



GROWUP

INDUSTRY AWARDS GALA

MAY 27TH, 2024 • TORONTO, ON

CELEBRATING THE BEST CANNABIS GROWERS, RETAILERS AND SUPPLIERS



2024 SPONSORSHIP OPPORTUNITIES

4 CATEGORIES • 37 AWARDS • 12,000+ VOTES • 1 SPECTACULAR NIGHT

Industry Recognition Cannabis Excellence



Grow Up Industry Awards, hosted annually since 2019, is the premier event for the cannabis industry, celebrating excellence in the cannabis industry.

GROW UP INDUSTRY AWARDS

Boost your brand's visibility and connect with industry leaders by becoming a sponsor of the Grow Up Awards 2024. Secure your sponsorship today and join us in celebrating the outstanding contributions in the cannabis industry!

We are excited to add the new Brands & Retail category, in 2024, as well as present the inaugural Cannabis Pioneer Award, highlighting the importance of retail and brand innovation in this rapidly growing market.

Sponsoring the Grow Up Industry Awards offers your brand unrivaled exposure to a broad audience of professionals, influencers, and decision-makers in the cannabis industry. With thousands participating in the nomination and voting process, hundreds of industry members in attendance and an extensive media reach, sponsoring the event can significantly boost your brand's visibility, positioning you as a key supporter and player in the sector.

Join us in celebrating excellence and innovation in the cannabis industry through the Grow Up Awards, and let's shape the future of cannabis together.



GROWUP **INDUSTRY AWARDS GALA**
MAY 27TH, 2024 • TORONTO, ON



IN-MEMORIAM
2021 GROWER HALL OF FAME INDUCTEE
FRENCHY CANNOLI



NOVEMBER 30TH, 2021

Exclusive Sponsorship Make Your Mark



Join us at the Grow Up Awards, where
innovation meets achievement in the
cannabis world.



SPONSORSHIP LEVELS

INDEX

Title Sponsorship..... 7

The top-tier opportunity offering the most exposure and brand visibility throughout the event, exclusive naming rights, and high-impact digital presence.

Premier Sponsor..... 9

Enjoy high-level branding and recognition during the event, exclusive benefits, and a significant digital presence.

Activation Bar 11

Give your brand the maximum exposure and provide samples to the gala and after-party attendees.

Gold Sponsor 13

Ideal for those seeking substantial brand exposure, this sponsorship includes robust recognition benefits. Include a 30-second commercial.

Commercial Spot Sponsor 15

Gain exclusive exposure by broadcasting your 45- or 30-second commercial during the award ceremony, reaching a highly engaged audience.

AWARD TICKET PRICING: \$175 per ticket. Limited seating. Includes plated dinner and cash bar. Early Bird pricing available until May 3, 2024

Red Carpet Sponsor:..... 15

Align your brand with the anticipation and glamour of the red carpet arrival, and get premium exposure to all attendees and media.

Table Sponsor: 15

Gain visibility at the event with table branding, ensuring every attendee associates your brand with the awards night experience.

Gift Bag Sponsor: 15

Insert your product or promotional item in the event's gift bags, providing a tactile and memorable connection to each attendee.

Award Naming Sponsor:..... 16

Award Name presented by "your company's name" gets premium placement with a chosen award. Enhance brand recognition during the event, on promotional materials, and the event website. Includes two gala tickets.

GROWUP **INDUSTRY AWARDS GALA**
MAY 27TH, 2024 • TORONTO, ON



6,000+
VOTES

46
CATEGORIES

1,600
INDUSTRY VOTERS

380+
NOMINEES

Brand Exposure Industry Recognition

The Grow Up Awards have continued to gain prominence and respect within the cannabis community. The Hall of Fame and Lifetime Achievement Award, coveted by many, recognizes the enduring impact of individuals who have dedicated their life's work to cannabis

TITLE SPONSORSHIP.....\$9,000

(1 available)

**INCLUDES A 30
SECOND COMMERCIAL***
TO BE AIRED AT THE AWARDS
AND AFTER THE AWARDS

As the Title Sponsor, your company name becomes synonymous with the entire event. The most prestigious of all sponsorships, your name will be prominently displayed in all event marketing, promotions, and materials, including the event's title. You will have the highest level of recognition and exposure throughout the event, including prominent logo display, acknowledgement in all media communication, a dedicated social post, and a 30-second commercial play.

- Your company recognized as the title sponsor on all award-related material. To be billed as "Your Company presents the 5th Annual Grow Up Awards"
- 20 Tickets (2 reserved tables)
- Title recognition on all awards-related social media and website
- Back cover full page ad in the official awards program
- Company logo included on award step and repeat photo banner
- 16 Tickets to the awards
- 5' x 10 booth in the pre-function reception area
- Acknowledgement on stage by host and during the VIP Conference
- A 30 second commercial at the opening of the awards*
- Opportunity to present an award on-stage
- A dedicated social post
- One email newsletter to our list of 14k announcing your involvement



*Video to be produced by sponsor and approved by Grow Up. Grow Up can produce the commercial for an additional fee.



Embrace the unique opportunity to heighten your
brand's visibility at the Grow Up Awards, the
premier event spotlighting the movers and shakers
of the cannabis world for over five years.

Premier Cannabis Event Extended Audience Reach

PREMIER SPONSORSHIP \$5,500

(2 available)

INCLUDES A 30
SECOND COMMERCIAL*
TO BE AIRED AT THE AWARDS
AND AFTER THE AWARDS

As the Premier Sponsor, your company listed as the top tier sponsor for the awards. Your name will be prominently displayed in all event marketing, promotions, and materials. You will have the highest level of recognition and exposure throughout the event, including prominent logo display, acknowledgement in all media communication, a dedicated social post, and a 30-second commercial play.

- Your company recognized as a premier sponsor on all award-related material.
- 20 Tickets (2 reserved tables)
- Full page ad in the official awards program
- Company logo displayed on the top tier on all advertising and print
- Company logo on the cover of the Awards program
- Acknowledgement on stage by host and during the VIP Conference
- A 30 second commercial during the awards*
- Opportunity to present an award
- A dedicated social post
- One email newsletter to our list of 14k announcing your involvement
- Opportunity to place one (1) items in the awards swag bag



*Video to be produced by sponsor and approved by Grow Up. Grow Up can produce the commercial for an additional fee.

A modern interior space featuring a large wall with a complex, three-dimensional gold-colored geometric pattern. To the right, there are large windows offering a view of a cityscape. The room includes contemporary furniture like a dark leather sofa and a coffee table. The lighting is warm and ambient.

Increased Exposure Product Sampling

**Your Brand will be associated with Excellence and will
get your name out in front of the biggest names in the
Canadian cannabis industry.**

ACTIVATION BAR \$3,500

(2 available)

The Activation Bar allows your brand the opportunity to give your brand the maximum exposure and provide samples to the gala and after-party attendees. This package provides your company with premier visibility and recognition during the event.

- Activation Bar for exclusive sampling and brand recognition
- 10 Tickets (1 reserved tables)
- Recognition on all Awards related media
- On-stage acknowledgment of your partnership by the host
- Opportunity to place an item in the Awards swag bag
- One dedicated social media post
- A dedicated email newsletter to our list of 14,000 contacts announcing your sponsorship
- A half-page ad in the awards program



*Video to be produced by sponsor and approved by Grow Up. Grow Up can produce the commercial for an additional fee.





Powerful Networking Pioneers of Cannabis

Make a lasting impact in the cannabis industry by aligning your brand with the Grow Up Awards, the benchmark for industry excellence for over half a decade.

GOLD SPONSORSHIP\$3,000

(4 available)

INCLUDES A 30
SECOND COMMERCIAL*
TO BE AIRED AT THE AWARDS
AND AFTER THE AWARDS

The Gold Sponsorship package provides your company with substantial visibility and recognition during the event. By becoming a Gold Sponsor, your brand will get comprehensive exposure on various platforms and stages of the Grow Up Awards.

- 10 Tickets (1 reserved tables)
- Recognition on all Awards related media
- On-stage acknowledgment of your partnership by the host
- Opportunity to place an item in the Awards swag bag
- One dedicated social media post
- An opportunity to play a 30-second commercial during the awards*
- A dedicated email newsletter to our list of 14,000 contacts announcing your sponsorship
- A half-page ad in the awards program



*Video to be produced by sponsor and approved by Grow Up. Grow Up can produce the commercial for an additional fee.



A red-tinted photograph of a red carpet event. In the foreground, a series of gold stanchions connected by dark red ropes forms a path leading towards the background. On the left, a white sign on a stanchion reads 'RECEPTION AND BAR AREA' with a black arrow pointing left. In the background, a large green wall features a 'Congrats!' sign in a cursive font. To the right, there are white reception counters and a potted plant. The overall atmosphere is formal and celebratory.

Be in the Spotlight Elevate Your Exposure

Highlight your brand with a Commercial Spot or Red Carpet sponsorship at the Grow Up Awards - a golden chance to showcase your brand to industry attendees and VIP delegates.

Table Sponsor (8 available) \$2,000

As a Table Sponsor, your company gets the opportunity to be part of this prestigious event in a significant way. You'll receive 1 reserved table (10 tickets) to the awards gala, recognition on all awards related media, acknowledgement on stage by the host, and the opportunity to place an item in the award gift bag. Furthermore, your brand will also receive exposure on the awards website.

Red Carpet Sponsor (1 available) \$2,500

As a Red Carpet Sponsor, your company will be prominently featured during one of the most visible parts of the event - the green carpet arrival of attendees and VIP guests. This includes branding opportunities on the green carpet backdrop, where all guests are photographed upon arrival, offering high visibility for your brand. Your company name will be associated with all green carpet promotional materials and mentions. You'll receive 8 tickets to the awards, recognition in event-related media, on-stage acknowledgement, gift bag insert options, and a dedicated social media post.

Commercial Spots (limited availability) \$1,500-\$2,500

Commercial Spot allows your company the unique opportunity to showcase your brand directly to the audience at the event through a 30-second or 45-second commercial. This offers a great way to capture the attention of industry professionals, and make a memorable impression. Commercials will also play on Grow Up socials leading up to the gala, and after the awards rotating on the screens throughout the conference. The commercials will also be added to the final video production of the 2024 Grow Up Awards that will forever be available on the website and social platforms.

Gift Bag Insert \$500

An opportunity to have direct interaction with the attendees, the Gift Bag Sponsorship allows your company to include a promotional item or product sample in the official Awards Gift Bag. Distributed to all attendees upon arrival, these gift bags are filled with a variety of items, offering an immediate and tangible brand experience.





GROWUP INDUSTRY AWARDS GALA

MAY 27TH, 2024 • TORONTO, ON

CELEBRATING THE BEST CANNABIS GROWERS, RETAILERS AND SUPPLIERS

Award Name Sponsor.....\$1000

(Limited to 1 per award)

1. General Category (8 total awards)

- Grower of the Year
- Micro/Craft Producer of the Year
- Standard Producer of the Year
- Processor of the Year
- Online Cannabis News Source
- Influencer of the Year
- 30 and under
- Cannabis Lawyer/Firm of the Year

2. Equipment/Products (6 total awards)

- Environmental Impact Award
- Lighting System
- Best Growing Media
- Best Pre-Roll Cones
- Extraction Equipment
- Testing/Laboratory Equipment

3. Company/Supplier (10 total awards)

- Best Packaging, Labeling & Supplies
- Best Nutrients and Bio stimulants Product

- Cannabis Consultant of the Year
- Best Extraction Services
- Best Lab/Testing Facility
- IPM Company of the Year
- Cannabis Wholesale / Distribution
- Best Nursery
- Best Cannabis Cultivation Supplier/Distributor
- Cannabis Publication of the Year

4. Brands & Retail (10 total awards)

- Indigenous-owned Retailer of the Year
- National Retail Chain of the Year
- Independent Retailer of the Year
- POS/CRM/Software of the Year
- Indigenous-owned Brand of the Year
- Brand/Product Sales Agency of the Year
- Brand of the Year
- Accessory of the Year
- Best Vape Cart Manufacturer
- Product of the Year

MAY 27TH, 2024 • 6:30PM • THE VUE EVENT VENUE, 195 GALAXY BLVD. ETOBICOKE, ON