

Greetings,

Thank you for your interest in Georgia's first Cannabis Pitch competition hosted by Cannabis Noire and Ignite re-entry programming in partnership with The Black Futurist Group. The following is an overview of the competition, our goals, and expectations of the event. It is my hope that you will not only see the value in participating but feel compelled to support our sponsorship program. Thus ensuring our contestants and finalists are afforded the best the Cannabis Industry and those who support a more diverse and retributive Cannabis space, have to offer. We are currently seeking donations, sponsorships, mentors, and educators to aid in the success of our event.



Competition Goals

The purpose of the Ignite competition is to first and foremost create tangible resources and opportunities for minorities and underserved groups interested in being apart of Georgia's emerging Cannabis industry. It is our hope that through this experience we can help begin providing consistent foundational support for existing and future businesses seeking aid through our Cannabis incubator program. It is also our hope that the Ignite Pitch competition will foster a supportive environment for founders to build the knowledge, skills, and resources required to develop the equitable, robust Cannabis industry we all deserve and anticipate. To create spaces that allow everyone to do and feel their best, we believe it is important to exercise the principles and praxis of "safer space", or comfortable spaces where we are intentional and thoughtful with our words, actions, resources, and beliefs. The Ignite Pitch Competitions follows the "Safe Space Policy" in an effort to help Cannabis spaces be more supportive, non-threatening environments for all who engage. We have built our community to be welcoming and engaging, and urge everyone from staff members to event-goers – to be intentional in creating an atmosphere where the safety and respect of others are validated and recognized.

Read all about how we can do that together here: **Safer Spaces**

The address of the event is: TBA

The date of the event is: April 24th-26th, 2020

Tentative Program Schedule

We plan to host the competition over the weekend.

You are welcome to join us at any time during the Weekend.

The Keynote address, "Repairing the Heart of the Industry" panel, and Q&A will take place Saturday at 3:30 PM. Please arrive by 3:15 PM for set up and prep.

Here is the complete tentative schedule.

Friday, April 24th (private location sent to registrants Friday morning)

- 6:00 PM - 8:00 PM Welcome Reception

Saturday, April 25th (TBD)

- 9:00 AM - 10:00 AM Registration and Networking w/
- 10:00 AM - 10:30 AM Weekend Overview (rules, etc)
- 10:30 AM - 1:30 PM Pitch Incubation (Teams prep while meeting with mentors) [*Note: mentors will rotate at this time*]
- 1:30 PM - 2:30 PM Lunch & Learn, Ignite Opens to the public
- 2:30 PM - 3:30 PM "Ask Me Anything About Cannabis "
- **3:30 PM - 3:50 PM Keynote Speaker**
- **3:50 PM - 4:30 PM "Repairing the Heart of the Industry" panel discussion**
- **4:30 PM - 5:00 PM Q&A**
- 5:00 PM End of Day 1

Sunday, April 26th (TBD)

- 9:00 AM - 12:00 PM Teams finalize prep
- 12:00PM - 1:00PM Registration, Networking
- 1:00PM - 2:30PM Ignite Team Pitches
- 2:30 PM - 3:00PM Lightning Pitches (non-competing)
- 2:30 PM - 3:00PM Judge Deliberation
- 3:00PM - 3:30PM Presentation of winners
- 3:30PM - 5:00PM Open Networking
- 5:00PM Event End

Pitch Rules

Time

Competing teams will have up to 8 minutes for their pitches with flashcard warnings given at the 4 and 6-minute marks, and a buzzer at 8 minutes. Judges will be allowed 6 minutes of Q&A.

Materials Required

A Digital pitch deck must be presented. There is no slide minimum or maximum, but the time limit will be strictly enforced. The slide deck must be submitted as a pdf to Cannabisnoire@gmail.com no later than 12 PM, March 20th. Teams may bring additional materials, prototypes, props, etc., but are not required to do so.

Judging Criteria

Business Model:

Is there a clear problem/opportunity? (Customer segments)

Will the product/service address the need? (Value proposition)

Has the delivery of products/services to the customers been considered and articulated? (Channels)

Is the price of the product/service and the cost to produce it addressed and feasible? (Cost structure, Revenue streams)

Has the participant considered next-step activities, team, resources, and partnerships to deliver on the product/service? (Key activities, Key resources, Key partnerships, Finance Allocation, Spending Plan)

Does the business pitch include a plan for interacting with customers, considering customer differences? (Customer relationships)

Is there a clear positive social impact created by the business?

The business model is socially driven (example: 1 for 1 model like Toms Shoes)

Does the business model or the profit structure of the business support or recognize communities adversely impacted by the war on drugs or the re-entry community?

Bonus: Operating model is socially driven (example: focus on diversity, environmental protection, equity, transparency, etc.)

Pitch Presentation:

Solved a pressing problem or fulfills an immediate need

Spoke clearly and confidently

Told a story (vs. a list)

Provided examples, screen mockups, prototype, etc.

The language that is easy to understand

Engaged with the audience, showed enthusiasm/passion, energy

Lightning Pitches

Ignite applicants who did not fit the competition criteria are invited to join competitors spending the weekend developing their ideas, learning from mentors, and building relationships with other aspiring

Cannabis founders – all culminating with the opportunity to “lightning pitch” to the audience of Ignite mentors and observers to get feedback and support for their concepts.

Lightning Round Rules

Lightning pitches are restricted to 3 minutes without the use of digital visual aides (other props are allowed) followed by 2 minutes of feedback/Q&A.

What to Bring

Laptop
Note-taking materials
Snacks
Reusable water bottle
Camera/smartphone (to record/time/review your pitch)

Participating Sponsors

Buena Botanicals
Emerald Magazine
Front Row Travels
Beautiful Burn Pre Roll Cones
My Bud Vase
BlackFuturistsGroup

Please reply with your sponsorship offers by March 10th *

We are seeking additional sponsors, supporters, and contestants for our competition, It is our hope to offer our finalists tangible value and support through not just monetary offerings but other tangible and effective business support tools. Mentoring, Education, Office or Manufacturing Space, Headshots, Marketing Assistance and Tools, Software and Equipment, Travel Assistance, etc. please review our sponsorship packages or contact me directly to build your own offering to support this monumental undertaking.

Our corporate sponsorship pack is below. Your sponsorship goes a long way and supports Ignite programming and services, the development and fostering of more minority businesses and training and community empowerment. Your involvement helps cultivate a deeper connection between the community and the Industry and allows for a stronger pipeline of more diverse representation that is sorely lacking in our industry. It also underlines your support in educating the public on topics that not only impact your business but the communities around you as well.

Read more about our competition and see our pitch deck here.

DATE AND TIME: April 24th through the 26th, 2020 from 9 a.m. - 5 p.m.

LOCATION: TBA

Sponsorship tiers - Corporate

Regional supporter - \$10,000

5-minute speaking opportunity on both days.

15 free tickets

Designated "sponsorship room" for company promo and materials at the venue for both days

Two vendor tables for both days

Newsletter mentions in monthly Ignite newsletter (over 500 subscribers) with a link to the website until July 30th.

1 social media mentions per month to Canna Noires Facebook, Twitter, and Instagram accounts (15,000+ combined followers) until June 30.

Company logo included in all marketing material (social, digital, print, press release)

Invite to an exclusive VIP afterparty

State supporter - \$7,500

4-minute speaking opportunity on both days.

10 free tickets

Designated "sponsorship room" for company promotion and materials at the venue for both days - This is a first-come, first-served opportunity!

Vendor table on floor one or floor two for both days

Newsletter mentions in monthly Ignite newsletter with a link to the website until September 30.

Email sent to 200+ media contacts

Company logo included in all marketing material (social, digital, print, press release)

Company material included in the official swag bag

Invite to an exclusive VIP afterparty

Local supporter - \$5,000

3-minute speaking opportunity on both days.

8 free tickets

Newsletter mentions in monthly Ignite newsletter with a link to the website until August 30th. A newsletter is sent to nearly 200+ media professionals.

Designated "sponsorship room" for company promo and materials for both days - This is a first-come, first-served opportunity!

Vendor table on floor one or floor two for both days

Company logo included in all marketing material (social, digital, print, press release)

Company material included in the swag bag

Invite to an exclusive VIP afterparty

City supporter - \$2,000

2-minute speaking opportunity on both days

6 free tickets

Designated “sponsorship room” for company promotion, materials etc. for both days - This is a first-come, first-served opportunity!

Vendor table on floor one for both days

Newsletter mentions in monthly Ignitenewsletter with a link to the website until July 30.

Email sent to 200+ media contacts

Company logo included in all marketing material (social, digital, print, press release) as a designated community builder

Invite to an exclusive VIP afterparty

Sponsorship tier - General

Community Educator - \$1000

Everything in community supporter (4 tickets)

1 vending table for both days

2 social media mentions per month on Canna Noires Twitter and Instagram account (8,000 combined followers) until July 30

Marketing material and literature included in swag bag

Company logo included on conference literature

Newsletter mentions in monthly Ignitenewsletter with link to website until June 30. Email sent to 200+ media contacts.

Community Supporter - \$500

Everything in community participant (2 tickets)

1 vending table for both days (while supplies last)

Marketing material and literature included in swag bag

Inclusion of brand logo on website

Invite to VIP afterparty

Community Participant - \$200

1 free ticket

1 social media mention per month on CannaNoire’s Facebook account until July 30

Ticket Sponsor - Price to be determined by sponsor

Bulk ticket prices at reduced rate

Marketing material and literature included in swag bag

Inclusion of brand logo on website

Social media mention on conference Instagram and Canna Noire Instagram

Newsletter mentions in monthly Ignitenewsletter with link to website until June 30.

Email sent to 200+ media contacts.

Cannabis Noire Industry Resource Book

\$150 - ¼ page ad in Booklet = 2 free tickets and inclusion of brand on the website

\$300 - ½ page ad in Booklet = 4 free tickets and inclusion of brand on website and marketing material

A la carte sponsorship options that can be discussed! Email cannabisnoire@gmail.com for details.

Breakfast sponsorship

Lunch sponsorship

Drink sponsorship

Post-conference party

Pre-conference Friday Happy Hour

Tote bags

Name tags

T-shirts

Vendor booth

Region participant (out of state) - \$100 for two days on-site, \$50 for one day

Must not dispense any cannabis or cannabis-infused food or beverage

Vending includes tickets for those manning the booth

Vending includes table and chairs courtesy of host

Logo included on the conference website

Social media mentions on Canna Noires Twitter and Instagram

Invite to VIP afterparty

Local participant (in-state) - \$150 for two days on-site, \$100 for one day

Must not dispense any cannabis or cannabis-infused food or beverage

Vending includes tickets for those manning the booth

Vending includes table and chairs courtesy of host

Logo included in the conference website

Social media mentions on Canna Noires Twitter and Instagram

Invite to VIP afterparty

Organizing Team

The Ignite team is at your service! If you have any questions or needs before, during, or after Ignite Weekend, please don't hesitate to talk with any member of our organizing team.

Best,

Sheena M. Roberson

Cannabis Noire, Founder, and CEO

267-826-2251

267-498-8026

www.Cannabisnoire.com

