



CANNiFEST

HUMBOLDT COUNTY, 2025

AUGUST 30-31

Halvorsen Waterfront Park, Eureka, CA

SPONSOR DECK 2025



CANNiFest

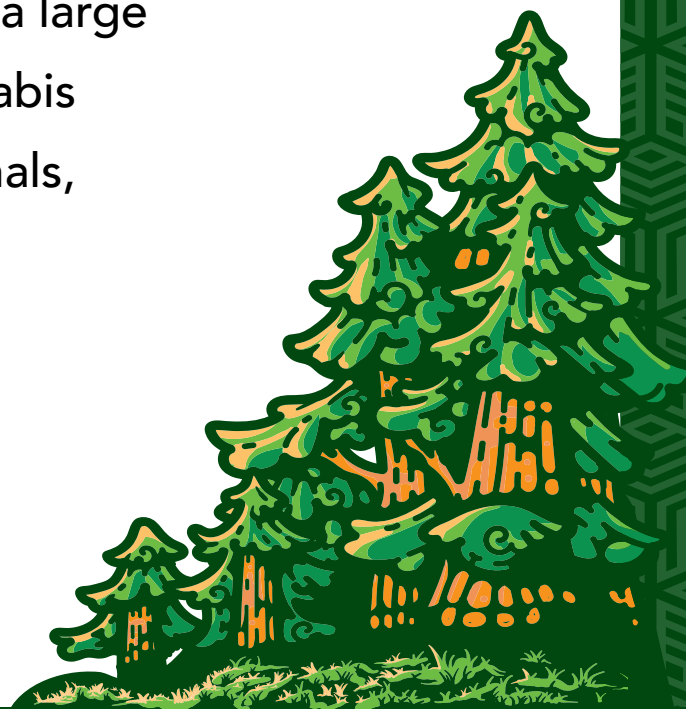
HUMBOLDT COUNTY, 2025

AUGUST 30-31

Elevate your brand and connect with a passionate community at California's Premier Cannabis Festival.

Cannifest offers a variety of sponsorship opportunities to suit your marketing objectives and budget. By partnering with Cannifest, you'll gain access to a large and engaged audience of cannabis enthusiasts, industry professionals, and local residents. Our event attracts worldwide attendance, and we are expanding our reach even further.

Visit us at www.cannifest.com



OG SPONSORSHIP TIER

All OG Sponsorship Packages Include:

- Stage announcements throughout the event
- Your logo on email blast prior to event to all attendees
- Prominent logo placement on onsite banners and displays
- Social media mentions and promotion during the event and leading up to it
- Logo integration within the Cannifest promotional campaign
- Hyperlinked logo on the Cannifest website
- Dedicated advertising space in the digital program
- Logo displayed on welcome signage
- Logo featured in event programming materials

Main Stage Sponsorship - \$25k

- Your logo above bands on main stage
- Two - 5 minute Main Stage announcement slots each day for you to use how you'd like (we can help accommodate)
- Slot on speakers panel
- VIP & Backstage access
- Your logo on the step & repeat in Main Stage Area
- Your brand's gear gifted to all Main Stage Artists + VIPs
- Your logo added to custom bags given at entrance both days
- High visibility location alongside the Main Stage
- 20' x 20' booth space
- VIP & Backstage Lamine sponsorship with your logo
- Complimentary tickets for your team (20)
- Two team registrations for the Humboldt Grow Games

Cannifest Marketplace + Lounge - \$15k

- Exclusive sponsorship of the Cannifest Marketplace + Lounge where the best ganja in all the land will be sold
- Slot on speakers panel
- Your logo on step n' repeat in this zone
- Your logo on all photographs from photo booth activation at event both days
- Official Artist's Ganja Lounge - be the host/hostess with the most/mostess
- High visibility location alongside the main stage
- 20' x 20' booth space
- Complimentary tickets for your team (15)



OG SPONSORSHIP TIER

Experiential Activation Sponsor - \$22k

- All benefits of OG Sponsorship tier
- Opportunity to create a large-scale, interactive brand activation within a high-traffic area (e.g., a branded lounge, a product demonstration zone)
- Dedicated social media campaign focused on your activation
- Inclusion in press releases related to the festival experience
- Option to integrate your product or service into the activation
- Complimentary tickets for your team (18)

Broadcast Sponsor - \$20k

- All benefits of OG Sponsorship tier
- Sponsorship of the official Cannifest livestream, reaching a global audience
- Pre-roll and mid-roll video ad slots during the livestream
- Logo and verbal mentions by livestream hosts
- Opportunity for a sponsored segment or interview during the broadcast
- Complimentary tickets for your team (15)

Ambassador Partner Sponsor - \$17k

- Ambassador Partner Sponsor - \$17,500
- All benefits of OG Sponsorship tier
- Opportunity to have a presence in our Ambassador Lounge
- Collaborate with Ambassadors.
- Logo on all Ambassador materials.
- Speaking opportunity at an Ambassador event.
- Complimentary tickets for your team (15)

Community Stage Sponsor - \$7500

- Prominent placement along the community stage
- 20'x20' booth space
- Complimentary tickets for your team (10)

Main Gate/Wristband Sponsor - \$7500

- Your logo printed on all Cannifest wristbands and your company's greeting crew at the entrance
- Complimentary tickets for your team (10)

Keynote Sponsor - \$7500

- Exclusive association with the Cannifest keynote address
- Introduce the Keynote speaker
- Complimentary tickets for your team (10)

VIP Area Sponsor - \$7500

- Gain exclusive sponsorship of the VIP area
- Your brand featured on table tops and bar activations
- Complimentary tickets for your team (8)

Shuttle Sponsor - \$7500

- Sponsor the official Cannifest shuttle service
- Guests who ride on the shuttle will hear a looping ad/commercial created by your team that showcases what you offer and how they can reach you or your products.
- Help us cut back on emissions by offering a shuttle option, and promoting safety
- Complimentary tickets for your team (8)

OG SPONSORSHIP TIER

Media Tent Sponsor - \$7k

- All benefits of OG Sponsorship tier
- Exclusive sponsorship of the media tent
- Logo placement on backdrops and signage within the media tent
- Opportunity to distribute press kits or product samples to media attendees
- Recognition as the official media sponsor in press releases and media alerts
- Complimentary tickets for your team (8)

Sustainability Sponsor - \$6k

- All benefits of OG Sponsorship tier
- Sponsor Cannifest's sustainability initiatives
- Prominent logo placement at recycling stations
- Opportunity to present a short talk on sustainable practices
- Recognition in all marketing materials related to sustainability efforts
- Complimentary tickets for your team (8)

Grow Games Sponsorship - \$2,500 - \$5k (Tiered Pricing)

- Sponsor educational workshops and demonstrations focused on cannabis cultivation
- Have products/services included in games; products showcased around the arena
- Booth accessible from spectator area
- Tailored package to highlight your brand

Ambassador Partner Sponsor - \$7k

- All benefits of OG Sponsorship tier
- Opportunity to have a presence in our Ambassador Lounge
- Collaborate with Ambassadors
- Logo on all Ambassador materials
- Speaking opportunity at an Ambassador event
- Complimentary tickets for your team (10)

Into the CannAbyss Stage Sponsor - \$5k

- Takeover and help Curate as well as Moderate the Talks Stage for 2 discussions both days
- Collaborate with the ITC team on the topics and guests
- Highlight your brand and get added exposure with banner placement and naming rights
- Complimentary tickets for your team (8)

Ganja Games Sponsorship - \$2500 - \$4k (Tiered Pricing)

- Title sponsorship of various interactive cannabis-themed games
- High-energy attraction; connect with attendees through fun games and contests
- Tailored package to highlight your brand or services



PURPLE KUSH SPONSORSHIP TIER

All Purple Kush Sponsorship Packages Include:

- 2 staff tickets
- Your logo on our website
- Your logo on our social media shouts
- Your logo on our digital program
- *Booths may be added on at an extra charge

Water is Life Sponsor - \$2500

- Provide and brand hydration stations throughout the event

Volunteer Gear Sponsor - \$2500

- Have your logo displayed on volunteer shirts and hats

Makers Market Host - \$2500

- Curate and host a dedicated market for local cannabis artisans and businesses

Healing Zone Sponsor - \$2500

- Sponsor the Cannifest Healing Zone Classes and workshops dedicated to education

Dance Off Sponsor - \$2500

- Sponsor the dance-off competition

Fire Dancer Sponsor - \$2500

- Showcase your brand through movement of a talented dance troupe
- Your logo will be displayed during the dance
- The troupe will hype your brand leading up to the performance

Charging Station Sponsor - \$2500

- Prominent placement along the community stage
- 20'x20' booth space
- Complimentary tickets for your team (10)

Live Art Wall Sponsor - \$2500

- Sponsor the live art wall
- Gain brand exposure through this engaging experience
- Your logo displayed in the area where your sponsored artist is working

Cypher Sponsor - \$2500

- Sponsor the cypher, an open mic-style event for rappers and other performers.

Drum Circle Sponsor - \$2500

- Showcase your brand to the beat of drums
- Your logo will be displayed during this primal professional performance
- Your brand will be mentioned in the program

Live FLAME-OFF Sponsor - \$2500

- Your logo on the live glass blowing station in the center of the event, where all competitors of the Flame-Off will be featured throughout the weekend

PURPLE KUSH SPONSORSHIP TIER

Ambassador Partner Sponsor - \$2750

- All benefits of Purple Kush Sponsorship tier
- Opportunity to have a presence in our Ambassador Lounge
- Collaborate with Ambassadors
- Logo on all Ambassador materials
- Speaking opportunity at an Ambassador event

Wellness Workshop Series Sponsor - \$2250

- Sponsor a series of workshops focused on cannabis wellness
- Your brand associated with health and well-being
- Opportunity to provide branded materials to workshop attendees

Silent Disco Sponsor - \$2000

- Sponsor the silent disco
- Your brand featured on headphones and signage
- Opportunity to create a branded playlist or visual experience



HUMBOLDT GREEN SPONSORSHIP TIER

Cannifest offers a variety of à la carte promotional options to suit your marketing needs and budget. The Humboldt Green Tier offers you the flexibility to create a dynamic package that aligns with your company goals to maximize your brand exposure at the event.

Direct Community Support

Yes We Cann! Parade Shirt Logo - \$420

Your brand's logo on our CommUnity parade shirt, giving the support needed to Keep Humboldt Green!

Greencrew & Shirt Sponsor - \$1000

Support CPP (CommUnity Pride & Peace) non-profit by sponsoring their efforts to Keep Humboldt Green at Cannifest and during the parade. Your logo will also be placed onto the shirts that the Greencrew wears all weekend and then notice them being worn out and about in town!

Increase Brand Awareness

Banner (3' x 6') - \$420

Showcase your brand with a custom banner

Stage Mentions - \$420 (Community Stage) \$1000 (Main Stage)

Showcase your brand with multiple stage mentions from the main and community stages

Logo on Official Shirt - \$1000

Gain widespread visibility by having your logo displayed on the official Cannifest event t-shirt

Logo on Gate Bag & Item - \$1000

Increase brand recognition by including your logo on both the official Cannifest gate bag and a non-cannabis item distributed within the bag



HUMBOLDT GREEN SPONSORSHIP TIER

Cannifest offers a variety of à la carte promotional options to suit your marketing needs and budget. The Humboldt Green Tier offers you the flexibility to create a dynamic package that aligns with your company goals to maximize your brand exposure at the event.

Targeted Marketing

Program Advertising

Reach a targeted audience of cannabis enthusiasts through dedicated advertising space in the Cannifest program and on our website, available in various sizes:

Quarter Page: \$500

Half Page: \$800

Full Page: \$1300

Yes We Cann! Community Parade Sponsor - \$1000

Ambassador Partner Sponsor - \$900

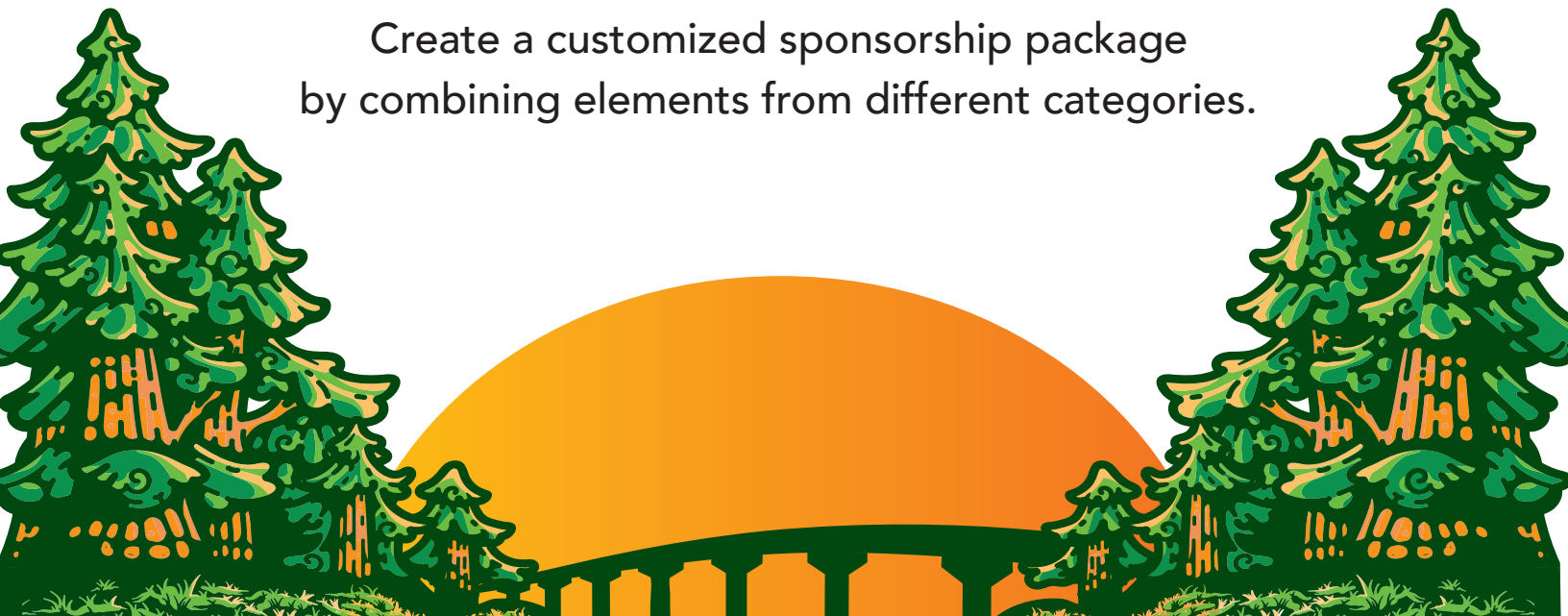
- All benefits of Purple Kush Sponsorship tier
- Opportunity to have a presence in our Ambassador Lounge
- Collaborate with Ambassadors
- Logo on all Ambassador materials
- Speaking opportunity at an Ambassador event

Wayfinding Signage Sponsor - \$800

Branded Lanyard Sponsor - \$800

Mix & Match

Create a customized sponsorship package by combining elements from different categories.



BOOTH TYPES & PRICING

- One company per booth
- All booths are 10'x10' unless otherwise stated.
- All paid booths come with 2 GA tickets per 10'x10', and may purchase up to 2 additional weekend passes at \$75 each or \$45 each per day.
- All free booths must purchase up to 3 weekend passes at \$75 each or up to 6 day passes at \$40 each.

NPO:

10'x10' or 8' Table - **FREE!**

SHAKEDOWN STREET / MAKERS MARKET & FARMER BOOTHS:

10'x10' - **\$350 (Middle), \$420 (End)**

10'x20' - **\$600 (Middle), \$800 (End)**

EXHIBITOR / VENDOR:

10'x10' - **\$1000 (Middle), \$1500 (End)**

MAIN BOWL EXHIBITOR / VENDOR:

10'x10' - **\$1500 (Middle), \$2000 (End)**

10'x10' - ****MAIN BOWL STAGESIDE** - \$2500**

FOOD VENDOR:

10'x10' - **\$650**

10' Front x 20' Deep - **\$900**

20' Front x 20' Deep - **\$1250**

Truck or Trailer up to 30' - **\$1500**

CANNABIS LOUNGE & MARKETPLACE

(CANNABIS SALES BY CA LICENSED RETAILERS ONLY)

40'x10' Deep or 20'x20' - **\$6500**

20'x10' Deep - **\$3500**

10'x10' - **\$2500**

10'x10' - ****STAGESIDE** - \$4000**

(NON-CANNABIS SALES)

10'x10' - **LOUNGE - \$2000**

10'x10' - ****STAGESIDE** - \$3000**

****Limited number of crowd facing booths along the stageside with the artists and stage presentations. Great for content creation and community activation.****

CANNiFest

HUMBOLDT COUNTY, 2025

AUGUST 30-31

Let's discuss the right options for you!

CONTACT US TODAY TO DIAL IN YOUR PACKAGE!

Lori: (707) 407-7345

Steve: (707) 362-6511

.....

**Applications are live for all Sponsors,
Vendors, Performers, Exhibitors, Speakers,
and Headstash Bowl Judges**

GET INVOLVED TODAY!

.....

