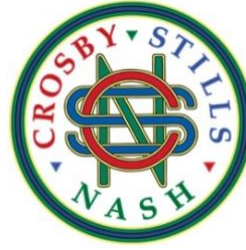
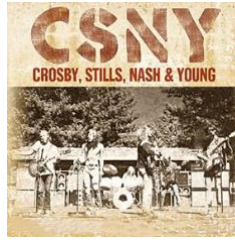


“DAVID CROSBY” OF CROSBY, STILLS NASH & YOUNG - AND THE BYRDS

• EXCLUSIVE “DAVID CROSBY” CELEBRITY BRAND 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 Byrds and 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”**
- 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, Accessories and other products TBD.
PROSPECTIVE LICENSEE MUST PROVIDE a brief 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 total budget. **5.)** Company’s current sales and financial condition. **6.)** Amount you are offering in payment, stock and royalty.
- Send Proposal To:** Steven Sponder, CEO, Mighty Croz™ licensing at steven@mightycroz.com t. (954) 304-4000 and Donald Belovich, Partner, Stikeman Elliott LLP at dbelovich@stikeman.com