**LEGACY 420**

**Indigenous Cannabis Musicfest**

June 6, 2018

Kevin Shaganash

Festival Director

346 York Road

Tyendinaga Mohawk Territory, ON K0K 1X0

Sponsorship:

We are offering a sponsorship opportunity with Legacy 420 Indigenous Cannabis Musicfest, “***Indigenous Awakening***”, that is scheduled on August 11, 2018. Through the vision of Tim Barnhart, owner of Legacy 420, we are bringing Indigenous artists together as one united voice to celebrate our art, culture and diversity. Legacy 420 is one of Canada’s largest Indigenous state-of-the-art cannabis dispensaries located on Tyendinaga Mohawk Territory.

Our purpose is to educate, promote, advocate and defend the interests and rights of indigenous people, communities and businesses involved in the cannabis industry throughout Canada and Treaty Territories. Working with the National Indigenous Medical Cannabis Association **(NIMCA),** a non-profit corporation, we encourage the self-regulation of indigenous medical cannabis through the application of Indigenous political and economic principals and governance.

This event will be the first annual musicfest and we welcome you to become one of our founding sponsors. Sponsorship will ensure that your organization or company will be highlighted in this premier event through our advertisement efforts which will include posters, bill boards, commercials and social media outlets. We are anticipating an audience of up to 10,000 festival goers!

The musicfest will consist of the following:

Date August 11, 2018

Event Location Tyendinaga Territory (central location with easy access)

Hours 12:00 pm to 12:30 am

Opening Ceremony Jason Solomon, Hand Drum

13 Performing Artists:

Headstones (Headliner), DJ Shub, Derek Miller, Murray Porter, Logan Staats,Drezus, Leonard Sumner, Elijah & the Backburners, Starwalker with River City Junction Band, Kevin Shaganash, Eric Landry, Kevin Schofield, and Howie Miller as MC.

Vendors Food, Aboriginal arts & crafts, performing artists, and sponsors

\*\*\* Age of Majority card to enter and alcohol & hard drugs prohibited (security enforced); St. John

Ambulance on site.

**Indigenous Awakening Partnership Levels**

**Platinum $5,000**

* Name and logo inclusion on all advertising and event materials (electronic billboards, web-link for up to one year from event date, posters, t-shirts)
* Name and logo on all radio and television spots
* Prime booth location near performance stage
* 8’ x 6’ banner with name and logo placed in front of stage
* 20 (twenty) tickets to attend event & 10 (ten) backstage VIP passes
* 20 (twenty) affiliate NIMCA memberships (valid to March 31, 2020)

**Gold $3,500**

* Name and logo inclusion on all advertising and event materials (electronic billboards, web-link for up to 6 months from event date, posters, t-shirts)
* Prime booth location
* 6’ x 4’ banner with name and logo placed in front of stage
* 15 (fifteen) tickets to attend event & 5 (five) backstage VIP passes
* 10 (ten) affiliate NIMCA memberships (valid to March 31, 2020)

**Silver $2,000**

* Name and logo inclusion on all advertising and event materials (electronic billboards, web-link up to and including event date, posters, t-shirts)
* Prime booth location
* 4’ x 4’ banner with name and logo placed in front of stage
* 10 (ten) tickets to attend event
* 6 (six) affiliate NIMCA memberships (valid to March 31, 2019)

**Bronze $1,250**

* Name and logo inclusion on all advertising and event materials (electronic billboards, web-link up to and including event date, posters, t-shirts)
* Prime booth location
* 4’ x 4’ banner with name and logo placed in front of stage
* 6 (six) tickets to attend event
* 2 (two) affiliate NIMCA memberships (valid to March 31, 2019)

**Established in January 2017 NIMCA’s mandate is as follows:**

* Protect minors and families
* Keep organized crime out of legitimate Indigenous hemp and cannabis industries
* Provide the education, awareness, policy and capacity necessary to provide quality control and safe handling
* Develop a cannabis treatment program to combat the opioid crisis that has gripped Indigenous and mainstream society
* Ensure standardized testing and consistency of product quality safety and security
* Generate new training, job and economy of scale for Indigenous people and Nations
* Ensure fair wages, benefits and safe work for all employees
* Promote overall health and well-being of all communities
* Foster and develop future Indigenous artists in the music industry

If your company or organization believes in these principles and ideals please join us in protecting our Indigenous sovereignty and in our inherent rights to plant, cultivate, process, dispense and transport Indigenous cannabis.

Please contact our Legacy 420 office in Tyendinaga:

Kelly Maracle (Marketing Manager)

Phone: 716-266-5165

E-mail: [kelly@legacy420.com](mailto:kelly@legacy420.com)

Thank you for your time and consideration.

Sincerely,

Kevin Shaganash

Kevin Shaganash

Festival Director

E-mail: shaganash1970@hotmail.com