CELEBRITY BRAND OPPORTUNITY

- **EXCLUSIVE LICENSE** of the iconic "DAVID CROSBY®" name in the multi-billion dollar legal cannabis industry.

- **DAVID CROSBY** to advise in producing ultra-high-quality Cannabis products and serve as Brand Ambassador.

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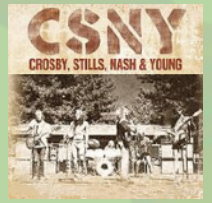
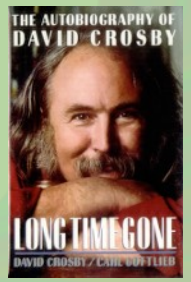
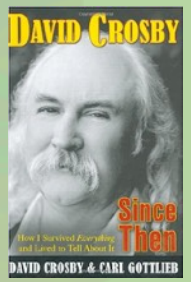
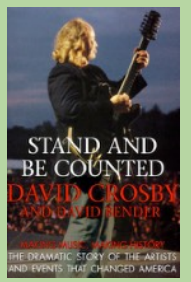
DAVID CROSBY IS ROCK & ROLL ROYALTY

- **Global music legend** best known for being a founding member of two of the world's most successful rock bands ever - **CROSBY, STILLS, NASH & YOUNG** and **THE BYRDS.**
- **TWICE** inducted into the **Rock & Roll Hall of Fame.** Iconic CSNY and Byrds songs heard by millions worldwide daily. **Grammy Winner,** 35 million+ albums sold.
- **Original Woodstock Performer.** One of the **most recognizable faces** of the Baby Boomer Generation.
- **Author, Activist and Speaker** - The voice of the Baby-Boomer generation.









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“BUD NEEDS THE BABY BOOMERS”

There are 75 Million BABY BOOMERS (ages 45 to 75) in the U.S.
Boomers are by far the largest segment of the population -
and that’s translated into their massive purchasing power

50% of the US population will be over the age of 50 this year

Boomers have 70% of the disposable income in the U.S.

Boomers have the highest per-order purchase total
of any age demographic at cannabis dispensaries.

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BABY BOOMERS NEED A BRAND

- **BABY BOOMERS** need a cannabis brand that “speaks” to their generation.
- **DAVID CROSBY** embodies the feeling of the counter-culture and the baby-boomers.
- They know if it’s cannabis from **DAVID CROSBY** - it’s going to be HIGH QUALITY - and it’s going to be strong!

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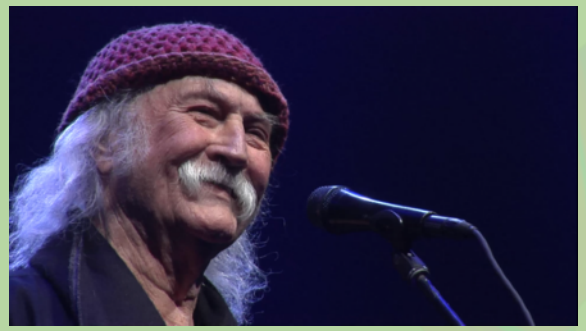
BABY BOOMERS LOVE CROSBY!



- **DAVID CROSBY** is the voice that millions of Boomers worldwide relate to.

- **DAVID CROSBY** is an eloquent and informative communicator to Boomers who currently do, or are looking to embrace cannabis.

- **DAVID CROSBY** is a natural fit for an Authentic Premium Lifestyle Cannabis Brand.

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CANNABIS BRAND NICHE

- According to CNN, *one of the largest segments of legal cannabis buyers is* ***baby-boomers.***

- **DAVID CROSBY** particularly appeals to the baby boomer demographic.

- There will always be *"celebrities-of-the-moment"* wanting a cannabis brand, but David Crosby's *long term* authenticity is un-matched in the minds of boomer-aged cannabis consumers.

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WHY CELEBRITY CANNABIS BRANDS SELL

"Celebrity influencers can have great sway over a cannabis product's success. Branding has gone from being an afterthought to becoming a central aspect of the competitive strategy among cannabis companies. The Brands which have been able to effectively identify specific consumer segments and tailor their branding and marketing strategies to reflect the priorities and preferences of those groups are best positioned to compete."

- John Kagia, EVP of industry analytics for New Frontier Data

CROSBY DRIVES DOLLARS

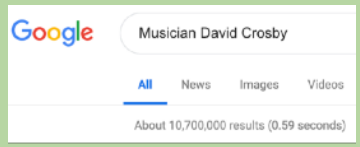
Driving Purchasers to Stores and to the Brand

DIGITAL

Owned – David's and affiliated social.

Earned – Other celebrity platforms, fans, PR.

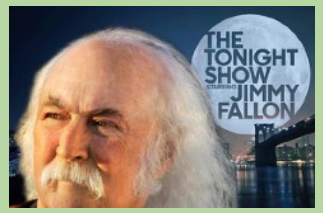
Paid – easily identifiable and targetable fans.



EVENTS

Concerts - Personal appearances.

In-Store and employee activations.



PUBLIC RELATIONS

All the Major Talk Shows and Media Outlets.

(Jimmy Fallon, Colbert, Corden, Bill Maher etc.)

VERY Bookable - Trade, industry and mainstream media.

David Crosby Brings $ Millions Worth of Marketing and PR.

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DAVID CROSBY DRAWS THE BOOMERS!

STILL FILLING VENUES AFTER FIVE DECADES!

RED ROCKS, COLORADO (2018)

WOLF TRAP, VIRGINIA (2018)

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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 friend David Crosby to point them to the highest quality cannabis.

- **DAVID CROSBY** “epitomizes the cannabis culture” and “walks the talk” like no other celebrity does.

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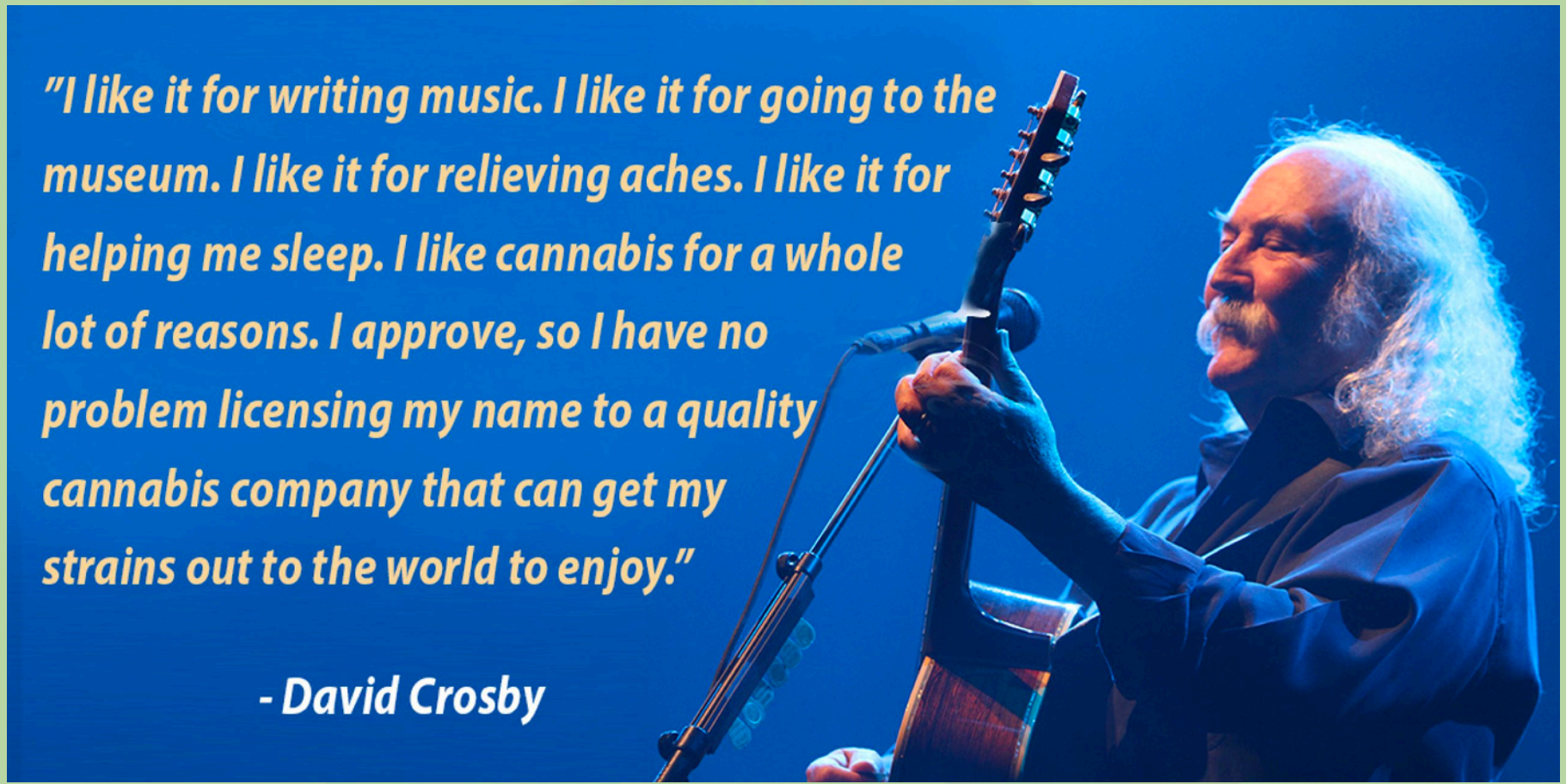
CROSBY "WALKS THE TALK"



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WHY THE NAME “MIGHTY CROZ”

- “Mighty Croz” is just a working name. We intend to allow the licensee be a part of selecting a name for the product.
- “Mighty Croz” is David Crosby’s nickname - poking fun at his colorful life.
- Below are some prospective DRAFT logos and names for consideration.

ICONIC DAVID CROSBY
CROSBY, STILLS, NASH & YOUNG & BYRDS SONGS
streamed to millions daily

- “Déjà 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”
- “Almost Cut My Hair”
- “Long Time Gone”
- “The Lee Shore”
- “Woodstock”
- “Eight Miles High”
- “Mr. Tambourine Man”
- “Turn Turn! Turn!”
- “Guinevere”
- “Shadow Captain”
- “In My Dreams”

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ULTRA-HIGH QUALITY DAVID CROSBY STRAINS CAN BE NAMED AS SONGS BABY BOOMERS KNOW & LOVE

- Eight Miles High™
- Deja Vu™
- Long Time Gone™
- Wooden Ships™
- Mind Gardens™
- Tampalpais High™
- Croz's 'Stache™
- Thousand Roads™
- If I Could Only Remember My Name™
- It's All Coming Back To Me™
- Laughing™
- Guinevere™
- Triad™
- In My Dreams™
- Lee Shore™
- Carry Me™
- Voyage™

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CROSBY BRAND AMBASSADORS

CROSBY COMES WITH A STELLAR "PERSONAL ADVISORY BOARD"

- **David Crosby** has countless friendships and collaborations with musicians, celebrities and public figures around the world who would help support their friend - and the brand.

- In addition to CSNY and The Byrds, David Crosby has performed with and collaborated with dozens of world renowned artists including Paul McCartney, James Taylor, Joni Mitchell, Bob Dylan, Phil Collins, Elton John, Carly Simon, Carole King, Jackson Browne, Bonnie Raitt, Paul Simon, Jack Johnson, Melissa Etheridge and David Gilmour.

DAVID CROSBY IS ALWAYS IN THE NEWS

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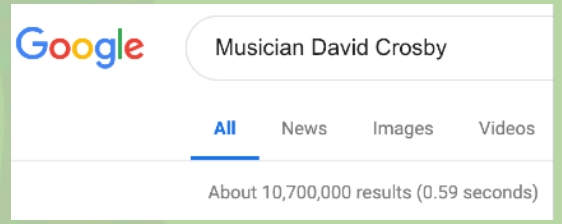
MASS MEDIA REACH

- **DAVID CROSBY** is a Global Media Influencer.
- In the public eye for six decades.



- David Crosby, CSNY, The Byrds appears on numerous social media sites reaching millions.
- First tier access to the global press which can be leveraged for mass media campaigns.
- When **DAVID CROSBY** speaks, the press writes.

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INDUSTRY VALIDATION

Cannabis Industry Experts KNOW A David Crosby Brand Will Sell

"David Crosby is the Pied-Piper to the baby boomer generation"

- Christian Groh, Co-Founder, Tilray/Privateer Holdings

TILRAY™

PRIVATEER HOLDINGS™

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MEDIA VALIDATION

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."

- Chris Walsh, Editor, Marijuana Business Daily

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THE VOICE OF LEGALIZATION

IN 2018, DAVID CROSBY WAS INVITED TO JOIN THE NORML NATIONAL ADVISORY BOARD TO BE A SPOKESPERSON FOR NATIONAL LEGALIZATION EFFORTS

NORML
Working to reform marijuana laws

Home Action Center About Marijuana State Info Legal Issues
About NORML Support

Main » NORML Blog » ACTIVISM » NORML Welcomes David Crosby to Advisory Board

NORML Welcomes David Crosby to Advisory Board

by NORML
October 19, 2018

Comments

The National Organization for the Reform of Marijuana Laws (NORML) is pleased to welcome world famous musician David Crosby (founding member of Crosby, Stills, Nash & Young and The Byrds) to its Advisory Board.

Commenting on joining the organization, **David Crosby** stated:

"I'd like cannabis to be legal everywhere. I knew people who were in jail for years over a couple of joints and it's just not right. I do feel a responsibility to stick up for people who have been stuck in jail for it unfairly, and that is why I'm partnering with NORML to lend my name and talents to help end our multi-decade failure that is prohibition. Bottom line is: It should be legal and people shouldn't be going to jail for it, and I want to reinforce that to the degree that I can."

"People are looking at the success in places like Colorado and Oregon. The places that have done it are winning and they will have money for schools, roads, and hospitals and are no longer arresting otherwise respectable adults for consuming marijuana. I'm proud to join the NORML Advisory Board to help bring this sensible policy to the entire country."

NORML Executive Director Erik Altieri welcomed Crosby to the Advisory Board, saying:

"We are absolutely ecstatic that David wants to lend his considerable talents and celebrity to help advance the cause of marijuana law reform. While we have made great progress in ending our country's failed prohibition, with nine states plus the District of Columbia legalizing the adult use of marijuana and 31 states allowing for medical access, there is still much work to be done. Despite all our gains, over 650,000 Americans were arrested for marijuana-related offenses last year. Together with David, we will continue to fight for legalization across the country. We will end this disastrous war on marijuana consumers that has gone

NORML
Working to reform marijuana laws

Trump's $ Move

Home Action Center About Marijuana State Info Legal Issues
About NORML Support

Main » NORML Blog » ACTIVISM » Music Legend David Crosby: Join Me and NORML and Let's Legalize Marijuana Nationwide

Music Legend David Crosby: Join Me and NORML and Let's Legalize Marijuana Nationwide

by David Crosby, NORML Advisory Board
October 18, 2018

Comments

Hello. My name is David Crosby. You might know me as a founding member of rock legends The Byrds and Crosby, Stills, Nash, and Young. But today I'm wearing a very different hat. Today, I am writing to you to personally introduce myself as the newest member of NORML's Advisory Board.

Why have I decided to become involved with NORML? It's simple. I'd like cannabis to be legal everywhere, and I – like the good folks at NORML – feel a responsibility to stick up for those people who have been punished as a result of this oppressive and senseless policy. That is why I'm partnering with NORML to lend my name and talents to help end this multi-decade failure that is marijuana prohibition.

TOGETHER, WE CAN END FEDERAL PROHIBITION. JOIN US.

Let's face it. I, like all of you, believe that people should not be arrested or go to jail for the responsible use of a substance that is objectively safer than alcohol, tobacco, or most prescription drugs. And I've looked at the success of states like Colorado and Oregon that have elected to move in a different direction. That is why I'm proud to become a part of America's oldest and most well-recognized marijuana law reform organization, and that's why I've joined NORML's Advisory Board to help bring these sensible policies to the entire country.

I know that many of you have been involved with NORML for many years, and for that I'm grateful. It is because of people like you that NORML has been able to move popular opinion and change laws. So today, let me say 'thank you' for your time and efforts, and I'm looking forward to joining you and NORML in the fight to end marijuana prohibition in America once and for all.

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CROZ THE CANNABIS BLOGGER

Home Licensing Info Newsroom Croz Talks Cannabis More

David Crosby Discusses Cannabis

Updated: January, 2019

*David Crosby – iconic founding member of **Crosby, Stills, Nash & Young** and **The Byrds** (and 50+ year cannabis connoisseur) answers a range of questions about cannabis.*

- **On why he likes cannabis...**

"I like it for writing music. I like it for going to the museum. I like it for sex. I like it for a whole lot of reasons. I approve, so I have no problem with my name aiding a company in selling cannabis products and getting my strains out to the world.

"The human race has always liked to get high on something. That's why we invented fermenting and distilling – and ate every different kind of fruit and berry in the jungle. I think cannabis is the best way for people to get high. It's much better for people than the other available ways people get loaded."

"People are going to get high anyway and cannabis is a safer and better way than the other available methods. I don't approve of hard drugs at all. Beer isn't that bad, wine isn't that bad, but hard booze definitely does real damage. And then there are all the other ones. You know, the pharmaceuticals do horrible things to you, and the serious hard drugs do even worse stuff to you. So really the only thing I know that you can do that gets you high that doesn't do harm to you is herb."

- **On the best cannabis he's ever had...**

"I was in Canada and a girl brought over some weed and she said now be careful, this is very strong. It was called "Kootenay thunderfuck" and it was so god-damned strong, it was way too strong - I wanted

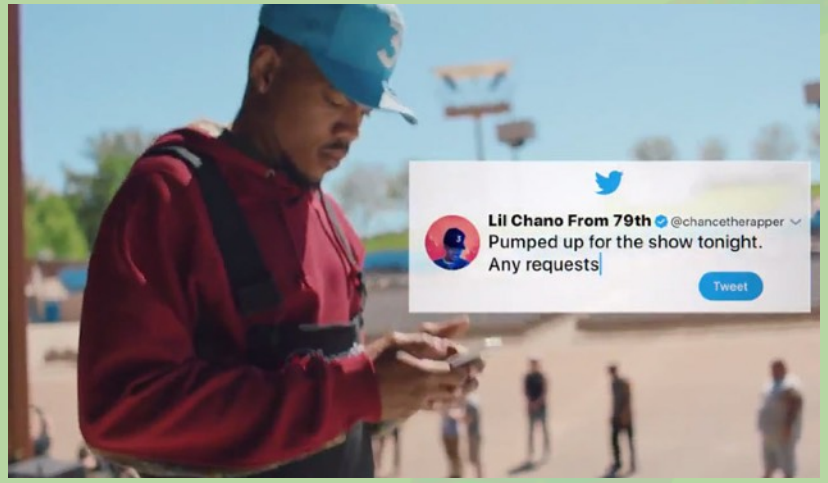
NEWS

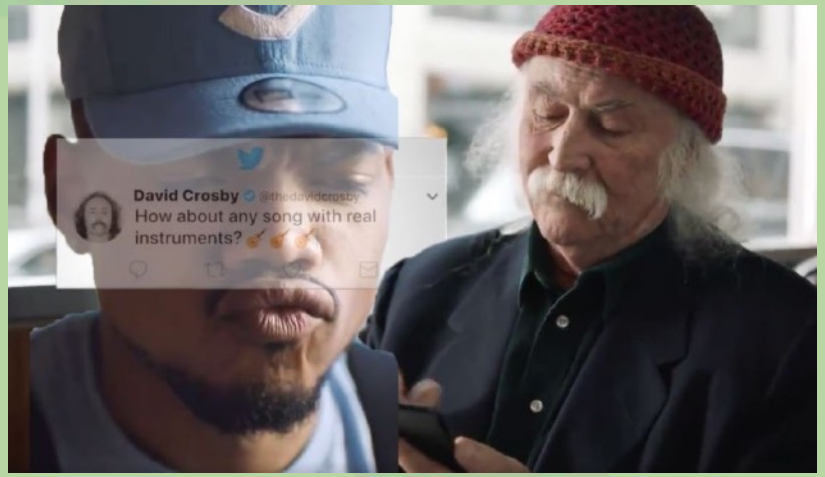
David Crosby announces intent to exclusively license his name for use in the Cannabis industry.

FIND OUT MORE

POPULAR TWITTER TV COMMERCIAL

FEATURING **CHANCE THE RAPPER &** DAVID CROSBY





PLAY COMMERCIAL

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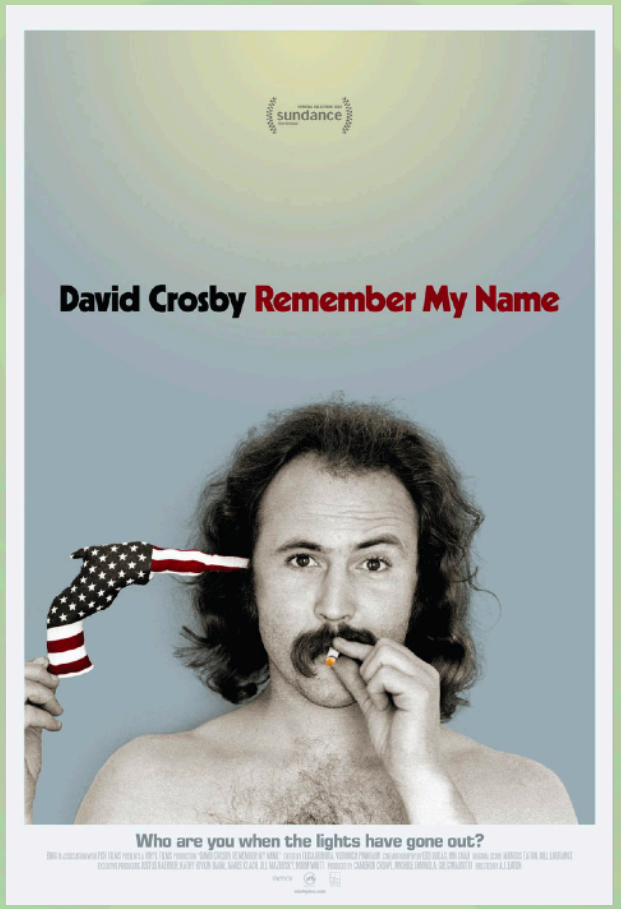

David Crosby Remember My Name produced by Cameron Crowe

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DAVID CROSBY • CULTURAL ICON

- **You know how I know this is good weed?**

  How's that?

- **This is from CROSBY.**

  Is that THE Crosby weed?

- **Yeah, this is from Crosby.**

  Oh, I'm in. I'm in! Give me this! Give me a light. I want fire!"

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THE WORLD IS WAITING!

ARTICLES ANNOUNCING DAVID CROSBY'S INTENT TO HAVE A CANNABIS BRAND

YAHOO! FINANCE · msn Money · iHeart RADIO · HIGH TIMES · THE GLOBE AND MAIL · U.S.News

The Emerald Cannabis Lifestyle Magazine - Music Legend Charting a New Course.

U.S. News & World Report - Musician David Crosby Urging Voters to Say Yes to Marijuana.

Cannabis Business Times - Music legend David Crosby joins Willie Nelson, Bill Maher and others on NORML's National Advisory Board

Cannabis Now - Rock Legend David Crosby Lends His Voice to Marijuana

The Globe & Mail® - Marijuana's Journey From Hippies To Suits

YAHOO® Finance, MSN® Money, Benzinga® Financial News: David Crosby Announces Intent To Launch Weed Brand - Predicts CBD Will Become 'A Hugely Successful Painkiller'

High Times® - David Crosby Talks Marijuana, His Upcoming Weed Brand & Joni Mitchell

The Globe & Mail® - Rock Legend David Crosby In Talks To License His Name For A Marijuana Brand

iHeart Radio® - David Crosby Wants to License His Name to Cannabis Industry

MG Cannabis Retailer® - "Crosby is especially interested in the medicinal benefits of cannabis as a pain reliever."

The Georgia Straight® - Legendary musician David Crosby Looking To Move Into The Weed Industry

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PRODUCTS CAN INCLUDE

but are not limited to:

- Flowers/Buds
- Vape Pens
- Vape Cartridges
- Pre-Rolled Joints
- CBD
- Concentrates
- Edibles
- Extracts
- Terpenes
- Tinctures
- Topicals
- Grow Supplies
- Pipes/Bongs
- Seeds
- Hemp Products
- Oils
- Apparel
- Beverages
- Food Products
- Logo Items and Accessories

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LICENSEE REQUIREMENTS

- **PROSPECTIVE LICENSEE MUST BE** a legally operating company with a single state, multi-state, national or international presence.

- **BRANDED PRODUCTS** and packaging to be of the highest-quality.

- **LICENSEE** shall design, produce, distribute and sell high quality **"DAVID CROSBY"** Branded Cannabis Products.

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CONTACT

Proposals and queries should be sent to:

STEVEN R. SPONDER

CEO, David Crosby's Cannabis Brand Licensing

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T. (954) 304-4000

www.MightyCroz.com

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