

CANNABRAND CONNECT

August 24th 2024
Greenfield Ma

Presented by
Infuzed Productions

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 Franklin County Fairgrounds

CONNECT

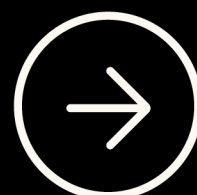
ABOUT CANNABRAND CONNECT

Cannabrand Connect is an exciting new way for all of the current licensed brands in your state to connect with local cannabis influencers. Knowing that the CCC has strict guidelines as to how cannabis companies can market and advertise in the state of Massachusetts we have created a unique new way for all of the existing brands to get the outreach and exposure that they deserve. With Cannabrand Connect our goal is to get as many influencers creating content for your brand as possible. Help elevate your brand by getting more clicks and views on all social media platforms. And who knows maybe one of the reels that these content creators upload for your brand will be the next video to go viral.





PROBLEM STATEMENT



Lack of Brand Differentiation

Cannabis companies often find it hard to make their brand unique in a crowded market. Without a clear way to stand out, they struggle to catch the eye of potential customers and lose out to bigger competitors.

Inconsistent Brand Messaging

inconsistency in brand messaging across various marketing channels confuses potential customers and dilutes brand perception. Cannabis companies often face challenges in maintaining a cohesive message that effectively communicates their value proposition and resonates with their target audience.

Keeping Up with Trends

The market changes fast, and cannabis brands need to keep up. But without a big team or resources, it's tough to stay on top of the latest trends and adapt their marketing strategies accordingly. Especially when it comes to social media and cannabis.

OUR INNOVATIVE SOLUTIONS



Using Social Media Connections

For cannabis businesses, collaborating with these influencers can significantly elevate brand recognition. By leveraging cannabis influencer marketing, Cannabrand Connect excels in connecting businesses with fitting influencers, ensuring potent digital marketing campaigns.



Brand Messaging Guidelines

Navigating the intricacies of cannabis marketing requires expertise and adherence to specific legalities. With Cannabrand Connect, our skilled team ensures your campaigns comply with regulations while effectively conveying your message. Engage cannabis influencers who expertly share content within the legal framework, becoming valuable ambassadors for your brand.



Agile Marketing Approach

As the demand for cannabis influencers rises with the global legalization of recreational cannabis, tap into their advertising expertise and captivate an audience keenly interested in the subject. From elucidating consumption methods to exploring potential health benefits, their content reaches far and wide. Overcome the challenges of cannabis marketing by leveraging the influence of these knowledgeable endorsers, elevating your brand awareness through effective social media strategies. Collaborate with influencers to illuminate your brand in the dynamic world of cannabis marketing.

DISCOVER OUR SERVICES

BRAND BUILDING



Cannabrand Connect is a groundbreaking event that harnesses the power of influencer marketing to propel businesses within the cannabis industry.

DIGITAL MARKETING



By leveraging the reach and influence of key figures in the cannabis community, this event provides unparalleled visibility and engagement for participating businesses.

MARKETING OUTREACH



With a collective outreach spanning well over two million followers on Instagram alone, Cannabrand Connect serves as a nexus for brands to connect with their target audience in an authentic and impactful way.

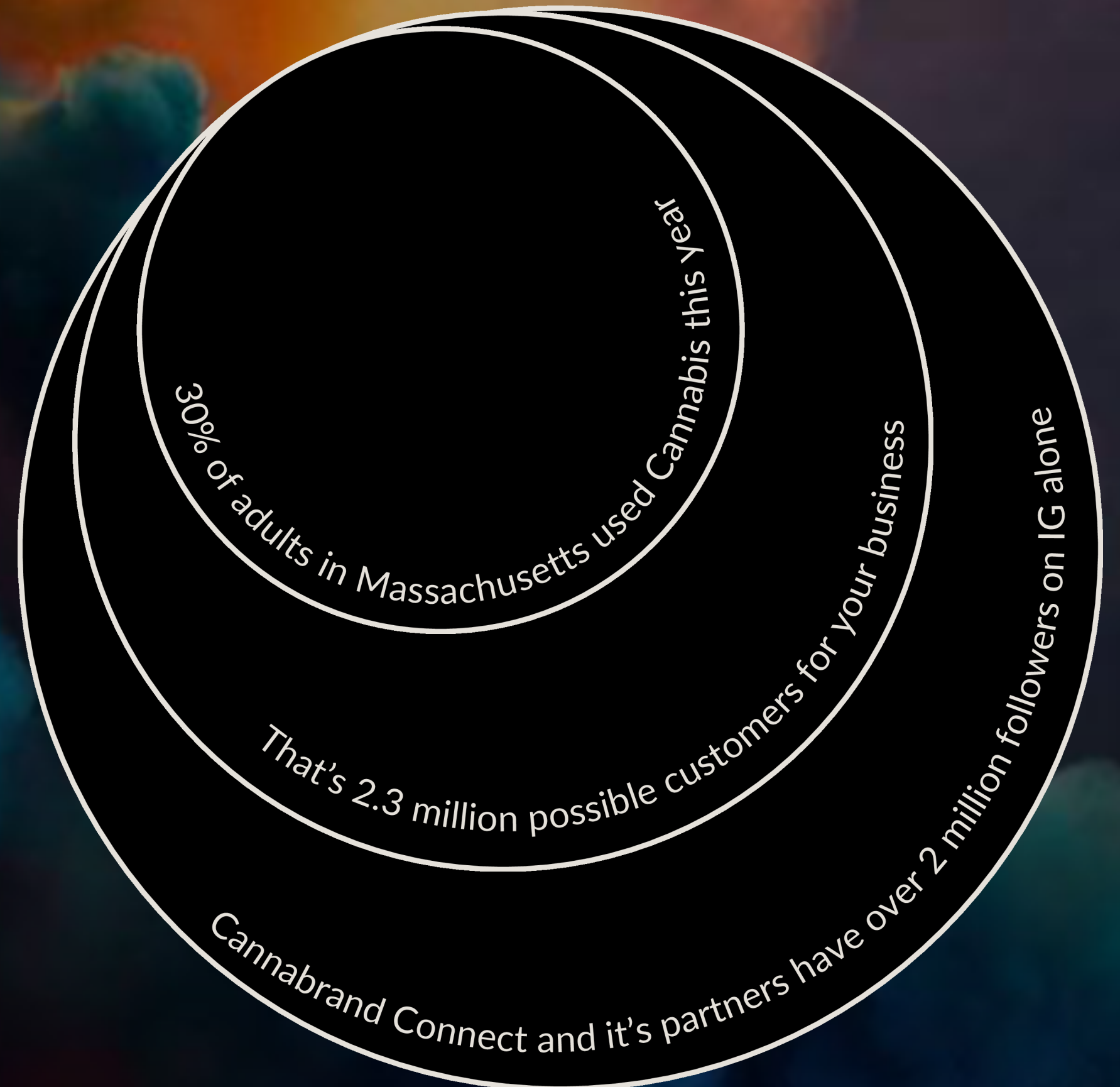
PARTNER SUPPORT



Through strategic partnerships and curated content, Cannabrand Connect fosters meaningful connections between brands and consumers, driving growth and success within the burgeoning cannabis market.

SIZE OF MARKET

Projected to surpass \$90.4 billion by 2026, the global cannabis industry's growth, despite advertising restrictions, is notably impressive. Cannabis influencers, avid advocates discussing both medical and recreational benefits on platforms like Instagram and YouTube, play a pivotal role in this surge. For cannabis businesses, collaborating with these influencers can significantly elevate brand recognition. By leveraging cannabis influencer marketing, The Influence Agency excels in connecting businesses with fitting influencers, ensuring potent digital marketing campaigns. Don't miss your opportunity to connect with one of these marketing gurus on August 24, 2024.



KEY COMPETITIVE ADVANTAGES

Social Media Expertise

Our skilled partners bring specialized knowledge and experience to provide top-notch solutions in Social Media. All outreach is tailored to our clients' needs.

Collaboration

By utilizing all that Instagram has to offer we have a special focus on the power of collaboration posts with our influencer.



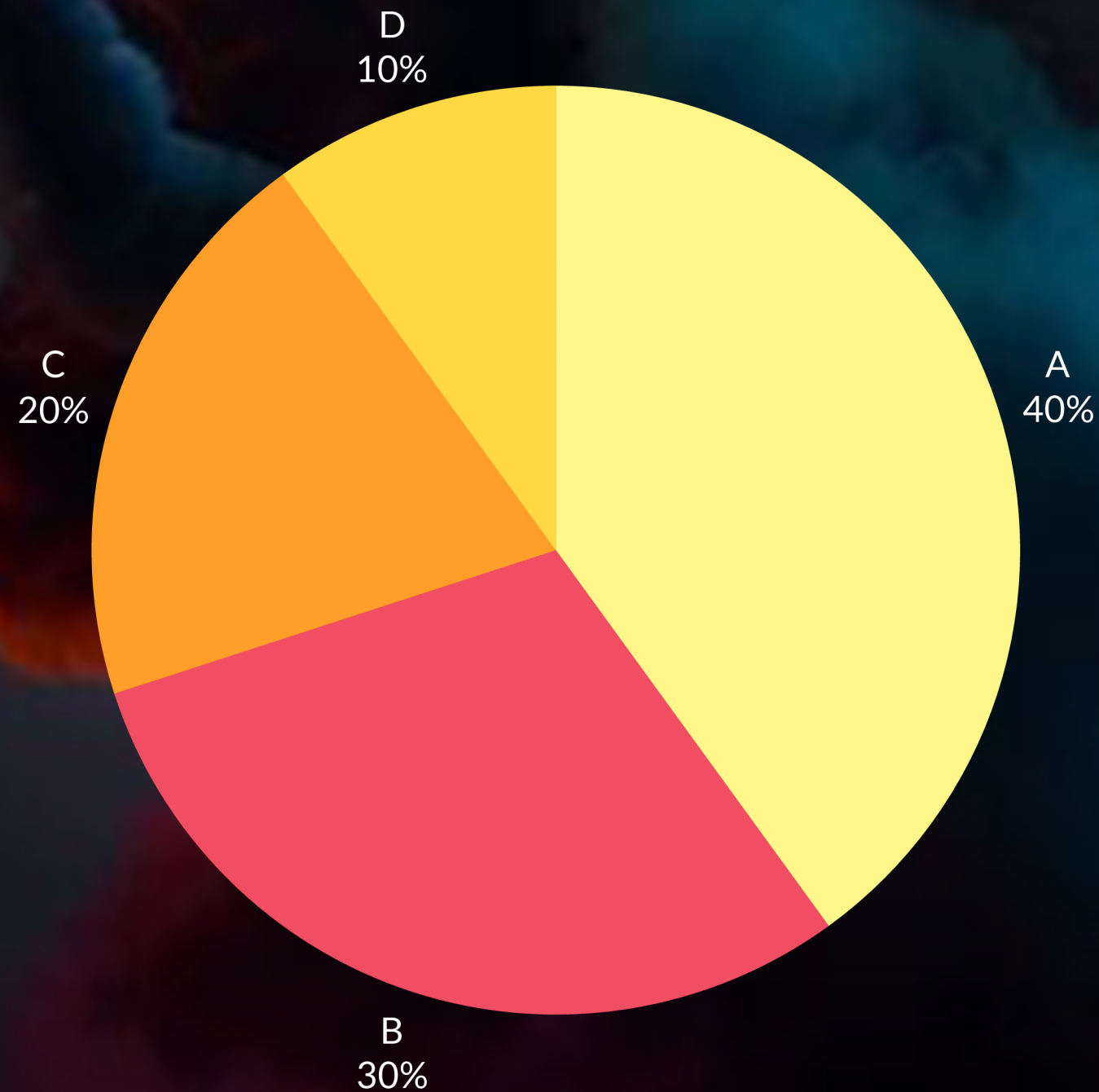
Sponsorship Focus

We prioritize building strong relationships and understanding our clients' needs, leading to long-term partnerships based on trust and satisfaction.

Proof of Concept

With massive outreach and proper support this event aims to change the marketing game for cannabis business for good.

USE OF FUNDS



Our plan for using funds generated from sponsors and vendors is straightforward. We'll allocate 40% towards the venue and activation of sponsorship, ensuring you receive what you paid for. 30% will go to paying our entertainers and employees at the event. 20% will be shared with any influencer that brought in the sponsorship business. Finally, 10% will be set aside for strategic initiatives like market expansion and partnerships to fuel long-term growth.

A. 40% Cost of Venue and Setup

B. 30% Cost of Entertainment and Employees

C. 20% Shared Revenue with Influencers

D. 10 % Expansion and Growth Initiatives

PRICING AND ACTIVATION

	Licenced Vendors	Indoor Vendors	Outdoor Vendors
Pricing	\$2500	\$1000	\$800
Features	20x10 space for vendor setup, featured post on at least 5 prominent social medias, video reel designed with your company logo on all print media.	10x10 space for vendor setup, featured post on at least 3 prominent social medias, video reel designed with your company logo on all print media.	10x10 space for vendor setup, featured post on at least 3 prominent social medias, video reel designed with your company logo on all print media.
Added Branding	• Collaborative posts shared on influencers' pages for broadened reach. Recognition on stage during the event with generous space provided for branding.	• Collaborative posts shared on influencers' pages for broadened reach.	• Collaborative posts shared on influencers' pages for broadened reach.
Additional Services	Featured in multiple podcast interviews, amplifying exposure to diverse audiences.	Featured in multiple podcast interviews, amplifying exposure to diverse audiences.	Featured in multiple podcast interviews, amplifying exposure to diverse audiences.

MEET OUR INFLUENCERS

OVER 100 INFLUENCERS WILL ATTEND THE EVENT.
WITH A COMBINED FOLLOWING OF 2,000,000+ ON INSTAGRAM ALONE!

CANNABRAND CONNECT

Collaboration of Cannabis Brands & Industry Influencers



Bobby Nuggz, a distinguished five-time award-winning cannabis activist, journalist, and event planner, boasts a 14-year career in the cannabis industry. Notable for winning The Secret Cup finals in 2013 and coordinating The Secret Cup Beast Coast in 2014, he has garnered recognition for his expertise in concentrates and diverse extraction methods. With a viral cold start tutorial exceeding 10,000,000 views, he has been featured in NowThis Weed. Bobby judges cannabis cups worldwide, contributes to publications like Dig Boston and North East Leaf Magazine, and actively organizes unique events in New England. Committed to education, he conducts seminars and expos nationally, aiming to set industry quality standards and eradicate cannabis stigmas. Currently involved in The GreensKeeper Cup and co-founding a Halloween Cannabis Expo (Hexpo) in Seekonk, Massachusetts, he serves as the seminar director for The 420expo New Jersey 2024. Follow him on Instagram @bobbynuggz_official and @hexpo_.

More Info : Instagram @Bobbynuggz_official

**BOBBY
NUGGZ**

Activist, Journalist, and
Event Planner

CANNABRAND CONNECT

Collaboration of Cannabis Brands & Industry Influencers



Ms. Thunder Walker is a highly respected figure in the cannabis industry, revered for her extensive knowledge and impassioned advocacy. Her accolades include being named the 2023 Social Media Influencer of the Year and receiving the prestigious Jack Herer Award, underscoring her significant impact on raising awareness about the benefits of cannabis. Through her innovative initiatives like The Thunder Walker Experience, which encompasses transformative projects such as The Smoke Currency Tour, The SEED initiative, and Weed MOMs, she actively engages in educational outreach, empowerment endeavors, and community-building efforts. Holding multiple cannabis licenses, Ms. Walker is deeply committed to promoting the responsible and safe utilization of cannabis, particularly in pediatric care through programs like "Head Shoulders Knees And Toes." Additionally, her role as a sought-after keynote speaker on topics ranging from cannabis to psilocybin underscores her influence in driving forward positive change and growth within the industry, fueled by her unwavering passion and visionary outlook.

More Info : Instagram @iamthunderwalker

**THUNDER
WALKER**

Educator, Promoter, and
Community Advocate

CANNABRAND CONNECT

Collaboration of Cannabis Brands & Industry Influencers



Coss is the visionary behind CONBUD, a transformative prison-style bootcamp that has empowered over 70,000 clients and provided employment opportunities to 50+ formerly incarcerated individuals. Featured in 300+ major media outlets and a four-time TED Talk speaker, Coss is committed to rehabilitation and social impact. Now, with CONBUD, Coss is pioneering a presence in the New York State cannabis market, offering opportunities to individuals affected by the war on drugs. Through dispensaries opened under the NYS conditional licensing program, Coss is reshaping industries and lives, one step at a time.

More Info : Instagram @cossmarte

**COSS
MARTE**

Innovator, Motivator, and
Entrepreneur

CANNABRAND CONNECT

Collaboration of Cannabis Brands & Industry Influencers



Danny "Danko" Vinkovetsky is a celebrated cannabis editor, writer, and photographer, with an impressive career spanning two decades. Notably, he served as the senior cultivation editor of High Times Magazine for 18 years, curating their renowned Top 10 Strains of the Year and founding the High Times Seed Bank Hall of Fame. Danko's expertise extends to judging more Cannabis Cups than anyone else worldwide and authoring essential books like "The Official High Times Field Guide to Marijuana Strains" and "Cannabis: A Beginner's Guide to Growing Marijuana." He hosted the acclaimed podcast "High Times presents Free Weed from Danny Danko" and currently leads the podcast "Grow Bud Yourself!." Previously, Danko also held the position of Senior Editor at Northeast Leaf Magazine. Danny is a true legend in the cannabis industry. Link to his podcast: <https://shows.acast.com/freeweeds>

More Info : Instagram @dannydankoht

**DANNY
DANKOHT**

Renowned Writer,
Photographer, and
Podcast Host

CANNABRAND CONNECT

Collaboration of Cannabis Brands & Industry Influencers



Nar Hakimi's transition from the fashion industry to founding Issa Vibe exemplifies resilience and self-discovery, profoundly influenced by her Middle Eastern heritage. After prioritizing motherhood and enduring a challenging divorce accompanied by seizures, anxiety, and depression, Nar discovered healing through cannabis. This pivotal experience led her to challenge societal stigma and create Issa Vibe, a brand focused on empowerment and self-belief. Issa Vibe is dedicated to holistic healing and fostering a positive community. Nar's mission is to inspire individuals to embrace their journeys and reach their fullest potential. Fluent in four languages, Nar's passion for linguistics and travel enriches her worldview and influences the ethos of Issa Vibe. Nar Hakimi's story is one of strength and transformation, demonstrating the power of self-belief and the potential for holistic healing, no matter one's background or circumstances.

More Info : Instagram @issavibe7g

**NAR
HAKIMI**

Fashionista, Healer, and
Brand Creator

THANK YOU

for your time and attention

CANNABRAND CONNECT

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 mike@infuzedproductions.com

 Franklin County Fairgrounds

**CALLING ALL VENDORS
AND SPONSORS!!**

**TAG YOUR FAVORITE
CANNABIS BRAND,
DISPENSARY, GROWER,
OR MANUFACTURER IN
THE NEW ENGLAND
AREA!!**