A JOINT EFFORT

Tree Harvest Festival is seeking to creatively partner with companies that share our values.

Coveted by the most successful companies, event partnerships are an effective way to reach patrons, whether by introducing new products through sampling or simply informing or educating festival-goers about your company through face to face interaction. Becoming a partner can have a tremendously positive impact on any company whose products or ideas are in line with the lifestyle of our devoted festival fans.

There will be a celebration of the harvest of the cannabis flower on August 24th and 25th, 2019 at Cal Expo in Sacramento, CA. It’s kinda like going to the county fair except the theme is weed. You can buy some pot or weed edibles, you can smoke grass and you can learn more about the current issues surrounding the marijuana debate, at this festival. There will be cannabis vendors, a cannabis competition called Tree Harvest Championship, the chance to meet the cultivators, special guest speakers, THC and CBD cooking demonstrations, two music stages with 30 bands and DJ’s, a comedy stage with 31 comedians, shaded chill seating areas, funnel cake eating contest, live and interactive local art and cannabis themed art instillations, games, a Ferris wheel, weed mower races, 4:20 smoke out, joint rolling contest, free filtered cold water station, Miss and Mr. California Green contest, a petting zoo and whatever else comes together between now and August. This event is being produced by a local event promoter with over 15 years experience in street fairs and festivals who wants to create a fun and safe atmosphere to enjoy and celebrate cannabis.
STRATEGIC MARKETING

Commercials aired on some of the top radio stations in the greater Sacramento market, 4 week campaign

Tree Harvest Festival will have ads featured in Sacramento News & Review and similar publications

Highly visible freeway billboard on I-80 resulting in 752,774 impressions each week of a 6 week campaign

500 street signs posted in Placer County and Yuba, Sacramento, El Dorado, and Nevada counties

DIGITAL

233K REACHED ORGANIC AND PAID

ORGANIC AND PAID INSTAGRAM ADS

MULTIPLE CUSTOM SNAPCHAT FILTERS

TARGETED GOOGLE CLICK AD CAMPAIGN

17,000 PERSON LIST EMAIL INVITE SENT
FARMERS MARKET
the timing is right to buy some of the best product of the season. Talk

FERRIS WHEEL
It’s kinda like going to the County Fair except the theme is weed. Ferris wheel and petting zoo are booked.

ENTERTAINMENT
5 stages with live bands, comedians, cooking demo’s, speeches and a Half Pipe jam keep the mood festive

CHILL AREAS
3 spots that you can pop a squat in the shade, loads of seating provided

EDIBLE TREATS
Edibles are a popular option and people can’t wait to learn about new edible opportunities

SHOPPING
Artisans, crafters, and merchants exhibit their handcrafted goods
“We’re gonna party all day long like Cheech and Chong, smoking a bong and getting along.”

- John Javidan, Event Producer
PARTNERSHIP PACKAGES

- TITLE PARTNER - $75,000
- STAGE 1 - $25,000
- BUILDING C - $25,000
- HALF PIPE JAM - $30,000
- STAGE 5 - $20,000
- EDUCATION BUILDING - $12,000
- FILTERED WATER STATION - $10,000
- SCULPTURE ART - $9,500
- SPEAKER STAGE - $8,500
- LIVE ART - $7,500
- COOKING DEMO STAGE - $6,500
- COMEDY STAGE - $6,500
- ADMISSION WRISTBAND - $5,000
- COMMUNITY PARTNER - $1,000
- PENDING
Presenting Partnership

Nice Party, Y'all!

$75,000 Partnership

Who throws one hella’va two-day shin-dig?
You do. You will be the first ever, official presenter of Tree Harvest Festival. You will get all the credit for putting on the best cannabis experience Sacramento has ever seen.

Your brand will be instantly associated with everything THF represents. From local farmers to the region’s top cannabis products, your company’s partnership shows your love and support of a growing industry.

But wait! There’s more. Aside from being associated with one of the industry’s most loved festivals of the year, here’s what we look forward to offering you:

- We will attach your logo to ours as the “Your Name” Tree Harvest Festival
- Anytime we promote anything your name or logo (where possible) will be mentioned
- Inclusion on Radio commercial on 93.7, V101 and 103.5 Every spot, you are the only sponsor that will be included in this media.
- Logo inclusion on 5 Sacramento billboards. You are the only sponsor whose logo will be on this media.
- Space in prime locations of your choice, 10 booths (100 square feet)
- 2 Distribution locations, (shipping container or office in building C, your choice)
- 2 custom social media posts per week promoting your brand and at your direction, from the time you sign through August 25
- A 48 foot long by 8 foot tall custom built and hand painted wall at the entrance with your brand
- Top logo placement on the event poster (deadline July 19)
- One top logo Placement on event map. Logo placement on map at location of your booths (up to 10). The map will be located at several locations at the festival and on the website as PDF (deadline August 2)
- 10 entries in Tree Harvest Championship
- Tree Harvest Festival admission wristband will have three logos on it. Yours, the wristband Partner and the festival logo (deadline July 26)
- Ten digital rotation ads (5 seconds each rotating) on LCD backdrop screen behind
- Stage 1 and on Stage 3 the Speaker stage. Ads will run full time on main stage and between speakers on speaker stage. If the speaker is not using the screen for a slide show the ads will run
- At least two promotional announcements per hour by our voice of the festival, heard by 45% of the grounds
- 56 two day exhibitor passes
- 100 promotional one day passes
Good Vibes
$25,000 Partnership

At Tree Harvest Festival life is good with a lit joint, a shaded seat, and live music. Festival goers get to enjoy the atmosphere while listening to some of their favorite local bands. With the help of some of radios most renounced booking agents we scoured Sacramento for the best music the region has to offer, delivering a dynamite lineup for 2019. The stage and banners will be visible from the whole Chill Shaded area, the Ferris Wheel and the Live Art performance area.

The Main Stage will have an LCD screen hung behind the bands.

Love to chill to good vibes? So do we. That’s why we look forward to sharing these offers with you:

**WHAT YOU GET**

- We will change the name of Stage 1 to the “Your Business Name” Stage.
- Logo placement prominent in stage design.
- Anytime we promote Your Stage or any act on it your Name or Logo (where possible) will be mentioned.
- Six 10x10 exhibitor booths in a prime locations at Tree Harvest
- One distribution location, (shipping container or office in building C, your choice)
- Two 6’ wide by 16’ tall Banners draped on the left and right side of the stage in front of the speakers
- One 36’ wide by 3’8” tall banner above stage
- Logo placement on map at location of your booths (up to 6). The map will be located at several locations at the festival and on the website as PDF (deadline August 2)
- 3 entries in Tree Harvest Championship
- Promoted as a Partner on treeharvestfestival.com
- 2 custom Facebook posts promoting your stage
- 2 custom Instagram posts promoting your stage
- 1 co promoted Google ad advertising your stage
- Logo placement with link on treeharvestfestival.com as Co-Partner
- One digital rotation ad (5 seconds each rotating) on LCD backdrop screen behind main stage and on speaker stage. Ads will run full time on main stage and between speakers on speaker stage.
- At least one promotional announcement per hour by our voice of the festival, heard by 45% of the grounds
- 24 two day exhibitor passes
- 40 promotional one day passes
CHECK YOU OUT

$25,000 PARTNERSHIP

There have been some pretty amazing advancements in cannabis related products over the years and we’re totally here for it. Building C is where exhibitors will showcase what they’ve got in a comfortable, air conditioned space. This is Our Main Exhibits hall. It has a big entrance and everyone that walks into or out of the hall will see your branding on a 17 foot wide by 5 foot tall sign above the door.

Love to be up to date on the newest innovations? So do we. Which is why we look forward to sharing these offers with you:

WHAT YOU GET

We will change the name of the Cannabis Industry Exhibits Hall to the “Your Business” Hall.

Anytime we promote Your Hall or anything about it your Name or Logo (where possible) will be mentioned.

One large 24’ wide by 12’tall banner above entrance to hall

Anytime we promote the cannabis shopping your Name or Logo (where possible) will be mentioned.

Six 10x10 exhibitor booths in a prime locations at Tree Harvest

One distribution location, (shipping container or office in building C, your choice)

Logo placement on map at location of your booths (up to 6). The map will be located at several locations at the festival and on the website as PDF (deadline August 2)

3 entries in Tree Harvest Championship

Promoted as a Partner on treeharvestfestival.com

2 custom Facebook posts promoting the cannabis shopping in your air conditioned hall

2 custom Instagram posts promoting the cannabis shopping in your air conditioned hall

1 co promoted Google ad advertising the cannabis shopping in your air conditioned hall

Logo placement with link on treeharvestfestival.com as Co-Partner

One digital rotation ad (5 seconds each rotating) on LCD backdrop screen behind main stage and on speaker stage. Ads will run full time on main stage and between speakers on speaker stage.

At least one promotional announcement per hour by our voice of the festival, heard by 45% of the grounds

24 two day exhibitor passes

40 promotional one day passes
EXTREME PRO SKATE PARK

$20,000 PARTNERSHIP

We will build a skate park with a huge half pipe and have three pro shows on Saturday and two pro shows on Sunday. X Games champions will do a pro 30 minute show followed by a meet and greet. This will be many of our guest’s favorite experience at Tree Harvest Festival and the fans will have you in their heart for providing it to them. The Half Pipe will be customized with your logo and a schedule of events so that people see how big your company is.

As the Half Pipe Jam Presenter, take part in one of the most exciting elements of tree Harvest, along with these other perks:

4 shows on Saturday
3 shows on Sunday

WHAT YOU GET

- Anytime we promote the Halfpipe Jam it will be attached to your name as the “YOUR NAME Halfpipe Jam” (We are open to alternative names)
- Five 10x10 exhibitor booths in a prime locations at Tree Harvest
- Custom Banner placement and paint on Skate-park/halfpipe
- Logo placement on map at location of your booths (up to 5). The map will be located at several locations at the festival and on the website as PDF (deadline August 2)
- 2 entries in Tree Harvest Championship
- Promoted on treeharvestfestival.com
- 2 custom Facebook posts promoting your Halfpipe Jam
- 2 custom Instagram posts promoting your Halfpipe Jam
- 1 co promoted Google ad advertising your Halfpipe Jam
- Logo placement with link on treeharvestfestival.com as Co-Partner
- Two digital rotation ads (5 seconds each rotating) on LCD backdrop screen behind main stage and on speaker stage. Ads will run full time on main stage and between speakers on speaker stage.
- At least one promotional announcement per hour by our voice of the festival, heard by 45% of the grounds
- 20 two day exhibitor passes
- 35 promotional one day passes
Stage 5 is located at the East end of the event and will feature 15 live music and entertainment shows throughout the festival. The Main Stage will have some of the best classic rock tribute bands mocking legends such as Tom Petty, Bob Dylan and Aerosmith. The Stage will bring a positive vibe atmosphere to the whole center of Tree Harvest. The stage and banners will be visible from the whole Beverage Garden and Live Art performance area.

Share in our excitement and allow us to offer some added benefits:

**WHAT YOU GET**

- We will change the name of Stage 1 to the “Your Business Name” Stage.
- Logo placement in prominent in stage design.
- Anytime we promote Your Stage or any act on it your Name or Logo (where possible) will be mentioned.
- Five 10x10 exhibitor booths in a prime locations at Tree Harvest
- One distribution location, (shipping container or office in building C, your choice)
- Two 12' wide by 21’ tall Banners draped on the left and right side of the stage in front of the speakers
- One 46', 3” wide by 3’10” tall banner above stage
- Logo placement on map at location of your booths (up to 5). The map will be located at several locations at the festival and on the website as PDF (deadline August 2)
- 2 entries in Tree Harvest Championship Promoted on treeharvestfestival.com
- 2 custom Facebook posts promoting your stage
- 2 custom Instagram posts promoting your stage
- 1 co promoted Google ad advertising your stage
- Logo placement with link on treeharvestfestival.com as Co-Partner
- Two digital rotation ad (5 seconds each rotating) on LCD backdrop screen behind main stage and on speaker stage. Ads will run full time on main stage and between speakers on speaker stage.
- At least one promotional announcement per hour by our voice of the festival, heard by 45% of the grounds
- 20 two day exhibitor passes
- 40 promotional one day passes
KNOWLEDGE IS POWER

$12,000 PARTNERSHIP

The Speakers and Cooking Demonstrations will happen on two different stages in your education building. A custom sign at each of the three entrances and will let people know that you care about bringing desired education to the festival. Education is one of the main threads of Tree Harvest and we’re excited to share in this experience with you.

WHAT YOU GET

We will change the name of the education building to the “Your Business” building.

One 25’ wide by 10’ tall banner above the main entrance
Three 24” wide by 36” wide signs above the three North facing doors
One custom Banner on the front of the Stove/Prep Counter
Two 30 inch by 8 foot signs on each side of the stage
One 10x10 exhibitor booth in a prime locations at Tree Harvest
Logo placement on map at location of your booth. The map will be located at several locations at the festival and on the website as PDF (deadline August 2)

1 entry in Tree Harvest Championship
Promoted on treeharvestfestival.com
2 custom Facebook posts promoting your education building
2 custom Instagram posts promoting your education building
1 co promoted Google ad advertising your education building
Logo placement with link on treeharvestfestival.com as Co-Partner
Two digital rotation ad (5 seconds each rotating) on LCD backdrop screen behind main stage and on speaker stage. Ads will run full time on main stage and between speakers on speaker stage.

At least one promotional announcement per hour by our voice of the festival, heard by 45% of the grounds

4 two day exhibitor passes
30 promotional one day passes
REFRESHING THAT COTTON MOUTH

$10,000 PARTNERSHIP

A coveted promotion by the biggest companies in the world, this is a great way to show people you care about their health. A commercial grade large water filtration system will be set up to offer free chilled H2O available on 10 spigots. Located in the middle of the event, every guest will see or use the free water station. The refreshing feeling that people will have will resonate into thank yous to your company as it will be evident that you provided them with an unlimited amount of refreshment by large signs above the watering station. Possibly the most visited place at Tree Harvest.

Here’s what else we’d like to offer:

WHAT YOU GET

- Anytime we promote the free water station it will be attached to your name as the “YOUR NAME complimentary water station”
- Two 10x10 exhibitor booths in a prime locations at Tree Harvest
- Four 114” wide by 48” tall banners above the water station
- Logo placement on map at location of your booths (up to 2). The map will be located at several locations at the festival and on the website as PDF (deadline August 2)
- 1 entry in Tree Harvest Championship
- Promoted on treeharvestfestival.com
- 2 custom Facebook posts promoting your free cool water station
- 2 custom Instagram posts promoting your free cool water station
- 1 co promoted Google ad advertising your free cool water station
- Logo placement with link on treeharvestfestival.com as Co-Partner
- One digital rotation ad (5 seconds each rotating) on LCD backdrop screen behind main stage and on speaker stage. Ads will run full time on main stage and between speakers on
The Speaker Series will be located the education building. It will be a 2’ raised platform, have sound system with wireless microphones, LCD screen as a backdrop that can be used as a lap top duplicator (similar to projector), podium, 200 chairs plus standing room, 10X10 booth with table and chairs that can be used by speaker for promotion during and after speech. The speeches will be professionally recorded and posted on treeharvestfestival.com, on youtube and you may also post them to your own medias. On Saturday after the speeches DJ Robbie will use the stage to throw a party and DJ battle. On Sunday after the speeches Princess Shonda will host the Miss and Mr. California Green contest with three categories, weed interview, talent show and costume contest to determine who will be crowned Miss and Mr. California Green.

**WHAT YOU GET**

We will change the name of the stage to the “Your Business” Stage.

Anytime we promote Your Stage or any speaker on it your Name or Logo will be mentioned.

One 12 inch by 10 foot banner above LCD screen

Two 30 inch by 8 foot hanging banners on each side of the LCD screen

One custom sign on the front of the podium

Two 10x10 exhibitor booths in a prime locations at Tree Harvest

Logo placement on map at location of your booths (up to 2). The map will be located at several locations at the festival and on the website as PDF (deadline August 2)

1 entry in Tree Harvest Championship

Promoted on treeharvestfestival.com

2 custom Facebook posts promoting your speaker stage

2 custom Instagram posts promoting your speaker stage

1 co promoted Google ad advertising your speaker stage

Logo placement with link on treeharvestfestival.com as Co-Partner

One digital rotation ad (5 seconds each rotating) on LCD backdrop screen behind main stage and on speaker stage. Ads will run full time on main stage and between speakers on speaker stage.

At least one promotional announcement per hour by our voice of the festival, heard by 45% of the grounds

Stage host will mention your brand during each show at least twice. The host will also memorize and read a short promo for you in the first half of the show. You will help script this.

8 two day exhibitor passes

20 promotional one day passes
WHAT'S COOKIN

$6,500 PARTNERSHIP

The cooking demonstration stage will have a fully working kitchen with Stove, Oven, Sink, Microwave, Refrigerator and Freezer plus it has a big mirror above the stove and prep table so guests can see the counter-top and in the pan. It will have guest Chefs showing their best edible practices. Guest Chefs will be interviewed and videotaped during performance and will receive a free digital copy of the video that will have your logo in most shots. The chef will not be on stage alone. There will be a host to introduce the chef’s and ask questions.

WHAT YOU GET

We will change the name of the stage to the “Your Business” Stage.

Anytime we promote Your Stage, chef’s or any lessons, your Name or Logo will be mentioned.

One 21’ wide by 30” tall banner above kitchen
Two 4’ wide by 8’ tall signs on each side of the stage
One 7’ wide by 30” tall custom sign in the front of the Stove/Prep Counter
Two 10x10 exhibitor booths in a prime locations at Tree Harvest

Logo placement on map at location of your booths (up to 2). The map will be located at several locations at the festival and on the website as PDF (deadline August 2)

1 entry in Tree Harvest Championship
Promoted on treeharvestfestival.com
2 custom Facebook posts promoting your cooking education stage
2 custom Instagram posts promoting your cooking education stage
1 co promoted Google ad advertising your cooking education stage
Logo placement with link on treeharvestfestival.com as Co-Partner

One digital rotation ad (5 seconds each rotating) on LCD backdrop screen behind main stage and on speaker stage. Ads will run full time on main stage and between speakers on speaker stage.

At least one promotional announcement per hour by our voice of the festival, heard by 45% of the grounds

Stage host will mention your brand during each show at least twice. The host will also memorize and read a short promo for you in the first half of the show. You will help script this.

8 two day exhibitor passes
20 promotional one day passes
HIGH-LARIOUS

$6,000 PARTNERSHIP

The Comedy Stage will be located on the wood deck under the skywalk and will be visible or heard from three shaded hang out locations. It will have nonstop entertainment. There will be 31 comedians scheduled to perform throughout the festival and we will play clips from funny weed clips from movies and comedy act snippets in between comedy acts.

Here’s what we’d like to offer:

- We will change the name of the stage to the “Your Business” Stage.
- Anytime we promote Your Stage or any act on it your Name or Logo (where possible) will be mentioned.
- Logo placement on a custom 12’ wide by 8’ tall backdrop of stage
- One 10x10 exhibitor booths in a prime locations at Tree Harvest
- Logo placement on map at location of your booth. The map will be located at several locations at the festival and on the website as PDF (deadline August 2)
- 1 entry in Tree Harvest Championship
- Promoted on treeharvestfestival.com
- 2 custom Facebook posts promoting your comedy stage
- 2 custom Instagram posts promoting your comedy stage
- 1 co promoted Google ad advertising your comedy stage
- Logo placement with link on treeharvestfestival.com as Co-Partner
- One digital rotation ad (5 seconds each rotating) on LCD backdrop screen behind main stage and on speaker stage. Ads will run full time on main stage and between speakers on speaker stage.
- At least one promotional announcement per hour by our voice of the festival, heard by 45% of the grounds
- 4 two day exhibitor passes
- 10 promotional one day passes
CULTURE AUTOMATION

$9,500 PARTNERSHIP

We will commission local sculpture artists to construct a large cannabis themed piece with your brand's colors, name, or logo included. To the general public that attends the event it will appear that the Sculpture Art is there because you built it especially for their enjoyment at this event. They will thank you for bringing such a fun visual to the festival, and those good vibes will turn into positive thoughts about your brand. We can put your booth near the art so that it even looks like you are coordinating it. The art is being coordinated by one of Sacramento’s best art advocates and promoters.

WHAT YOU GET

Anytime we promote the sculpture both before and after the event we will promote it as yours.

Two 10x10 exhibitor booths in a prime location at Tree Harvest.

Logo included in piece.

Logo placement on map at location of your booths (up to 2). The map will be located at several locations at the festival and on the website as PDF (deadline August 2).

1 entry in Tree Harvest Championship.

Promoted on treeharvestfestival.com.

2 custom Facebook posts promoting your art sculpture.

2 custom Instagram posts promoting your art sculpture.

1 co-promoted Google ad advertising your art sculpture.

Logo placement with link on treeharvestfestival.com as Co-Partner.

One digital rotation ad (5 seconds each rotating) on LCD backdrop screen behind main stage and on speaker stage. Ads will run full time on main stage and between speakers on speaker stage.

At least one promotional announcement per hour by our voice of the festival, heard by 45% of the grounds.

8 two day exhibitor passes.

10 promotional one day passes.

Unknown number of Instagram posts with art.
$7,500 PARTNERSHIP

To the general public that attends the event it will appear that the Live art is there because of your Partnership. They will thank you for bringing such a fun feeling to them and those good vibes will turn into positive thoughts about your brand. We can put your booth near the art so that it even looks like you are coordinating it. The art is being coordinated by one of Sacramento’s best art advocates and promoters.

WHAT YOU GET

- There will be a 5’ tall by 100’ long banner on chain link behind the artists with your branding
- Anytime we promote the live art your Name or Logo (where possible) will be mentioned.
- One 10x10 exhibitor booths in a prime locations at Tree Harvest
- Logo placement on map at location of your booth. The map will be located at several locations at the festival and on the website as PDF (deadline August 2)
- 1 entry in Tree Harvest Championship Promoted on treeharvestfestival.com
- 2 custom Facebook posts promoting your live art shows
- 2 custom Instagram posts promoting your live art shows
- 1 co promoted Google ad advertising your live art shows
- Logo placement with link on treeharvestfestival.com as Co-Partner
- One digital rotation ad (5 seconds each rotating) on LCD backdrop screen behind main stage and on speaker stage. Ads will run full time on main stage and between speakers on speaker stage.
- At least one promotional announcement per hour by our voice of the festival, heard by 45% of the grounds
- 4 two day exhibitor passes
- 10 promotional one day passes
WELCOME, COME ON IN

$5,000 PARTNERSHIP

The souvenir that everyone will take home. The First Annual Tree Harvest Festival Wristband will have three logos on it. Yours, The Presenting Partner and the Festival Logo and Year.

WHAT YOU GET

One 10x10 exhibitor booths in a prime locations at Tree Harvest
Logo placement on map at location of your booth. The map will be located at several locations at the festival and on the website as PDF (deadline August 2)
1 entry in Tree Harvest Championship
Promoted on treeharvestfestival.com, Google, and Instagram
2 custom social media posts promoting your brand on Facebook and Instagram
2 custom Facebook ads promoting ticket sales with pic of your wristband with your logo
2 custom Instagram ads promoting ticket sales with pic of your wristband with your logo
2 co promoted Google ads advertising ticket sales with pic of your wristband with your logo
Logo placement with link on treeharvestfestival.com as Co-Partner
One digital rotation ad (5 seconds each rotating) on LCD backdrop screen behind main stage and on speaker stage. Ads will run full time on main stage and between speakers on speaker stage.
At least one promotional announcement per hour by our voice of the festival, heard by 45% of the grounds
4 two day exhibitor passes
10 promotional one day passes
Hella 1st year souvenir wristbands taken home by fans
IT TAKES A VILLAGE

$1,000 PARTNERSHIP

Show the Cannabis Community of Northern California that you care by supporting a fun and educational Cannabis Festival.

WHAT YOU GET

1 entry in Tree Harvest Championship
Logo placement on shared welcome banner at the entrance to the event
Logo Placement on a shared thank you banner at the exit to the event
Logo placement with link on treeharvestfestival.com as Community Partner
This Partnership does not include exhibitor space
10 one day passes
THANK YOU
FROM ALL OF US AT
TREE HARVEST FESTIVAL
WE LOOK FORWARD TO AN EXCITING PARTNERSHIP!
OTHER PARTNERSHIPS AVAILABLE
CALL FOR MORE DETAILS

CO PARTNER, FOOD COURT SHADE, $30,000
CO PARTNER, FERRIS WHEEL, $24,000
CO PARTNER, WEED MOWER RACES, $9,000
CO PARTNER, PHONE CHARGER STATION, $7,000
CO PARTNER, BAG CHECK, $6,000