

CELEBRITY CANNABIS BRAND LICENSING OPPORTUNITY

“Music Legend DAVID CROSBY Offers Exclusive Worldwide Rights To His Name In The Cannabis Industry”

The Opportunity

EXCLUSIVE WORLDWIDE RIGHTS to the iconic “**DAVID CROSBY**” name in Cannabis industry. Includes the right to produce, distribute and sell a line of “**DAVID CROSBY**” branded cannabis products. • David Crosby would serve as global Brand Ambassador and advise licensee in developing strains and products. • “**MIGHTY CROZ**” is the suggested product line name, but this name is not a requirement.

About David Crosby

GLOBAL MUSIC LEGEND and founding member of **CROSBY, STILLS, NASH & YOUNG** and **THE BYRDS**. • Multiple Grammy winner. • Two-time Rock & Roll Hall of Fame inductee. • 35 million+ albums sold. • Iconic songs known by millions worldwide. • Original Woodstock performer. • Author. • Speaker. • Counter-culture icon. • Mass media influencer.

Market Validation

CELEBRITY BRANDS SELL • According to Chris Walsh, Editor of Marijuana Business Daily - “*Celebrities influence cannabis buying decisions like no other force. Consumers are willing to pay an average of a 25% markup over the same type of cannabis product that does not have a celebrity name on it.*” • According to CNN, “*The fastest growing segment of cannabis buyers at dispensaries is baby-boomers and seniors.*” David Crosby’s international fan base is comprised of millions of seniors and baby-boomers.



UN-MATCHED AUTHENTICITY • In the minds of millions of cannabis consumers worldwide, David Crosby is “*the real deal*” who “*epitomizes the cannabis culture*” and “*walks the talk*” • In fact, when the Beatles visited America, they looked to David Crosby to point them to the best quality cannabis. • Countless celebrities including Willie Nelson say “*Crosby always had the best weed*” • There will always be other “celebrity” cannabis lines, but David Crosby’s notoriety as a cannabis connoisseur and counter-culture icon is un-matched.

Mass Media Exposure

GLOBAL MEDIA INFLUENCER • David Crosby has first tier access to the global press which can be leveraged for a mass media campaign. • *When Crosby speaks, the press writes.* • Celebrity in the public eye for over six decades. • Countless friendships and collaborations with globally known musicians, entertainers, and public figures who could help in supporting the brand. • In 2018, David Crosby was invited to join NORML’s National Advisory Board.

Exclusive Licensee Terms & Requirements

EXCLUSIVE GLOBAL LICENSEE must be a legally operating company with a multi-state, national or international presence. • Prospective licensee shall design, produce and sell Branded Cannabis Products which can include, but are not limited to: Whole Flowers, Pre-Rolls, Vape Pens, Cartridges, Concentrates, Oils, Extracts, Edibles, Beverages, Food Products, CBD, Topicals, Lotions, Hemp Products, Apparel, Logo Items and Accessories. • Branded Products and packaging to be top-quality. • For exclusive worldwide license consideration, start by providing a brief proposal including a description of: 1.) Licensee company and current financial condition 2.) Current and proposed selling regions 3.) Proposed products 4.) Marketing plan 5.) Marketing budget 6.) Projected annual sales. 7.) Amount you are offering (combination of up-front payment, stock and on-going royalty) for the exclusive worldwide rights to the “David Crosby” name in the cannabis industry.

Contact Details

CONTACT Steven Sponder | steven@mightycroz.com | 954.304.4000 | Mighty Croz™ and Donald Belovich at dbelovich@stikeman.com of Stikeman Elliott LLP, Toronto