsors are encouraged to share promo graphics*



REGISTRATION BAG

- Include 3 handouts or promo materials
- Up to 8.5"x11" | Must arrive by January 23rd
- *All cannabis product samples will be distributed at our off-campus Thursday evening reception. No cannabis products are allowed on campus.*





OUTREACH TABLE IN SPONSOR LOUNGE AND/OR AT OFF-CAMPUS RECEPTION (LIMIT 15)

- **Thursday Reception:** Sponsor tables at off-campus reception are 6 feet w/ electrical access. Legal hemp samples may be distributed.
- **Friday/Saturday Conference:** Sponsor tables at on-campus conference will be 8 feet w/ electrical access. No cannabis on campus.



PRINT AD IN EVENT PROGRAM

- 1/4 page, full color ad in event program
- Artwork due: January 16th
- Program will include: schedule, speaker bios, relevant policy info, sponsor page



ALSO INCLUDES





PL

SO

EXECUTIVE SPEAKING OPPORTUNITY

- Speak on stage at the conference
- Topic and placement to be agreed upon by conference organizers and sponsor.

PASSES

4

ALL ACCESS

ALSO INCLUDES



PREMIER SPONSOR



KEYNOTE OR RECEPTION SPONSOR

- 1-3 minute video ad before keynote (limit 4)
OR exclusive Thursday Reception Sponsor (limit 1)
- Sponsor acknowledgement while guests wait
- Video due: January 23rd



PREMIER LOGO PLACEMENT

- Full page slide with logo during slide shows which run between presentations
- Logo printed on registration bags and on "Step & Repeat" promo



DEDICATED AD IN PROMO EMAIL

- Company name, description, and website featured in promotional email sent to 28,000 cannabis activists

ALSO INCLUDES





**TEXAS CANNABIS
POLICY CENTER**

TOWARD LIBERTY!

With your support, this conference will serve as a catalyst advancing meaningful cannabis policy in Texas!

HOLLY MCCORD

Communications Director
Texas Cannabis Policy Center

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