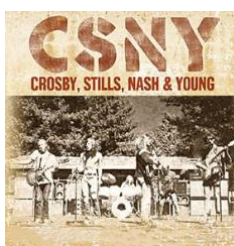


“DAVID CROSBY” EXCLUSIVE CANNABIS LICENSING OPPORTUNITY



MUSIC LEGEND KNOWN TO MILLIONS WORLDWIDE OFFERS EXCLUSIVE GLOBAL RIGHTS TO HIS NAME IN CANNABIS INDUSTRY

- The Opportunity:** **EXCLUSIVE RIGHTS** to the iconic “**DAVID CROSBY**” name and likeness in the multi-billion dollar Cannabis industry. Includes the right to produce and sell a line of branded cannabis products.
• David Crosby can serve as Brand Ambassador and advise in developing strains and products.
- About David Crosby:** **DAVID CROSBY** is known to millions worldwide as a founding member of two of the most successful bands ever: **CROSBY, STILLS, NASH & YOUNG** and **THE BYRDS** • Rock & Roll Hall of Famer, Grammy winner, Woodstock performer, 35 million+ albums sold, Iconic CSNY and Byrds songs heard by millions worldwide daily “*Deju Vu*” “*Suite Judy Blue Eyes*” “*Southern Cross*” “*Teach Your Children*” “*Our House*” “*Love The One You’re With*” “*Ohio*” “*Wooden Ships*” “*Wasted On The Way*” “*The Lee Shore*” “*Almost Cut My Hair*” “*Eight Miles High*”
- Un-Matched Authenticity:** **50+ YEAR CANNABIS CONNOISSEUR:** To millions of cannabis consumers worldwide, David Crosby is a cannabis legend known for having “the best weed” • In fact, when **THE BEATLES** visited America, they looked to their good David Crosby to point them to the highest quality cannabis. • He “*epitomizes the cannabis culture*” and “*walks the talk*” • A leading industry executive called David Crosby the “*Pied Piper*” to cannabis consumers.
- Market Validation:** **CELEBRITY CANNABIS 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, “*One of the largest segments of cannabis buyers is baby-boomers.*” David Crosby particularly appeals to the baby boomer demographic. • There will always be celebrities affiliating their names with cannabis products, but David Crosby’s authenticity is un-matched in the minds of cannabis consumers. • In branding terms, “*David Crosby is to Cannabis what Michael Jordan is to Sneakers*”
- Brand Niche:**
- Mass Media Exposure:** **GLOBAL MEDIA INFLUENCER:** As a celebrity in the public eye for six decades and a presence on various social media sites reaching millions of followers, DAVID CROSBY has first tier access to the global press which can be leveraged for mass media campaigns. • *When Crosby speaks, the press writes.* • Mr. Crosby also has countless friendships with celebrities and public figures around the world who can help support the brand.
- License Requirements:** **PROSPECTIVE LICENSEE MUST BE** a legally operating company with a multi-state, national or international presence. • Branded Products and packaging to be top-quality.
• Licensee shall design, produce, distribute and sell “**DAVID CROSBY**” Branded Cannabis Products which can include, but are not limited to: Flowers/Buds, Vape Pens, Vape Cartridges, Pre-Rolled Joints, Cannabidiol (CBD), Concentrates, Edibles, Extracts, Terpenes, Tinctures, Topicals, Grow Supplies, Pipes/Bongs, Seeds, Hemp Products, Oils, Apparel, Beverage Products, Food Products, Logo Items and Accessories.
- PROSPECTIVE LICENSEE MUST PROVIDE** a one-page summary describing:
1.) Company’s intent. **2.)** Proposed branded products to be produced and sold. **3.)** Current and proposed selling regions. **4.)** Marketing plan including budget. **5.)** Current sales and financial condition. **6.)** Amount you are offering in payment, stock and royalty.
- Send Proposal To:** Steven Sponder, CEO, Mighty Croz™ at steven@mightycroz.com t. (954) 304-4000 and Donald Belovich, Partner, Stikeman Elliott LLP at dbelovich@stikeman.com