



SPONSORSHIP Proposal



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From One Event to Full Production Schedule

The Evolution of Cannabash and Grams & Jams Productions



Cannabash, born in 2022, emerged as a trailblazing cannabis and music festival in Michigan. Its inaugural success, orchestrated by Sparrow Consulting (SC), laid the foundation for an exciting evolution. In 2023, Cannabash attracted a staggering 11,500 attendees, firmly establishing its reputation as a premier cultural phenomenon. This achievement was a catalyst for change, as SC recognized the immense potential to expand and shape a vibrant legacy in the cannabis and entertainment industry.

The result? Grams & Jams Productions, a visionary response to Cannabash's triumph. In the summer of 2023, SC embarked on a mission to create a full-scale production company. The focus shifted from a single event to an ambitious schedule of public consumption events designed to normalize cannabis use in public spaces. The team strategically scouted top talent from both the music and cannabis industries, assembling a versatile team with expertise in finance, licensing, compliance, event coordination, security, and more. The most significant transformation? Cannabash's journey to its permanent home at the Field of Greens in Baldwin, Michigan. This idyllic location, nestled on the west coast of Lake Michigan, provides the perfect backdrop for a series of extraordinary public consumption events. The move to Field of Greens signifies a long-term commitment to create a haven for cannabis enthusiasts, artists, and music lovers alike.

But the evolution doesn't stop there. In response to the changing dynamics of public cannabis consumption, Grams & Jams Productions has embraced a new dimension—the inclusion of alcohol sales. This strategic decision allows us to offer a broader range of experiences, catering to a diverse audience of music and culture enthusiasts.

Grams & Jams Productions operates on a multifaceted stage, fostering innovation and excellence in event production. It includes areas such as licensing, compliance, site management, entertainment, marketing, security, and safety. With a talented team led by experienced professionals, Grams & Jams Productions takes the essence of Cannabash's success and amplifies it across a series of remarkable events throughout Michigan.

This evolution reflects the changing landscape of the cannabis industry in Michigan, transcending traditional boundaries to embrace diverse opportunities in leisure, travel, hospitality, brand activation, and public consumption. As society increasingly embraces legal cannabis, Grams & Jams Productions, armed with its intellectual and operational infrastructure, aims to shape this cultural transformation by delivering extraordinary event experiences that celebrate the intersection of cannabis, culture, and now, the inclusion of alcohol sales. From a single festival to a dynamic production powerhouse, the journey continues, and the legacy grows.

Grams & Jams Productions

The Creators of Cannabash bring you

Grams & Jams

Summer Concert Series

Bikes, Buds and Brews

May 18, 2024 - Field of Greens , Baldwin, MI

Grams & Jams Country Night

June 14, 2024 - Field of Greens , Baldwin, MI

Cannabash

July 13, 2024 - Field of Greens , Baldwin, MI

Grams & Jams Bluegrass Night

Aug. 23, 2024 - Field of Greens , Baldwin, MI

Croptoberfest

Sept. 21, 2024 - Field of Greens , Baldwin, MI



In 2023, Cannabash solidified its position as the premier legal public cannabis consumption event and music festival in the State of Michigan. Cannabash surpassed all expectations, drawing over 11,500 attendees from across the nation.

Cannabash's impact extended beyond the festival grounds, shaping a vibrant cultural legacy in Michigan's burgeoning cannabis industry. With a robust brand strategy, a strong digital presence with over 11,000 subscribed followers across multiple platforms, and strategic marketing collaborations, Cannabash emerged not just as an event but as a lifestyle brand.

The festival's innovative approach to public cannabis consumption opened new avenues in leisure, travel, hospitality, brand activation, and public consumption. Cannabash's exceptional execution, coupled with a diverse marketplace showcasing local and national cannabis brands, arts, crafts, and culinary delights, reinforced its status as a cutting-edge cultural phenomenon.

As we reflect on the triumphs of 2023, Grams & Jams Productions is poised to build off it's Cannabash success, shaping the future of public cannabis events and leaving an indelible mark on Michigan's cultural landscape. Join us for at the Field of Greens for a summer of music, cannabis, and so much more!



Event Objective

GRAMS AND JAM'S MISSION IS TO NORMALIZE PUBLIC CANNABIS CONSUMPTION, DISMANTLING LINGERING TABOOS AND RESHAPING SOCIETAL PERCEPTIONS. BY SEAMLESSLY BLENDING LEGAL CANNABIS EXPERIENCES WITH WORLD-CLASS ENTERTAINMENT, WE AIM TO CREATE AN EXCEPTIONAL EVENT THAT NOT ONLY DEFIES STIGMA BUT ALSO SETS NEW STANDARDS FOR RESPONSIBLE AND ENJOYABLE CANNABIS GATHERINGS. OUR BROADER OBJECTIVE IS TO LEAD THE INDUSTRY, CHALLENGING STEREOTYPES, FOSTERING INCLUSIVITY, AND CONTRIBUTING TO A CULTURAL SHIFT THAT EMPHASIZES THE POSITIVE ASPECTS OF CANNABIS CULTURE.

Who Should Attend

ALL EVENTS ARE 21 AND UP, THOSE WHO ENJOY CANNABIS, THOSE WHO ENJOY LIVE MUSIC AND GOOD FOOD, THOSE WHO ENJOY MICHIGAN SUMMER FESTIVALS ALL SHOULD ATTEND.



www.cannabashfest.com

EVENT HIGHLIGHTS



Blessing of the Bikes

May 18, 2024
Field of Greens , Baldwin, MI

Bringing over 55,000 motorcycle enthusiasts to Baldwin, Michigan to celebrate the start of bike season. Enjoy cornhole and midget wrestling, finish the night off with some rythmn and blues on the Field of Greens Mainstage.



Grams & Jams Country Night

June 14, 2024
Field of Greens , Baldwin, MI

expect 4,000 of your closest cannabis enthusiasts for an evening of country music and good times.



Cannabash

July 13, 2024
Field of Greens , Baldwin, MI

Celebrate the culture and community of cannabis as this festival's 3rde annual installment. Anticipate music from the nation's top artists focusing on rock, county, and hip hop as only Cannabash does.



Grams & Jams Bluegrass Night

Aug. 23, 2024
Field of Greens , Baldwin, MI

expect 4,000 of your closest cannabis enthusiasts for an evening of blue grass and good times.



Crotoberfest

Sept. 21, 2024
Field of Greens , Baldwin, MI

Join us as we celebrate the harvest of 2024, close the season out with a bang!



Who Should Sponsor?

Ideal sponsors for Gramps & Jams events are progressive brands and businesses aligned with the evolving cannabis landscape, eager to contribute to the destigmatization of cannabis consumption. Whether established cannabis entities seeking an innovative platform or non-cannabis brands interested in reaching a diverse and open-minded audience. Sponsors committed to breaking boundaries, fostering inclusivity, and challenging societal norms will find Gramps & Jams Events to be an unparalleled opportunity for brand alignment and audience engagement.



WHY SPONSOR A GRAMS & JAMS EVENT?

UNPARALLELED VISIBILITY

Gain exposure to a diverse and engaged audience of cannabis enthusiasts, music lovers, and trendsetters, positioning your brand at the forefront of an evolving cultural movement.

BRAND ALIGNMENT WITH INNOVATION

Showcase your commitment to innovation and cultural progress by associating your brand with Gramps & Jams Productions, and it's pioneering events reshaping societal attitudes towards cannabis.

TARGETED MARKETING OPPORTUNITIES

Utilize Gramps & Jams' robust marketing channels, including social media, event collateral, and direct engagements, to strategically promote your brand to a receptive and expanding audience.

COMMUNITY CONNECTION

Build authentic connections with a community that values inclusivity, breaking stereotypes, and embracing the positive aspects of cannabis culture, fostering long-term brand loyalty.

EVENT INTEGRATION

Seamlessly integrate your brand into the fabric of the event through various sponsorship levels, allowing for customized activations, booth presence, and unique brand experiences.

THOUGHT LEADERSHIP

Position your brand as a thought leader by supporting an event dedicated to destigmatizing cannabis, contributing to conversations around responsible consumption, and driving cultural change.

NETWORKING OPPORTUNITIES:

Engage with industry leaders, influencers, and a diverse range of attendees, fostering valuable connections and partnerships within the rapidly evolving cannabis landscape.

POSITIVE IMPACT

Support a cultural movement that challenges norms, encourages responsible cannabis use, and contributes to the broader destigmatization of cannabis, aligning your brand with positive societal change.

Attendees

Grams & Jams Events draw a vibrant and diverse audience, comprising cannabis enthusiasts, music aficionados, and open-minded individuals from across the nation. In 2023, Cannabash welcomed over 11,500 attendees, marking a significant surge from its inaugural year. Attendees not only relish the unique joy of legally consuming cannabis in a public setting but also engage with a dynamic cultural experience curated by internationally acclaimed artists. The Grams & Jams community embodies inclusivity, fostering connections and reshaping perceptions around cannabis, making it an attractive platform for brands seeking to reach a forward-thinking and diverse demographic.

Cannabash

by the Numbers



70%

of attendees have never attended a licensed consumption event prior to Cannabash 2023.



56%

of attendees were not from the State of Michigan. Attendees came from across the country, Florida, Nevada, Texas, Boston, Philly, Cannabash is the next festival to emerge in the United States.



When asked why attendees love Cannabash, they cited the festival community, musical lineup, and brand exposure from sponsors as the highlights of the festival.

Sponsorship Packages

Mainstage Digital Ad

\$1,000

- Digital advertising on mainstage throughout the show via large digital screen on stage.
- 4 GA tickets for promotional use
- Cross promotion on web, ticketing, social media.

Cannabis Market Place

\$2,000

- 10 x 10 booth
- 6 GA/2 VIP tickets for promotional use
- Cross promotion on web, ticketing, social media.
- (No samples allowed, no product vending)*

Product Showcase

\$2,500 +

- 10 x 10 booth; \$500 per product sku through Lake and Leaf, allowed to bring 500 samples.
- 6 GA/2 VIP tickets for promotional use
- Cross promotion on web, ticketing, social media



\$1,000

Mainstage Digital Ad



WHAT'S INCLUDED:

Unlock unparalleled visibility with our Digital Stage Advertising Package at Cannabash. Your brand will be showcased prominently on the Field of Greens main stage digital board, captivating the audience throughout the event. Benefit from 4 complimentary general admission tickets for strategic promotional use. Extend your reach further through cross-promotion on our social media platforms, website, and ticketing channels, reaching over 11,000 subscribers. Amplify your brand's impact with this comprehensive digital advertising opportunity. Secure your spot to shine on the Cannabash stage!

WHY ADVERTISE AT A GRAMS & JAMS EVENT?

Prime Visibility:

Your brand takes center stage, capturing the attention of every attendee with a prominent presence on the mainstage digital board.

Strategic Positioning:

Being on the mainstage ensures that your digital ad is in a high-traffic area, maximizing exposure and engagement.

Event Immersion:

Immerse your brand in the Grams & Jams experience, connecting directly with the audience and creating a lasting impression.

Promotional Tickets:

Enjoy the added benefit of 4 general admission tickets, strategically using them for promotions, giveaways, or engaging with your audience.

Cross-Platform Promotion:

Extend your reach beyond the stage with cross-promotion on social media, website, and ticketing channels, reaching over 11,000 subscribers.

Brand Impact:

Elevate your brand's impact and association with the vibrant Grams & Jams vision, aligning your name with only public consumption and festival production company in the United States.

\$2,000

Cannabis Marketplace Experience



WHAT'S INCLUDED:

Brands receive a designated 10 x 10 booth space, along with 6 general admission and 2 VIP tickets for promotional activities. Enjoy comprehensive exposure through digital ads, website features, ticketing, and social media marketing in the lead-up to the event.

\$2,500 +
\$500/product sku

Product Showcase



WHAT'S INCLUDED:

Introducing our Product Showcase Sponsorship! Secure a 10 x 10 booth space to showcase your brand's offerings, as well as the ability to have Lake and Leaf vending your products at the Field of Greens by offering them to attendees through retail vending at \$500 per product SKU. Enjoy a profit split of 70 wholesale/30 retail after closing and settling the event. Take advantage of the opportunity to distribute 500 samples to our engaged audience. As a bonus, enjoy 6 General Admission and 2 VIP tickets for promotional outreach. Your brand will be prominently featured through cross-promotion on our website, ticketing platform, and social media channels, ensuring maximum visibility and impact. Join us at a Grams & Jams Event in 2024 and elevate your brand presence to new heights!

VALUE OF HAVING A BOOTH

Direct Engagement:

Connect directly with your audience for feedback, brand visibility, and lasting impressions.

Market Insight:

Gain real-time insights and conduct live market research in a vibrant festival setting.

Sales Boost:

Drive sales, generate leads, and launch products to an eager and diverse audience.

Networking Hub:

Connect with industry peers, fostering collaborations beyond the booth.

Education Center:

Showcase your brand's knowledge, products, and promote responsible cannabis use.

Brand Association:

Align your brand with the positive movement of cannabis destigmatization.

Having a booth at your Grams & Jams is your ticket to impactful consumer engagement, business growth, and positive brand association in the dynamic cannabis community.

WHY BRING YOUR PRODUCTS?

Maximize Exposure:

Secure a 10 x 10 booth space to showcase your brand's offerings, ensuring maximum exposure to the diverse Grams & Jams audience.

Retail Opportunity:

Feature your products for sale through the Field of Greens retail license at \$500 per product SKU, providing a direct retail avenue during the event. Enjoy a 70/30 profit split at close out of the event for the product you sold.

Engage Your Audience:

Distribute 500 product samples to an enthusiastic and engaged audience, creating a direct and memorable connection with potential customers.

Promotional Tickets:

Enjoy 6 General Admission and 2 VIP tickets for promotional outreach, allowing you to extend special offers to your target audience.

Extensive Cross-Promotion:

Your brand will be prominently featured in cross-promotion on our website, ticketing platform, and social media channels, amplifying your brand's visibility

Elevate Brand Presence:

Join Grams & Jams and elevate your brand presence to new heights, establishing your brand as a key player in the cannabis industry.

ADDITIONAL SPONSORSHIP OPPORTUNITIES

Each supplementary sponsorship tier comes with the foundational package, encompassing extensive cross-promotion across social media, marketing channels, the official website, and ticketing platforms. Additionally, sponsors receive 10 General Admission tickets and 4 VIP tickets for strategic promotional use. This ensures comprehensive visibility and engagement across various channels, maximizing the impact of your sponsorship.

ADDITIONAL SPONSORSHIP OPPORTUNITIES

Mainstage Sponsor – \$10,000

Mainstage Banner Advertising offers brands a prime opportunity to showcase their message on the central stage banner throughout the event. This large, attention-grabbing banner ensures high visibility in front of crowds at the Field of Greens Mainstage. As a Mainstage Banner Advertiser, your brand will benefit from a prominent position, gaining exposure to thousands of event attendees and contributing to a memorable and impactful event experience.



Bag Sponsorship – \$2,000

Elevate your brand visibility with our Bag Sponsorship at Cannabash! Your logo will adorn our event bags, carried by every attendee, creating widespread exposure and lasting impressions. Showcase your commitment to Cannabash attendees by providing a functional and stylish accessory, leaving a lasting impression even after the event concludes. As the Bag Sponsor, you ensure that your brand goes wherever our festival-goers go, making a statement that resonates far beyond the festival grounds. Don't miss the chance to carry your brand to new heights with the Cannabash Bag Sponsorship!

Headliner Sponsor – \$15,000

The Headliner Sponsorship is the pinnacle of all Grams & Jams sponsorships, offering exclusive and premium visibility for your brand. As the Headliner Sponsor, your brand takes center stage with top billing, aligning closely with the event's headlining acts. This coveted sponsorship level provides unparalleled exposure through extensive branding across various channels, including digital, print, website, and social media. Elevate your brand to headliner status and enjoy the spotlight, capturing the attention of our diverse and engaged audience.



Photobooth Sponsor – \$2,000

Be the architect of unforgettable moments as the Photobooth Sponsor at Cannabash! Your brand will be the backdrop to countless memories as festival-goers strike a pose and capture the essence of their Cannabash experience. With your logo featured on all printed and digital photos, your brand gains exposure both on-site and beyond, as attendees share their moments on social media. This interactive sponsorship ensures your brand is at the heart of the festivities, creating lasting impressions and a picture-perfect association with Grams & Jams. Step into the spotlight as the Photobooth Sponsor and let the good times and brand recognition roll!

Backstage Sponsor – \$10,000

Backstage Sponsorship at a Grams & Jams Event opens the door to an exclusive and behind-the-scenes experience. This sponsorship level provides your brand with premium visibility, as it is featured in the backstage area where artists, performers, and influencers congregate. Enjoy the unique opportunity to connect with talent and industry insiders. Your brand will be prominently displayed in the backstage zone, creating a lasting impression on both artists and attendees alike. This sponsorship is ideal for brands seeking an intimate association with the event's inner workings and influential figures.



Wristband Sponsor – \$2,000

Be a vital part of every attendee's Cannabash experience with our Wristband Sponsorship! Your brand logo will grace the wrists of festival-goers, becoming an integral part of their festival journey. As the Wristband Sponsor, you not only ensure seamless entry for attendees but also elevate your brand's visibility throughout the event. The wristbands become a stylish accessory and a lasting token of their Cannabash experience, reinforcing your brand in their memories. Maximize your impact by becoming the Wristband Sponsor and intertwine your brand with the unforgettable moments at Cannabash!

CANNABASH SPECIFIC OPPORTUNITIES

Moving forward innovation, Cannabash is launching on Kickstarter in January of 2024, be a part of the crowdfunding movement! Engage with supporters across the country who believe in the mission of Grams & Jams

Pre-Party Sponsor – \$10,000

Elevate your brand presence by sponsoring the exclusive Pre-Party at Cannabash. As the Pre-Party Sponsor, you are the spotlight as guests gather for an intimate evening filled with acoustic tunes from one of our headlining artists. Your brand will be woven seamlessly into the prelude of the main event, with prominent signage, mentions, and acknowledgments during this exclusive gathering. It's an unparalleled opportunity to connect with a audience in a relaxed setting. Be the brand that sets the tone for the perfect Cannabash experience.



After Party Sponsorship – \$10,000

Become the life of the party as the official After Party Sponsor of Cannabash! Your brand will take center stage as the festivities continue into the night, offering an unforgettable experience for our attendees. Enjoy exclusive branding rights at the After Party, onsite, with your logo prominently featured and recognition in all post-event communications. Join us in extending the thrill and joy of Cannabash into the early hours. Elevate your brand with the After Party Sponsorship and ensure the celebration doesn't stop until the last note fades away.



Official Pre-Roll Sponsor – \$5,000

Ignite the Cannabash experience as the Official Preroll Sponsor! Your brand takes center stage in the hands of festival-goers, providing a memorable and elevated smoking experience. As the exclusive Preroll Sponsor, your logo will feature prominently on all official preroll packaging, ensuring your brand is synonymous with quality and enjoyment. Elevate your cannabis brand to new highs and blaze the trail for an unforgettable Cannabash celebration. Join us as the Official Preroll Sponsor and make every toke a branded experience!



OTHER BRAND PARTICIPATION OPPORTUNITIES



Grams & Jams Retail Ticket Partnership

Join Grams & Jams Productions as an exclusive Ticket Retail Partner and elevate your customer experience! With this unique package, dispensaries gain the opportunity to sell Grams & Jams event tickets directly to their customers at a retail markup, enhancing foot traffic and customer engagement. Showcase your support for the cannabis community while offering a special perk to your patrons. This partnership includes prominent cross-promotion on our marketing channels, reinforcing your dispensary as a go-to destination for Grams & Jams excitement. Join us in celebrating the cannabis culture, one ticket at a time! Retailers can purchase tickets in bulk at a 40% discount, buy them for \$42.00 each, sell them at your retail location for \$70.00, enjoy a \$28 dollar profit on each sale as thanks for being a retail supporter of Grams & Jams Productions. There is a 50-ticket minimum for this package.



Employee Celebration Package

Immerse your entire team in the ultimate cannabis experience with Grams & Jams' Employee Celebration Package! This exclusive sponsorship opportunity allows your brand to treat all employees to a memorable day of music, culture, and celebration. The package includes an allotment of General Admission tickets for every team member, ensuring a collective experience that fosters team bonding and appreciation. As a sponsor, your brand gains extensive visibility through cross-promotion on our website, social media platforms, and marketing channels. Elevate your company culture, reward your hardworking team, and make a statement in support of the cannabis community! Enjoy 25% off General Admission tickets, \$52.50 each.

Visit Cannabash 2024
Kickstarter here



CUSTOMIZABLE SPONSORSHIP PACKAGE

At Grams & Jams, we understand that every brand is unique, and we're committed to crafting a sponsorship package that aligns seamlessly with your vision and budget. Our highly flexible approach allows you to shape a sponsorship experience that resonates with your brand's identity and objectives. Here's how we can work together to create a tailored partnership:

STEP 1

Define Your Objectives

Let's start by understanding your sponsorship goals. What do you aim to achieve through this partnership? Whether it's increasing brand visibility, engaging with a specific audience, or creating a unique brand experience, we'll work closely with you to pinpoint your objectives.

STEP 2

Budget Customization

We recognize that budget considerations vary, and we're here to ensure that your investment aligns with your financial parameters. Whether you have a specific budget in mind or require guidance in optimizing your spend, we'll collaborate to find the right fit.

STEP 3

Crafting Unique Benefits

Once we've established your objectives and budget, our team will brainstorm creative and exclusive benefits tailored to your brand. This could include but is not limited to:

- **Branded Experiences** Craft a unique branded experience within our event, such as interactive booths, lounges, or immersive activations.
- **Customized Marketing** Personalized marketing initiatives, including social media campaigns, email newsletters, and promotional materials featuring your brand.
- **On-Site Presence** Opportunities for on-site visibility, from signage and banners to exclusive stages or areas.
- **Product Integration** Seamlessly integrate your products or services into the event experience to maximize engagement.
- **VIP Experiences** Curate VIP experiences or perks for your brand's key stakeholders or customers.
- **Content Collaborations** Partner on content creation, from interviews and behind-the-scenes features to post-event recap videos.

STEP 4

Collaboration & Execution

Once we've agreed upon the tailored benefits, we'll collaborate closely to ensure flawless execution. Our team is dedicated to delivering a unique and memorable sponsorship experience that aligns with your brand's goals.

Comprehensive Festival Activation Services

Are you looking to make a splash at festivals and events but unsure where to start? Grams & Jams Productions is your trusted partner in creating unforgettable brand activations that leave a lasting impact. Our comprehensive festival activation services are designed to support both seasoned brands and newcomers looking to make a big impression.

Booth Design and Fabrication:

Captivate your audience with a strategically designed and visually stunning booth that reflects your brand's identity. Our team of experienced designers and craftsmen will work closely with you to create a booth that not only stands out but also provides a memorable space for engagement. From concept to construction, we handle it all.

Field Marketing Engagement Strategies:

Engaging festival-goers effectively requires a well-crafted strategy. Our field marketing experts will collaborate with you to develop a tailored engagement plan that aligns with your brand's goals. Whether it's interactive games, product demos, giveaways, or unique experiences, we'll ensure your brand connects authentically with the audience.

Printing Services:

Leave no detail to chance with our comprehensive printing services. From banners and signage to promotional materials and branded collateral, we've got your printing needs covered. Our high-quality prints will enhance your booth's aesthetics and reinforce your brand message.

WHY CHOOSE OUR SERVICES:

Expertise:

Benefit from the collective expertise of our team, which includes seasoned designers, marketing strategists, and printing professionals with a deep understanding of festival activations.

Customization:

Every brand is unique, and so are our solutions. We tailor booth designs, marketing strategies, and printing materials to match your brand's personality and goals.

Efficiency:

Save time and resources by consolidating your festival activation needs under one roof. Our streamlined approach ensures a seamless process from concept to execution.

Impact:

Stand out in the crowded festival landscape with eye-catching booths and engaging marketing strategies that create memorable moments and foster genuine connections.

Whether you're a brand looking to make a grand entrance into the festival scene or a seasoned participant seeking fresh ideas, our festival activation services are your ticket to success. Let's collaborate to make your next event a resounding triumph.