

Produced by

Farechild
EVENTS

THE

EMJAYS

INTERNATIONAL CANNABIS AWARDS

in Association with

MJBizCon[®]

2023 Sponsorship Opportunities



About The Emjays

DATE: Thursday, November 30, 2023 | **TIME:** 7PM - 10PM | **ANTICIPATED ATTENDANCE:** 2000+

Purpose

The cannabis industry has longed for a way to recognize businesses and individuals who are leaders and innovators in their specific business category. There are a lot of awards that recognize the best cannabis products like The Emerald Cup and High Times Cannabis Cups. However, the companies that focus on the ancillary services that support the products have little to look forward to when it comes to recognition and awards.

Experience

The team at Farechild Events created and produced multiple award shows including the extravagant DOPE Industry Awards. These regional cannabis industry award shows were produced in Washington, Oregon and California between 2013 to 2017.

Overview

The awards will be a black-tie affair that will encourage guests and nominees to get dressed up to make this a very special evening for the cannabis industry that rarely has events of this caliber. The fully produced show will consist of a red carpet entry, 20+ award categories with different "celebrity" presenters for each category, live music performances and an after party.

Theme

The awards show and afterparty will be themed "Classic Vegas Show with a Psychedelic Twist". Guests will be treated to interactive character-actors, sponsor activations and visual effects - all part of the theme.

Location

Palms Hotel & Casino - Pearl Concert Theater - Considered by many to be one of the finest casino theaters in all of Las Vegas. The theater can seat up to 2263 guests with private VIP suites, balcony seating and a 63' stage with state-of-the-art sound and visual effects.

Nominating & Voting

A nomination period will commence on May 12, 2023. During this time the public will be able to nominate their favorite businesses and people within the given award categories. At the end of the nomination period on July 30, 2023, the votes will be tallied and the finalists in each category will be announced. The final voting/judging round will begin and run from August 30 - October 30, 2023. The judging of the winners will be a combination of public voting and an internal committee of industry professionals formed by the event producers.



About the After Party

DATE: Thursday, November 30, 2023

TIME: 10PM - 2AM | **ANTICIPATED ATTENDANCE:** 5000

The Emjays official after party will be held at KAOS, the spectacular new entertainment experience consisting of a fully integrated 73,000 square foot dayclub and 29,000 square foot nightclub, which together completely redefine the daylife and nightlife experience in Las Vegas. KAOS has an astounding 142 Million 2.5mm LED pixels, 36 flying automated LED panels, 6 automated chandeliers, 6 automated rotating light pods, a state of the art function one sound system, a champagne vault highlighting some of the rarest selections, 10 water cannons, cryogenic effects, multiple laser features and many other surprise amenities.

Marketing

The Emjays will be aggressively marketed through a network of the main producers (Farechild and MJBizCon) along with a group of media partners who will be covering and marketing the event. This will result in a compounding marketing effect through each entity's own reach and impressions.

Event Producer's Combined Reach

(Farechild Events & MJBizCon)

Social Reach: **250,000+**

Email Subscribers: **200,000+**

Estimated Impressions: **5,000,000+**

Media Partner's Combined Reach

Social: **200,000+**

Email: **150,000+**

Estimated Impressions: **3,000,000+**

Press Partner's Combined Reach

Estimated Impressions: **4,000,000+**





Title Sponsor

One Available: \$50,000.00

Pre-Event

- Company naming: "The Emjays presented by 'company name'" on all marketing communications
- Company tagged in all social posts by MJBizCon, Farechild and Strategic Media Partners
- Logo included in email marketing sent by MJBizCon, Farechild and Strategic Media Partners.
- Company will be mentioned in all press releases that will be sent out through PR Partners.
- Logo included on printed flyers and signage at MJBizCon for The Emjays
- Company name listed on ticketing page (hyperlinked)
- Logo on official program of The Emjays

On-Site | The Emjays (Pearl Theater)

- Premium activation space in the Pearl Theater lobby
- Logo on Step & Repeat (largest)
- Logo on large screens flanking main stage (static)
- Company mention on stage by host
- Logo rotating on main stage LED wall during seating and at event conclusion

On-Site | After Party (KAOS)

- Logo rotating on LED screens throughout venue

Post Event

- Logo included in recap video and named as Title Sponsor
- Logo water-marked on all photos from the event

Additional Inclusions

- 100 tickets to The Emjays (\$10,000 value)
- 100 tickets to The Afterparty at KAOS (\$5,000 value)
- Floor Table at The Emjays (\$2,500 value)
- VIP Table at The Afterparty (\$1,500 value)

Main Sponsor

Eight Available: \$10,000.00

Pre-Event

- Company tagged in all social posts by MJBizCon, Farechild and Strategic Media Partners
- Logo included in email marketing sent by MJBizCon, Farechild and Strategic Media Partners
- Logo included on printed flyers and signage at MJBizCon for The Emjays
- Company name listed on ticketing page (hyperlinked)

On-Site | The Emjays (Pearl Theater)

- Logo on Step & Repeat (largest)
- Logo on large screens flanking main stage (static)
- Company mention on stage by host

On-Site | After Party (KAOS)

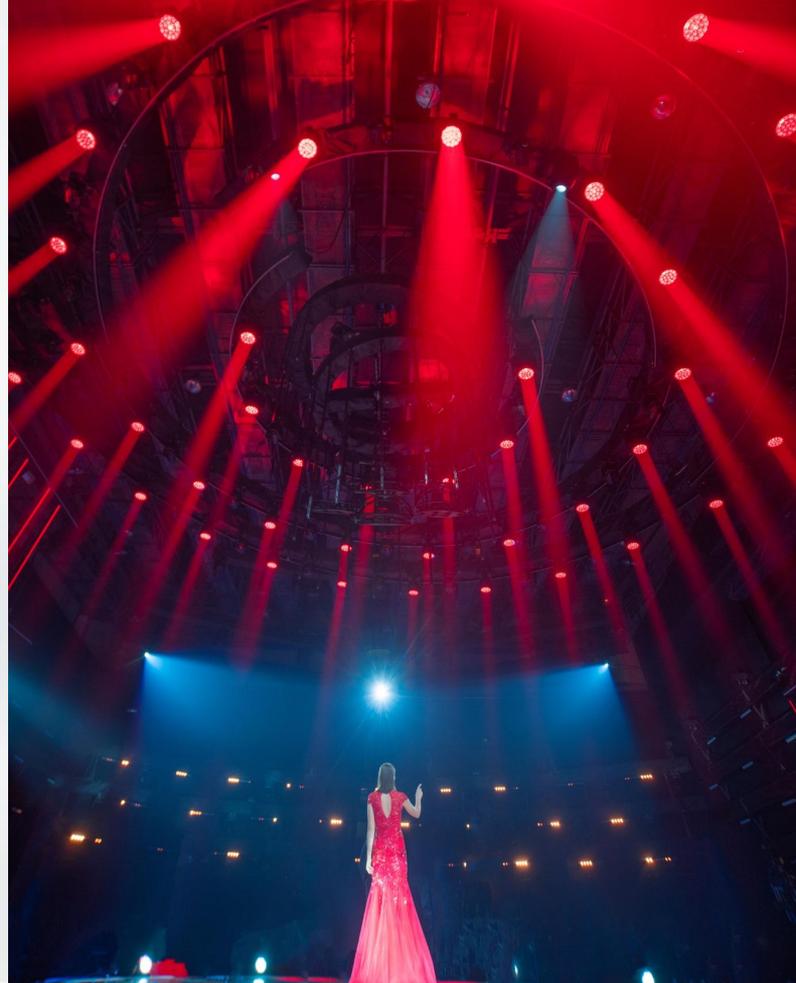
- Logo rotating on LED screens throughout venue

Post Event

- Logo included in recap video
- Logo water-marked on all photos from the event

Additional Inclusions

- 25 tickets to The Emjays (\$2,500 value)
- 25 tickets to The Afterparty at KAOS (\$1,250 value)





Box Sponsor

Six Available: \$5,000

Pre-Event

- Company tagged in all social posts by MJBizCon, Farechild and Strategic Media Partners
- Company name listed on ticketing page (hyperlinked)

On-Site | The Emjays (Pearl Theater)

- Logo rotating on main stage LED wall during seating and at event conclusion
- Private box seating for group

On-Site | After Party (KAOS)

- Logo rotating on LED screens throughout venue

Post Event

- Logo included in recap video

Additional Inclusions

- 10 tickets to The Emjays (\$1,000 value) - if box has additional seats, more tickets for box may be purchased at standard ticket price
- 10 tickets to The Afterparty at KAOS (\$500 value)

Floor Table

“DIRECTLY IN FRONT OF MAIN STAGE”

Fifteen Available: \$2,500

Pre-Event

- Company name listed on ticketing page (hyperlinked)

On-Site | The Emjays (Pearl Theater)

- Logo rotating on main stage LED wall during seating and at event conclusion
- Private table for group on floor in front of stage

On-Site | After Party (KAOS)

- Logo rotating on LED screens throughout venue

Additional Inclusions

- 8 tickets to The Emjays (\$800 value)
- 8 tickets to The Afterparty at KAOS (\$400 value)





After Party VIP Section

Twenty Five Available: \$2,500.00

On-Site | After Party (KAOS)

- Logo rotating on LED screens throughout venue (entire duration of event)
- Private seating area

Additional Inclusions

- 8 tickets to The Emjays (\$800 value)
- 8 tickets to The Afterparty at KAOS (\$400 value)

PEARL

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CONCERT THEATRE

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CONCERT THEATRE

Thank You.