



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.







SPONSORSHIP LEVELS

ceremony, reaching a highly engaged audience.

INDEX

Title Sponsorship	Red Carpet Sponsor:
Premier Sponsor	Gain visibility at the event with table branding, ensuring every attendee associates your brand with the awards night experience.
Activation Bar	Gift Bag Sponsor:
Gold Sponsor	Award Naming Sponsor:
Commercial Spot Sponsor	Includes two gala tickets.

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



6,000+

46
CATEGORIES

1,600 INDUSTRY VOTERS

380+ NOMINEES

Brand Exposure Industry Recognition

SCENIT

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

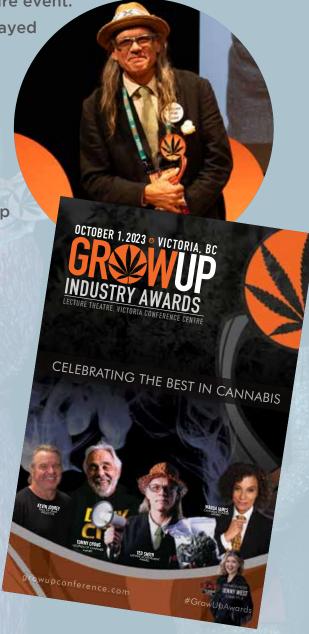
TITLE SPONSORSHIP.....\$9,000

(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





PREMIER SPONSORSHIP \$5,500

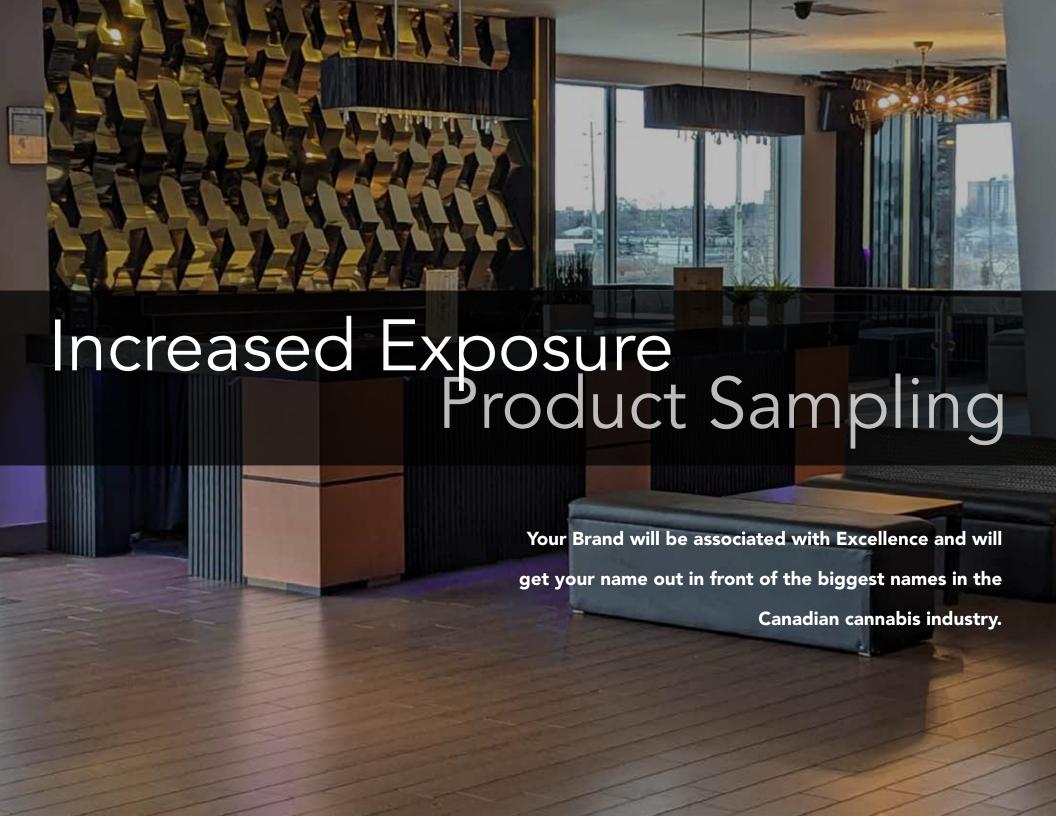
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INCLUDES A 30
SECOND COMMERCIAL*
TO BE AIRED AT THE AWARDS
AND AFTER THE AWARDS

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





ACTIVATION BAR\$3,500

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

















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



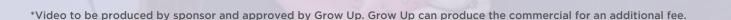
















As a Table Sponsor, your company gets the opportunity to be part of this prestigious event in a significant way. You'll receive 1 reserved table (10 tickets) to the awards gala, recognition on all awards related media, acknowledgement on stage by the host, and the opportunity to place an item in the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

tharm Labs

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

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.



GREENATING 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