

## DAVID CROSBY

### CELEBRITY CANNABIS BRAND LICENSING OPPORTUNITY

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

#### The Opportunity

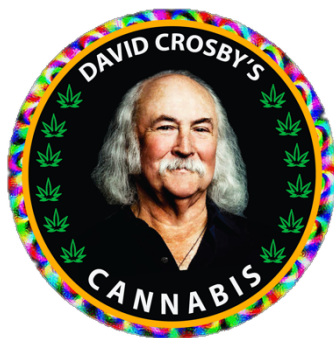
**EXCLUSIVE WORLDWIDE RIGHTS** to the iconic “**DAVID CROSBY**” name in the Cannabis industry. Includes the right to design, produce, distribute and sell a line of “**DAVID CROSBY**” branded cannabis products. • David Crosby would serve as global Brand Ambassador and advise licensee in developing products. •

#### About David Crosby

**GLOBALLY-RECOGNIZED MUSIC LEGEND** • Cannabis connoisseur • Founding member of **CROSBY, STILLS, NASH & YOUNG** and **THE BYRDS** • Two-time Rock & Roll Hall of Fame inductee • Multiple Grammy winner • 35 million+ albums sold • Iconic songs known by millions worldwide • Original Woodstock performer • Activist • Author • Speaker.

#### 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 is the baby-boomer and gen-x demographic.*” David Crosby appeals to those demographics. He’s essentially the “Pied Piper” to a mass of cannabis fans.



**UN-MATCHED AUTHENTICITY** • To 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 highest quality cannabis. • Countless celebrities including Willie Nelson say “*Crosby always had the best weed*” • In 2018, David Crosby was invited to join NORML’s National Advisory Board. • There will always be celebrities of the moment affiliating their banes with cannabis brands, but David Crosby’s 50+ year reputation as a cannabis connoisseur exudes authenticity.

#### 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 musicians, actors, entertainers, and public figures who help can support the brand.

#### Exclusive License Terms & Requirements

**EXCLUSIVE GLOBAL LICENSEE** must be a legally operating company with a multi-state, national or international presence. • Prospective licensee shall design, produce, distribute and sell “David Crosby” 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, a prospective licensee must provide a proposal including a description of: 1.) Licensee company and current financial condition 2.) Current and proposed selling regions, 3.) Proposed products, 4.) Marketing plan including budget, 5.) Projected annual sales, 6.) 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

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