



Sponsorship & Marketing Opportunity

Grass on the Hill October 17-18, 2022

C3 is offering numerous “NEW” opportunities to Sponsor and Animate Product offerings during the upcoming GOTH.

Primary Sponsorship

Leading Light Sponsor

\$15,000

Conference partner recognition. Branding across all GOTH elements. Centre Stage, Display, Speak, Tickets for Social Event.

Conference Sponsor

\$5,000

Sponsor the Industry Conference & Lobby Day Reception. Main Recognition.

Conference Program Sponsors

Facilitator Support Sponsorship

\$2,500

Help defray professional costs. Spotlight Recognition.

Patient Sponsor

\$1,000

Help subsidize the cost of medical cannabis patient participation in our conference. Spotlight Recognition.

Reception Sponsor

**Any
amount**

Defray costs of the Industry reception on Parliament Hill. Spotlight Recognition.



4th Anniversary Social

Entertainment Sponsor

\$5,000

Sponsor costs associated with live entertainment at the social event.
Main Recognition.

Industry Samples Hall Sponsorship

\$5,000

Venue profile, Spotlight Recognition.

Inhaled Consumption Site Sponsorship

\$2,500

Venue profile, Spotlight Recognition.

As an industry event targeted at the licence holder to licence holder, we are privileged to offer our first C3 organized “samples for peers” style social event. This is all part of a new approach to celebrating the 4th Anniversary of Cannabis Legalization.

On October 17, 2022, C3 will offer an expansive social event marking 4 years of legal cannabis including entertainment such as Ashley MacIsaac, Cannabis News with a satirical edge from THCNN and some awards that capture the significance of cannabis legalization. \$5 from each ticket will be donated to medicinal cannabis legalization efforts in Ukraine. #CannabisCares

The Lowertown Brewery in the iconic ByWard market (York Street across from the Andaz) is our venue for an exciting celebration of innovation where licence holders will be encouraged to offer their edible cannabis products for sampling amongst their cannabis industry peers. Alcohol will be available on a cash bar basis and food will be provided for guests.

To discuss these opportunities please reach out to George Smitherman directly at 416 816 7118 or George@cannabis-council.ca.

