

# **Cannabis Revival**

## **Film Festival**

### **Sponsorship and Vendor Overview**

**April 16-18, 2012**

*A greenfaith Ministries Educational Production*

## **Sponsorship Overview**

Greetings Cannabis Industry Professionals.

Every day, members of the Cannabis Community struggle against the stereotypes and myths surrounding the vital *cannabis sativa* plant. Being the bearer of truth is a burden that rests upon each of us as we face the constant stream of ignorance and willful misinformation being promoted by various agencies and organizations. Combined with a very real drug abuse problem.

**Colorado now has a powerful ally in this struggle.**

The Cannabis Revival film festival is here to bring the truth about cannabis to the public. Finally, there will be an annual venue to showcase educational films. Finally, cannabis-friendly businesses will have a venue in Colorado to bring their products and services to a market that is yet unaware of their existence.

### **A Good Ol' Fashioned Revival!**

The Cannabis Revival is returning our nation to its roots of hemp textiles and cannabis medicine. Like the songbirds who lose their voices without hemp seed, we have lost our way without the presence of this powerful herb in our diets, in our industries, and in our everyday lives. Within this sacred plant are the solutions to many of the social, medical, economic, and political issues of our day.

### **The Mission**

The mission of the Cannabis Revival Film Festival (CRFF) is to educate the mainstream populace about the wide potential of the cannabis plant. To accomplish this goal, we have brought together a list of powerful films that will impress upon the audience the powerful message of hope that cannabis brings. In addition to an exciting lineup of films, we also feature local and national guests, musical entertainment and free food to further entertain our attendees.

## **A greenfaith Ministries Production**

greenfaith Ministries has served the Colorado cannabis community for over five years, supplying free medicine, food, and education to low-income patients throughout the state. 2011 was a strong year for the Ministry despite changes to the state MMJ laws. The last six months have seen an increase in our ability to donate food, as a result of our partnership with Panera bread. Last year alone, greenfaith Ministry supplied over \$30,000 of support to our patients, based solely on contributions from the community and industry affiliates.

The Cannabis Revival Film Festival is an extension of the Ministry's cannabis awareness outreach. In the past, the Ministry has focused its educational efforts on its clients. We have consistently provided accurate and timely information about legally growing and using medical-grade cannabis in Colorado. This has included education about the laws as well as growth and processing of the plant itself. This event goes beyond our previous educational efforts, expanding outreach to the mainstream Colorado community.

## **Our Audience**

Unlike other cannabis events in Denver, the CRFF is marketing to community leaders, business professionals, students, politicians, and citizens with a desire to better themselves and their world through their purchasing decisions. Cannabis-based products are well suited to the largest market segments of the economy: those interested in environmentally friendly products that are produced naturally, without pesticides or genetic modification, and with the potential for recyclability.

## **Marketing and Promotion**

Each night will host at least 300-500 attendees. We will attract our target audience through a combination of outdoor media (bus signs, taxi-toppers), social media, and radio interviews.

## **Continuing Education**

Every year, greenfaith Ministries will bring the Cannabis Revival Film Festival back to Denver, Colorado to continue our mission of education. With the help of dedicated sponsors and business partnerships, future events will accommodate increased attendance and larger world premier events. A variety of sponsorship and vending opportunities are available to help businesses like yours become an early part of this exciting experience!

## **Benefits of Sponsorship**

Major donators will have the benefit of greenfaith Ministry's outreach throughout the year. As an example Panera bread will donate \$10- 20,000 in food donations during this year. In exchange, they are highlighted in Ministry publications and during the TV and movie appearances of its members.

## **Displays and Exhibits**

The audience at the CRFF will be eager for new information about cannabis related products and services. As each film lets out, the attendees will seek out the display tables and mingle with our special guests. Businesses and organizations will not want to miss his opportunity to put themselves in front of this market. A Full Display Table is a 4'x8' space, furnished with a table for \$420.

## Sponsorship Packages

### \$10,000 Event Sponsorship

#### Limit of One

- Live announcements of sponsorship and business news
- Logo/advertisement played between films (min. 6 exposures)
  - Presence on all promotional materials, including but not limited to web, flyers, and radio appearances
- Presence on all greenfaith Ministries social media outreach and publications for one full year

### \$3,500 Daily Sponsorship

#### Limit of Three

- Live announcements of sponsorship and business news
- Logo/advertisement played at the beginning and end of the day (min. 2 exposures)
  - Major presence on the day's program and on the web

### \$50 Program Sponsorship

- Logo and company name listed on the program for all three days and on the web

### \$25 Web Sponsorship

- Logo and company name listed on the CRFF website, with social media outreach impressions