Sponsorship Proposal





KCIA Fall Meet Lexington, Kentucky October 8-10, 2025

Exclusive Sponsorship Opportunity

About Us

Established in 2024 to support Kentucky's emerging medical cannabis industry, the **Kentucky Cannabis Industry Association (KCIA)** exists to champion the interests of licensees by:

- Advocating for fair regulations, licensing expansions, and a supportive business environment
- Providing essential resources
- Offering valuable industry insights, educational programs, and networking opportunities for members
- Fostering collaboration
- Connecting licensees with ancillary businesses to build a robust and interconnected cannabis ecosystem
- Promoting responsible cannabis practices



About You

As a Fall Meet sponsor, you'll:

- Gain unparalleled visibility: Showcase your brand to key decisionmakers in the burgeoning Kentucky cannabis market
- Network with industry leaders: Connect with cultivators, processors, retailers, and ancillary businesses shaping the future of cannabis in the Commonwealth
- Directly support KCIA's mission: Help us advocate for a thriving and equitable cannabis industry in Kentucky



The Opportunity



October 8-10, 2025

Kentucky's Medical Cannabis Program took effect on January 1, 2025. Licensees are busy breaking ground, cutting ribbons, and preparing to serve Kentucky's medical patients.

To celebrate and bring everyone together, KCIA and YOU are hosting a three-day industry update, panel discussions, and partner expo during the Keeneland Fall Meet

At this pivotal time, cultivators have begun growing, and processors are making the products that will stock dispensaries throughout the Commonwealth. Many of these licensees are still selecting their brand, build, and distribution partners.





All Sponsorship levels include:

- Pre- and post-conference listing on KCIA website
- Event signage
- Conference attendee list in Excel post-conference
- Sponsor ribbon on conference name badges

BOARD SPONSOR (5 Remaining)

\$2,500

- Two seats at the KCIA Board Luncheon Wednesday, October 8, 1-3p
- Opportunity to meet the inaugural KCIA Board of Directors and other key stakeholders
- One conference pass and ticket with transportation to Keeneland races

BRONZE LEVEL: Expo Sponsors (10 Available)

\$5,000

- 2 Conference passes and two tickets plus transportation to Keeneland Races (option to purchase additional tickets).
- Expo table + insertion in participant swag bags.
- · Logo featured on the panel stage

SILVER LEVEL: Hospitality Sponsors (5 Available)

\$10,000

Bronze benefits plus:

- 4 (total) conference passes and transportation to Keeneland Races
- Prominent display of company logo on the event website, promotional materials, and event signage.
- Multiple social media mentions.
- Sponsorship signage in expo, catering, and bev stations
- Pre-conference attendee list in Excel, upon request



GOLD LEVEL: Track Sponsor (4 Available, 3 Remaining)

\$25,000

Silver benefits plus:

- 6 (total) conference passes and transportation to Keeneland Races
- Exclusive sponsor recognition as the activation event sponsor for the day at Keeneland (transportation, tickets, food/bev vouchers)
- Featured in press releases, newsletters, and marketing campaigns.
- · Social media campaign highlighting the partnership.
- Includes Board Sponsor package

AFTER PARTY HOST (Fulfilled)

\$35,000

Gold benefits plus:

• Exclusive Co-Branding of Thursday night After-Party in all marketing materials, press releases

PLATINUM LEVEL: Title Sponsor (1 Available)

\$50,000

Gold benefits plus:

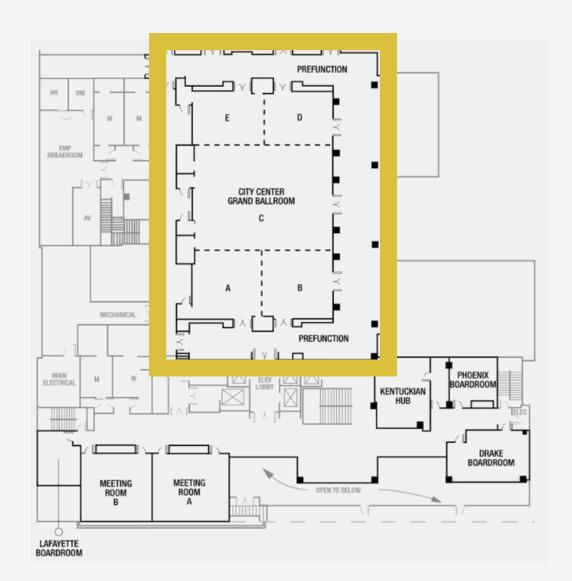
- Exclusive Fall Meet Title Sponsor Co-Branding
- On-stage comments during the program opening
- Co-branding of the Opening Reception



EXPO Booth

\$1500

- 2 Conference passes and two tickets plus transportation to Keeneland Races (option to purchase additional tickets).
- Company logo displayed on the event website and expo materials.
- · Expo table







Fall Meet Agenda: Lexington Marriott City Center

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Tue-5:30-7:30p

)8 Opening Reception

Wed-9a-6p

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Fall Meet Expo, Industry Update, and Panels. Fall Races at Keeneland

Oct

Fri-9-Noon

10

Fall Meet Expo, OMC and Legislative Update

Marriott City Center

121 West Vine Street

Lexington, Kentucky, USA, 40507

Telephone: <u>+1 859-253-1000</u> KCIA Hotel Block Reserved

Book your group rate for KCIA October Meeting



ExclusiveSponsorshipOpportunity

Lexington, Kentucky | October8-10,2025

Kentucky's Medical Cannabis Program took effect on January 1, 2025. Licensees are busy breaking ground, cutting ribbons, and preparing to serve Kentucky's medical patients.

To celebrate and bring everyone together, KCIA and YOU are hosting a three-day industry update, panel discussions, and partner expo during the Keeneland Fall Meet. The meeting location and lodging will be at the <u>Lexington Marriott</u> City Center- 121 West Vine Street, Lexington, Kentucky, USA, 40507.

At this pivotal time, cultivators have begun growing, and processors are making the products that will stock dispensaries throughout the Commonwealth. Many of these licensees are still selecting their brand, build, and distribution partners.

As a Fall Meet sponsor, you'll:

- Gain unparalleled visibility: Showcase your brand to key decision-makers in the burgeoning Kentucky
- cannabis market

Network with industry leaders: Connect with cultivators, processors, retailers, and ancillary businesses shaping the future of cannabis in the Commonwealth

Directly supportKCIA's mission: Help us advocate for a thriving and equitable cannabis industry in Kentucky

Sponsorship Packages

AllSponsorship levelsinclude:

- Pre- and post-conference listing on KCIA website
- Event signage, Conference attendee list in Excel
- post-conference Sponsor ribbon on conference
- name badges

ВО	ARD SPONSOR (8 Available , 5 Remaining)	\$2,500
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•	Opportunity to meet the inaugural KCIA Board of Directors and ot	her key stakeholders
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•	Expo table + insertion in participant swag bags.	
•	Logo featured on the panel stage	
	VER LEVEL: Hospitality Sponsors (5 Available) ze benefits plus:	\$10,000
•	4 (total) conference passes and transportation to Keeneland Race	es

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2 Conference passes and two tickets plus tr additional tickets). Company logo displayed on the event websi Expo table	ansportation to Keeneland Races (option to purchase
Total Amount Enclosed: \$	
Contact Person:	Email:
Organization:	
Phone:	
Address:	
By partnering with KCIA, you're investing in the future of the Now, let's grow together!	
Complete and return this form along with your company's le	ogo to Catherine Mefford (cmefford@mmlk.com).

You may also mail your completed form and payment to Kentucky Cannabis Industry Alliance at 202 West Main

Street, Frankfort, KY 40601. We can also invoice and accept ACH payments.

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By partnering with KCIA, you're investing in the future of the Kentucky cannabis industry. We're off to the races, now, let's grow together!











