ELEVATE NORTHEAST EVENTS AND EDUCATION, INC.

2021 LUNCH & LEARN SERIES

12-month event series designed to elevate minds, businesses, and communities... #forthegoodofthecannabisindustry

SPONSORSHIP OPPORTUNITIES

Contact: team@elevatene.com

ELEVATE YOUR BUSINESS

AS A 'LUNCH & LEARN' SPONSOR

ELEVATE Northeast Events and Education, Inc.'s 2021 Lunch + Learn series of events was created for the personal and professional enrichment of the people and businesses working or considering working in the cannabis industry. From students exploring cannabis careers, to experienced executives yearning to connect with peers and businesses where they can apply their sophisticated skills, all are welcome to attend any – or all – of these timely and informative events.

In an industry positioned to transform everything from healthcare to agriculture and human socialization, there is so much to learn and many opportunities to explore – and the appetite for cannabis education is only growing. Get your business and brand in front of the region's most dialed-in, socially conscious and increasingly curious audience as a sponsor of this thoughtful series that is sure to attract countless eyes and thousands of registrants over the course of the year!

SPONSOR BENEFITS

Connect your brand to the ELEVATE community and our virtual event audience as an event sponsor! Benefits include:

- Sponsorships may be tax deductible (ELEVATE is a 501(c)(3) public charity)
- Get targeted brand visibility through inclusion of your company's name and/or logo in event marketing materials (email, social media, press release and on-site posters, banners and other materials where available)
- Achieve results for your business's Positive Impact Plan
- Attract new customers, employees, and clients to your business through positive association with ELEVATE's respected organization and team
- Expose your brand to influential industry and political leaders
- "Walk the walk" of a socially conscious business by demonstrating your support of a women-founded nonprofit dedicated to making a positive impact across the Northeast

CALENDAR OF EVENTS

LUNCH + LEARN SERIES DATES AND OTHER DETAILS

Kicking off at high noon on the fourth Thursday of each month, the 2021 Lunch + Learn series is all about variety and being responsive to our members and community needs. As such, event topics will be evaluated and determined as the year evolves.

- **JANUARY 28, 2021: New States, New Data, New Opportunities**
  Kick off the new year empowered with information that can help you make the best decisions for your business, community, or career.

- **FEBRUARY 25, 2021: 4th Annual 'What the Hemp?!?!'**
  Don't miss this popular event to learn from the advocates and business leaders who are fighting to create opportunities and jobs in the hemp space.

- **MARCH 25, 2021: WomXn in Cannabis Panel Discussion**
  In recognition of Women's History Month and the amazing womxn pioneering the cannabis industry, we're bringing together a panel of leaders from across the cannabis spectrum to reflect on the challenges they face and to share tips and motivation for others entering the space.

- **APRIL - DECEMBER: Topics to be added throughout the year!**
  Stay updated at elevatene.org/elevate-events

TELL US WHAT YOU WANT!

The event survey is live!

Tell us about the topics and thought leaders you'd like to see at our Lunch + Learn events in the spring and beyond!

SPONSOR LEVELS

2021 LUNCH + LEARN SERIES

FULL SERIES SPONSORHIP OPTIONS FOR 12 MONTHS OF VISIBILITY!

$20,000 - Title Sponsor for 12-Month Program

Limited to one company, this level adds your company's name to the 2021 series' name, i.e. "The ABC Cannabis Co. and ELEVATE Northeast 2021 Lunch + Learn Series"

- Unlimited access for your employees to attend each session**
- 60-second "advertisement" to be shown/presented at beginning of each session (can be a pre-recorded video or 60-second live spot with company representative)
- 5-minutes at beginning of first session to introduce your company
- 2 minutes at beginning of subsequent sessions to talk about your company/service
- 6 company-specific promotional emails sent to ELEVATE email list in 2021***
- Include your company's logo to all event promotions
- Prominent and repeated display of company logo in event presentation materials
- Company name recognition at beginning and end of each of the series' installments
- Contingent upon ELEVATE Northeast Events and Education, Inc. Board of Directors' unanimous support
- Announcement to be made via press release and ELEVATE digital marketing platforms about confirmed after full payment is received

$10,000 - Presenting Sponsor for 12-Month Program

- Limited to two companies
- 2 minutes at beginning of up to four sessions to introduce your company/service to attendees
- Access for up to 10 of your employees to attend each session**
- 3 company-specific promotional emails sent to ELEVATE email list in 2021***
- Adds your company's logo to all event promotions where images are used
- Includes company name in series-related press releases
- Prominent and repeated display of company logo in event presentation materials
- Company name recognition at beginning and end of each of the series' installments

** Must have company email address that matches url associated with sponsor
*** Content must meet ELEVATE publishing requirements and editorial calendar

MORE OPTIONS
ON NEXT PAGES

SPONSOR LEVELS - CONTINUED

2021 LUNCH + LEARN SERIES

$4,800 - Series Sponsor for 12-Month Program

- Limited to ten companies
- Includes company name recognition at beginning of each of the series' installments
- Access for up to 5 of your employees to attend each session**
- Includes company name in series-related press releases
- Includes display of company logo in event promotional materials
- Includes display of company logo in event presentation materials

$2,400 - Community Sponsor for 12-Month Program

- Unlimited availability
- Includes access for up to 5 of your employees to attend each session**
- Includes display of company logo in event promotional materialsIncludes display of company logo in event presentation materialsIncludes company name recognition at beginning of each of the series' installments

INDIVIDUAL EVENT SPONSORSHIP OPTIONS

$1,000 - Session Spotlight Sponsor

- Limited to four companies per event
- Includes 5-minutes at beginning of sponsored session to address audience
- Includes access for 5 of your employees to attend sponsored session**
- Includes display of company logo in event promotional materials
- Includes display of company logo in event presentation materials

$1,000 - Session Social Media Sponsor

- Limited to four companies per event
- Includes company name recognition at beginning of sponsored event
- Includes access for 2 of your employees to attend sponsored session**
- Includes display of company logo in event promotional and presentation materials

** Must have company email address that matches url associated with sponsor
*** Content must meet ELEVATE publishing requirements and editorial calendar

READY TO GET ELEVATED?

COMMIT TO SPONSORING 2021 LUNCH + LEARN TODAY!

ELEVATE Northeast has always been a passion-fueled, boostrapped, volunteer-run organization. With big event and outreach plans for 2021, we need you by our side as a sponsor of one or all of our upcoming Lunch & Learn events.

Ready to help us grow while elevating your business?
Contact us at team@elevatene.com today to make your sponsorship commitment today! We also welcome you to become a member to not only help our women-founded nonprofit organization grow, but to benefit from our many membership perks!

Contact team@elevatene.com today to experience the benefits of sponsorship!

ABOUT ELEVATE NORTHEAST EVENTS & EDUCATION

"Your mind shines brightest when you enlighten others; your heart, when you encourage others; your soul, when you elevate others; and your life, when you empower others."
- Matshona Dhliwayo

As a 501 (c)(3) nonprofit organization created to support the Northeast US's growing cannabis industry and the corresponding need for workforce and community education, advocacy and networking, ELEVATE provides a variety of exceptional events and experiences that connect attendees and "elevate" the perception of what cannabis professionals are and can do.

And because cannabis reform and cannabis businesses cannot succeed without inclusion of multiple perspectives, an educated community, and informed customer base, ELEVATE's mission is to empower underrepresented populations to work and lead in the cannabis industry, and to empower our communities to be educated customers and responsible consumers. Together we are breaking stigma and creating opportunities, for good. Learn more at elevatene.org. #forthegoodofthecannabisindustry

ELEVATE Northeast

elevatene.org