



MARIJUANA ELECTION 2016

LIVE COAST TO COAST COVERAGE



HOSTED BY



Cannabis
Radio.com

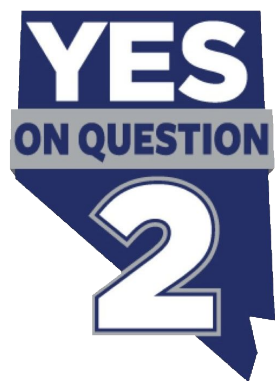
Historic Election Night Coverage

- ▶ Who?
 - CannabisRadio, the largest online radio/podcast network for the legal cannabis industry
 - Leading reform organizations
 - Industry influencers
 - Elected Officials
 - Celebrities (Tommy Chong and more)
 - Hundreds of cannabis industry partners
 - Local & National mainstream media outlets
- ▶ What?
 - Six hours of live streaming election coverage, produced by 7-time Emmy award winner
 - Audio & Video
- ▶ When?
 - November 8th – 3pm PST to 12am PST
- ▶ Why?
 - 9 states will be voting on either adult use or medical marijuana
 - CA, AZ, NV, MA, ME = Legalization
 - FL, AR, ND, MT = Medical
 - Denver, CO = Social Use
 - OR = Local Opt-Outs
- ▶ Where?
 - CannabisRadio.com and hundreds of other partner websites, including mainstream media

Potential Reach of 25 million+

State	Reg Voters	Poll Support	Potential Audience
California	17,900,000	58%	10,382,000
Arizona	3,247,146	50%	1,623,573
Nevada	1,212,327	55%	666,780
Massachusetts	4,200,000	50%	2,100,000
Maine	982,532	58%	569,869
Florida	12,479,284	71%	8,860,292
Arkansas	1,570,961	68%	1,068,253
North Dakota*	322,932	47%	151,778
Montana	648,764	50%	324,382
TOTAL			25,746,927

Marijuana Election Night 2016



Marijuana Election Night 2016

Our coverage is anchored by Cannabis Radio News Director and podcast host [Russ Belville](#) and will feature live reports from the heads of every statewide marijuana reform campaign on the ballot.

We'll also be speaking with the leaders of the national marijuana reform organization, elected officials sympathetic to reform, and the leading experts in cannabis industry.

Here is a tentative run-down of the six -plus hours of coverage we'll be offering live:

Hour One (3pm PST): The Russ Belville Show

- ▶ Hour One -- The Russ Belville Show
 - Election Night Preview - Who's Voting?
 - CA, AZ, NV, MA, ME = Legalization
 - FL, AR, ND, MT = Medical
 - Denver, CO = Social Use
 - OR = Local Opt-Outs
- ▶ Cannabis on the Ballot -
 - Comparing proposed legalization to current legal states
- ▶ The Impact of Legalization -
 - What's changed in the four currently- legal states?
- ▶ Marijuana Reformers Roundtable -
 - A panel discussion with the leaders of the National Organization for the Reform of Marijuana Laws ([NORML](#)), Marijuana Policy Project ([MPP](#)), Drug Policy Alliance ([DPA](#)), Law Enforcement Against Prohibition ([LEAP](#)), Marijuana Majority, and National Cannabis Industry Association ([NCIA](#))

Hour Two (4pm PST): The Sunshine State

- ▶ **Polls close in Florida -**
 - Latest Election Returns
- ▶ Live reactions from Florida campaign watch party
- ▶ Interviews with reform experts - to be determined
- ▶ Texas Legislative Candidate and NORML Director Clif Deuvall
- ▶ Brookings Institute Fellow [John Hudak](#) on the impact of tonight's votes on federal policy
- ▶ Preview of the upcoming votes in Maine, Massachusetts, and Arkansas with campaign directors

Hour Three (5pm PST): New England

- ▶ **Polls close in Massachusetts & Maine-**
 - Latest Election Returns
- ▶ Live reactions from Maine and Massachusetts campaign watch parties
- ▶ Interviews with reform experts - to be determined
- ▶ **Polls close in Arkansas**
 - Latest Election Returns
- ▶ Marijuana Policy Project's [Karen O'Keefe](#) on important state legislative concerns
- ▶ Preview of the upcoming votes in Arizona and Denver, Colorado, with campaign directors

Hour Four (7pm PST): The Southwest

- ▶ Polls close in **Arizona & Colorado** -
 - Latest Election Returns
- ▶ Live reactions from Arizona and Denver campaign watch parties
- ▶ Interviews with reform experts - to be determined
- ▶ Montana Legislative Candidate and medical marijuana activist [Kari Boiter](#)
- ▶ Preview of the upcoming votes in North Dakota, Montana, and Nevada with campaign directors

Hour Five (8pm PST): The Rockies

- ▶ Polls close in **North Dakota, Montana and Nevada**
 - Latest Election Returns
- ▶ Live reactions from North Dakota, Montana, and Nevada campaign watch parties
- ▶ Interviews with reform experts - to be determined
- ▶ Washington Legislative Candidate and marijuana activist [Stephanie Heart Viskovich](#)
- ▶ Preview of the upcoming votes in California and Oregon with campaign directors

Hour Six (9pm PST): The Golden State

- ▶ Polls close in **California & Oregon**
 - Latest Election Returns
- ▶ Live reactions from California and Oregon campaign watch parties
- ▶ Interviews with reform experts - to be determined
- ▶ Wrap--up of the nationwide votes for marijuana reform.

Sponsorship Opportunities

We have put together some creative sponsorship packages for #MJElectionNight, which will get exposure to hundreds of thousands of consumers, reform advocates, industry insiders and investors

All sponsorships come with free advertising on CannabisRadio

Count Us In! Already Committed:

MARIJUANA



MAJORITY



HEALTHY
HEADIE
LIFESTYLE™

NORML



Weed News

KIVA™



THE
ARCVIEW
GROUP



DIXIE™
ELIXIRS & EDIBLES



apeks®
SUPERCritical
The Power of CO₂ Extraction



urban-gro
YOUR SOURCE FOR CULTIVATION PRODUCT SOLUTIONS



BIOTRACKTHC™

Weedhorn



**GORGE
GREENERY**
ALL THINGS CANNABIS



**OREGON CANNABIS
CONNECTION**

**Cannabis
Radio.com**

SPONSORSHIP OPPORTUNITIES

Flagship Sponsor (\$50,000)

- “Marijuana Election Night, Presented by _____”
 - On all promo materials
- Sponsor all hourly poll updates
- Bumper played in between segments
- One six-minute on-air sponsor segment
- Co-branded mic flags with your logo
- Inclusion in 30-sec promo that will play across network for 30+ days before & during election coverage
- Shout out in email blasts to 30k+
- Mention in Cannabis Radio’s FB notification tool
- Branding on digital & physical promo materials
- Inclusion in Step & Repeat that will appear on-site at our California HQ
 - Will be the backdrop for lots of pictures that will be shared on social to commemorate this historic event.
- Inclusion in all press releases sent out to local & national media
- Inclusion in all PR, Marketing & Advertising
- 3-months of advertising on CannabisRadio (30-second commercial + banner ads)

SPONSORSHIP OPPORTUNITIES

Industry Leader (\$35,000)

- Sponsor one hour of poll updates
- Bumper played in between segments
- One six-minute sponsor segment
- Inclusion in 30-sec promo that will play across network for 30+ days before & during election coverage
- Shout out in email blasts to 30k+
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SPONSORSHIP OPPORTUNITIES

Phone Lines (\$25,000)

- Mentioned every time we connect to someone via phone
 - Most interviews & correspondents updates will be over the phone, including interviews w/ elected officials & celebrities.
- Shout out in email blasts to 30k+
- Mention in Cannabis Radio's FB notification tool
- Branding on digital & physical promo materials
- Inclusion in Step & Repeat that will appear on-site at our California HQ
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SPONSORSHIP OPPORTUNITIES

Hourly Poll Updates (\$15,000)

- Sponsorship of one hour of poll updates & coverage
 - Results will be broadcasts to mainstream media outlets
- Shout out in email blasts to 30k+
- Mention in Cannabis Radio's FB notification tool
- Branding on digital & physical promo materials
- Inclusion in Step & Repeat that will appear on-site at our California HQ
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SPONSORSHIP OPPORTUNITIES

On-Air Sponsor Segments (\$10,000)

- 1 dedicated six-minute on-air segment during live stream
- Professionally produced 30-second commercial to air during coverage
- Shout out in email blasts to 30k+
- Mention in Cannabis Radio's FB notification tool
- Branding on digital & physical promo materials
- Inclusion in Step & Repeat that will appear at on-site at our California HQ
 - Will be the backdrop for lots of pictures that will be shared on social to commemorate this historic event.
- Inclusion in all PR, Marketing & Advertising
- 3-months of advertising on CannabisRadio (30-second commercial + banner ads)

SPONSORSHIP OPPORTUNITIES

On-Air Commercials (\$5,000)

- Professionally produced 30-second commercial to air during coverage
- At least 20 plays throughout coverage Sponsor segments
- Shout out in email blasts to 30k+
- Mention in Cannabis Radio's FB notification tool
- Branding on digital & physical promo materials
- Inclusion in Step & Repeat that will appear at on-site at our California HQ
 - Will be the backdrop for lots of pictures that will be shared on social to commemorate this historic event.
- Inclusion in all PR, Marketing & Advertising
- 1-month of advertising on CannabisRadio (30-second commercial + banner ads)

SPONSORSHIP OPPORTUNITIES

Live Video Stream Sponsor (\$2,500)

- Prominently featured in our multiple Live video streams including Facebook, Periscope, Youtube, which will be shared by our social media partners
- Shout out in email blasts to 30k+
- Mention in Cannabis Radio's FB notification tool
- Branding on digital & physical promo materials
- Inclusion in Step & Repeat that will appear on-site at our California HQ
 - Will be the backdrop for lots of pictures that will be shared on social to commemorate this historic event.
- Inclusion in all press releases sent out to local & national media
- Inclusion in all PR, Marketing & Advertising
- 1-month of advertising on CannabisRadio (30-second commercial + banner ads)

#MJElectionNight PARTNERSHIP OPPORTUNITIES

We are looking for cannabis industry partners who are interested in carrying CannabisRadio's live stream on their own websites, and promote the event through their social media and their email lists.

In exchange, we'll include your logo in all of our #MJElectionNight promo materials

- ▶ Magazines
- ▶ Websites
- ▶ Social Media
- ▶ Influencers
- ▶ Retail
- ▶ Mainstream Media
- ▶ Reform Organizations

#MJElectionNight PARTNERSHIP OPPORTUNITIES

- What we need from our partners:
 - Carry our live stream embed player on your website
 - Carry our FB Live stream by sharing it on your FB page
 - Share digital promo materials through social channels using #MJElectionNight
 - Send out emails to your list of subscribers
- What we'll give our partners:
 - Listing on our Marijuana Election Night page on CannabisRadio.com
 - Inclusion in all digital & physical marketing materials
 - Shout outs during live stream
 - Embed player for your website so that you can carry the live stream and boost the time your visitors spend on your website.

Ready to sponsor or partner?

Reach out directly to:

- Email: Kaliko@CannabisRadio.com
- Phone: 503-957-0223