

# CANNA BASH 2023

[cannabashfest.com](https://cannabashfest.com)



**Sponsorship Proposal**

# Cannabash 2023

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## Cannabash 2023

# Spectacular Annual Event



Riding on the success of Cannabash 2022, festival organizers are excited to see what can be achieved in 2023. Cannabash was the first legal consumption event of its kind in West Michigan. Cannabash was founded in the celebration of adult use legalization. With legalization in 2018, the State of Michigan created the temporary event license, allowing for public

consumption of cannabis at things like concerts and large gatherings. Cannabash 2022 was a resounding success, enticing more than 7,500 attendees to visit 50+ licensed cannabis brands in one place! 2023 intends to build on the successes, feedback, and lessons learned from 2022, with a target to increase attendance to 15,000 people.



**Connie Maxim-Sparrow**

Event Director

## Date and Venue



**July 8, 2023**

11 AM - 10 PM



**Softball World**

Muskegon, MI



# Event Highlights



## Who Should Attend

Cannabash is a 21 and up event, those who enjoy cannabis, those who enjoy live music and good food, those who enjoy Michigan summer festivals all should attend.

## Event Objective

Cannabash aims to bring the Michigan cannabis market to life in one place, surrounded by great music and great food. Cannabash hopes to provide licensees direct consumer access through creative field activations.

## Cannabash 2023

# Attendees



In 2022, Cannabash posted the largest crowd of any licensed consumption event in Michigan. With more than 7,500 people in attendance, Cannabash continues to draw the crowds. With more than 20% of those attendees from out of state, sponsors have a unique ability to market direct to consumers with very little effort.



### Music Lovers

Music has always been a large part of the cannabis culture, 2023 hopes to bring a more robust music lineup, balanced in the lifestyle of cannabis, while appealing to all.



### Foodies

You haven't seen a Food Truck Rally like the Rally we are going to have at Cannabash in 2023! Anticipate at least 12 of the best food trucks in West Michigan.



### Local Community

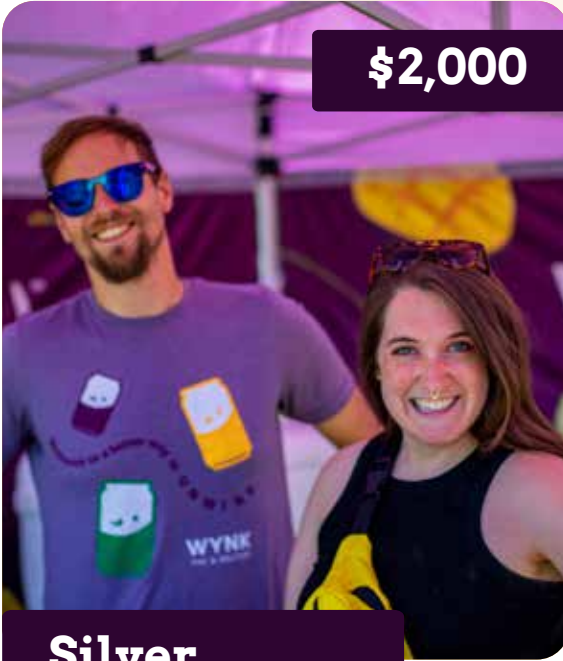
Cannabash is focused on supporting local, from the best local food and market vendors, to local talent and local investment, Cannabash is aimed at supporting locally first.

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Cannabash 2023

# Sponsorship Packages



**\$2,000**

**Silver**

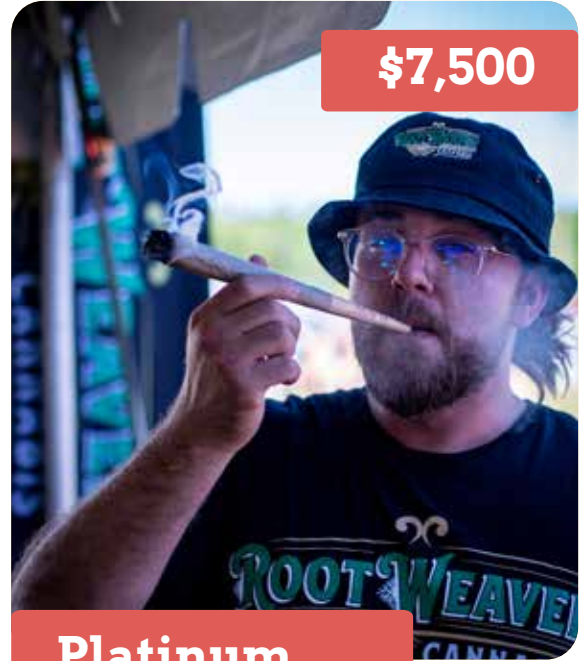
- 10' x 10' booth space
- Access to 7,500+ consumers
- 6 GA + 2 VIP Tickets



**\$3,000**

**Gold**

- 10' x 20' booth space
- Access to 7,500+ consumers
- 10 GA + 4 VIP Tickets



**\$7,500**

**Platinum**

- 10' x 40' vending booth space,
- Retailers only, limited quantity
- Access to 7,500+ consumers
- 20 GA + 6 VIP Tickets

## Sponsorship Package

# Silver



### Content Benefit

The silver sponsorship provides licensed brands with a 10 x 10 foot area for brand activations. Accessing more than 7,500 personal impressions, brands will have the ability to market directly to the consumer. Brands are responsible for their own booths and booth equipment.

### Premium Services

Silver sponsors will receive 6 general admission tickets for event promotional giveaways or other marketing related activities.

### Visibility

10,000 followers on social media with a reach of more than 250,000 people with each post. Logos and messaging on LED screens at the stage

### Media Branding

Logo included on the website, social media shoutouts, and links to existing online outlets. Inclusion on merchandise, and mentions across all media platforms including online, radio, and print.

### Invite Your VIP

Each silver sponsor will get 2 VIP tickets for promotional and marketing purposes.

*Cannabash will provide a staff hospitality tent, lunch and a staff appreciation concert with laser light show by Echoes of Pink Floyd on Friday July 7, 2023.*

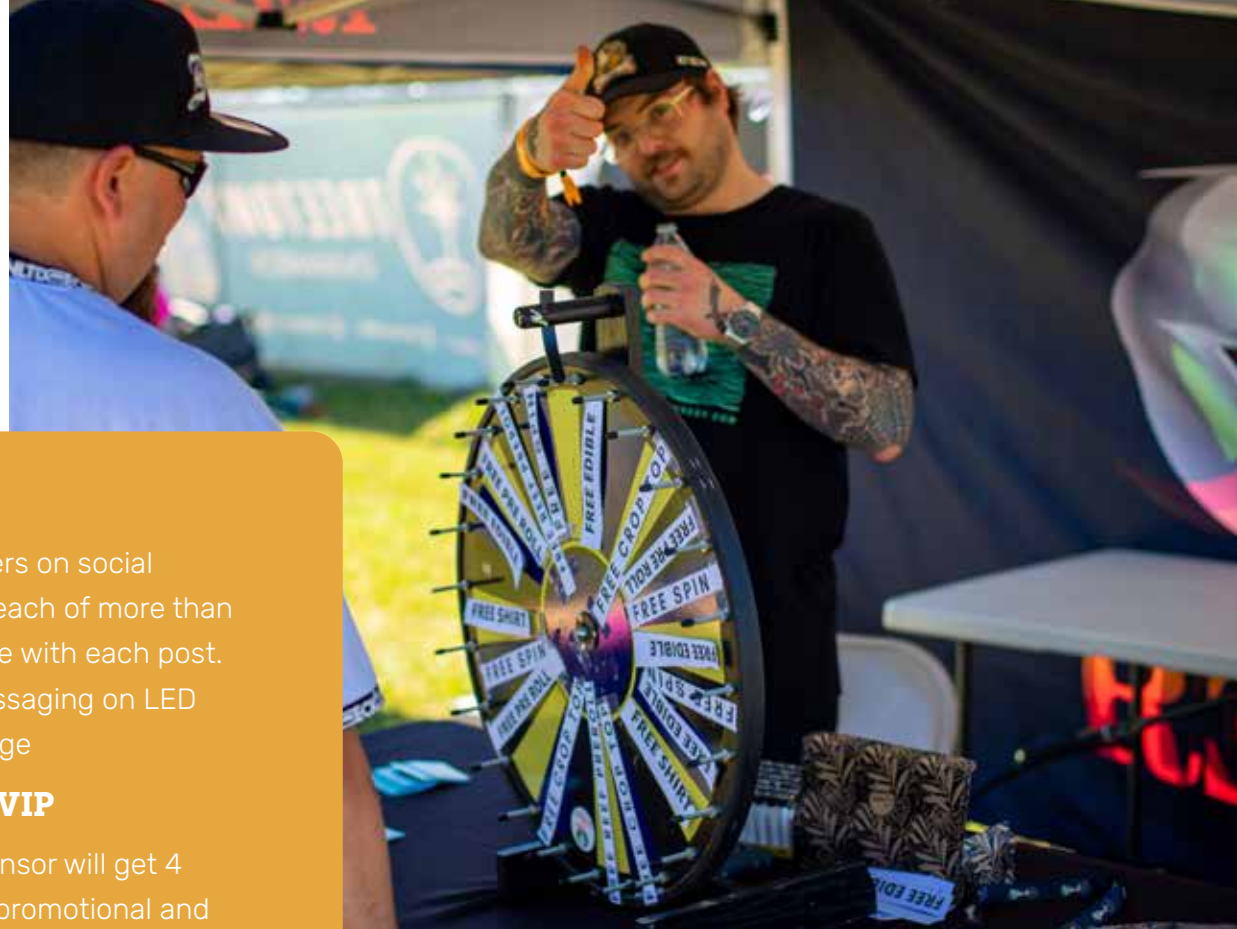
Package  
Value

**\$4,700**



## Sponsorship Package

# Gold



### Premium Services

Gold sponsors will receive 10 general admission tickets for event promotional giveaways or other marketing related activities.

### Media Branding

Logo included on the website, social media shoutouts, and links to existing online outlets. Inclusion on merchandise, and mentions across all media platforms including online, radio, and print.

*Cannabash will provide a staff hospitality tent, lunch and a staff appreciation concert with laser light show by Echoes of Pink Floyd on Friday July 7, 2023.*

### Visibility

10,000 followers on social media with a reach of more than 250,000 people with each post. Logos and messaging on LED screens on stage

### Invite Your VIP

Each gold sponsor will get 4 VIP tickets for promotional and marketing purposes.

### Content Benefit

The gold sponsorship provides licensed brands with a 10 x 20 foot area for brand activations. Accessing more than 7,500 personal impressions, brands will have the ability to market directly to the consumer. Brands are responsible for their own booths and booth equipment.

Package  
Value

**\$6,200**

## Sponsorship Package

# Platinum



### Premium Services

Platinum sponsors will receive 20 general admission tickets for event promotional giveaways or other marketing related activities.

### Media Branding

Logo included on the website, social media shoutouts, and links to existing online outlets. Inclusion on merchandise, and mentions across all media platforms including online, radio, and print.

*Cannabash will provide a staff hospitality tent, lunch and a staff appreciation concert with laser light show by Echoes of Pink Floyd on Friday July 7, 2023.*

### Visibility

10,000 followers on social media with a reach of more than 250,000 people with each post. Logo and messaging on LED screens on stage.

### Invite Your VIP

Each platinum sponsor will get 6 VIP tickets for promotional and marketing purposes.

### Content Benefit

The platinum sponsorship provides licensed retail brands with a 10 x 40 foot area cannabis vending and brand activations. Accessing more than 7,500 consumers, brands will have the ability to vend cannabis at this event. Brands are responsible for their own booths and booth equipment.

Package Value **\$50,000+**





## Other Sponsorship

# Other Sponsorship Opportunities



Main Stage Sponsor



### Main Stage Sponsor

Exclusive advertising content on the main stage as well as all other sponsorship amenities

Sponsor Value **\$10,000**

Headliner Sponsor



### Headliner Sponsor

Exclusive advertising content on the main stage as well as all other sponsorship amenities.

Sponsor Value **\$10,000**

VIP tent Sponsor



### VIP tent Sponsor & Vendor

Exclusive vending & advertising in the VIP area as well as all the other sponsorship amenities.

Sponsor Value **\$5,000**

## Other Sponsorship

# Other Sponsorship Opportunities



Wristband Sponsor



### Wristband Sponsor

Exclusive advertising on the wristband as well as all the other sponsorship amenities.

Sponsor Investment **\$2,000**

Food Vendor



### Food Vendor

Access to more than 7500 attendees

Sponsor Investment **\$600**

Market Vendor



### Market Vendor

Access to more than 7500 attendees

Sponsor Investment **\$300**

