



PHILADELPHIA
ASSOCIATION OF
BLACK JOURNALISTS



The Philadelphia Association of Black Journalists Sponsorship Deck for More than Just Green: The Color of Cannabis

As of 2019, 33 states, including Washington D.C., Guam and Puerto Rico have legalized cannabis to some capacity. Ten of those states, including D.C., have now legalized cannabis for adult use.

With Pennsylvania lawmakers, community members and businesses now discussing adult use legalization, the Philadelphia Association of Black Journalists (PABJ) sees this as a prime opportunity to inform Philadelphians on what legalization means, and how it could impact their neighborhood, region and the state as a whole.

Understanding that dialogue and education is important, PABJ is organizing **More than Just Green: The Color of Cannabis**, an educational opportunity to bring community leaders, policy makers, business owners, journalists, patients and curious minds together to discuss the need for more coverage and education on cannabis legalization in Philadelphia and Pennsylvania.

We believe that the media plays a vital part in engaging in these discussions. Our goal is to elevate Philadelphians' collective understanding of cannabis and aim to reverse the effects of decades-long misinformation that's stigmatized cannabis and marginalized communities of color for generations.

We hope that you agree that education is important, and by supporting us through sponsorship, you're helping others understand the impact of legalization, which will help lead to smarter news coverage, a more engaged readership that's hungry to stay informed and communities who will be more interested in participating in these vital conversations -- discussions that will ultimately shape how Pennsylvania moves forward with cannabis legalization.

PABJ

30 S 15th St 15th floor,
Philadelphia, PA 19102

pabj.info@gmail.com

<http://www.phillyabj.org/>





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Panels

- The history of cannabis - from medicine, to schedule I to legalization
- The ABCs of Cannabis (Cannabis terminology 101)
- Cannabis and The War on Drugs: Social consequences of prohibition
- Cannabis as medicine: Science, research and patients perspectives
- How does the media cover cannabis legalization?
- Cannabis legalization in Pennsylvania - How it started and where are we now.
- Cannabis legalization in Philadelphia - What happens in Philly & why care?
- Let's talk green: How to get into the cannabis business



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Thank you for considering a sponsorship with the Philadelphia Association of Black Journalists.

Each sponsorship level includes opportunities to recognize your company on various digital and social platforms in 2019 -- platforms like the event's website, our social media handles (4,000+ total followers), our newsletter (more than 450+ media professionals) and our website.

Sponsorship Levels

- Community builder - \$5000
- Community educator - \$2000
- Community supporter \$1000
- Community participant - \$500
- Event supporter - \$200

Your sponsorship goes a long way, and supports PABJ scholarships, entrepreneurial journalism, training and community empowerment. Your involvement helps fosters a deeper connection between the media and the Philadelphia region and builds a stronger pipeline for more diverse representation that is sorely lacking in our industry.

It also underlines your support in educating the public on topics that not only impact your business, but the communities around you as well.



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Sponsorship Levels

- **Community builder - \$5000**
 - Everything included in community educator package including:
 - 3 additional tickets to 2019 conference (for a total of 10 tickets).
 - Company name/logo/sponsorship level included on Phillyabj.com until Oct. 1 2019.
 - Company ad placement and link to website on our newsletter until June 1. (Newsletter sent to 450+ people).
 - Up to 3 minutes of speaking opportunity at conference.
 - Personal invitation to future PABJ membership meetings, community events and happy hours through 2019.

- **Community educator - \$2000**
 - Everything included in community supporter package plus:
 - 3 additional tickets to the 2019 conference (for a total of 7 tickets).
 - Newsletter mention and link to your website until Oct. 1. 2019
 - Social media promotion of company and link to website until Oct. 1, 2019.

- **Community supporter \$1000**
 - Everything included in Community participant package plus:
 - 2 extra tickets (for a total of 4 tickets).
 - Newsletter mention with a link to your website until June 1, 2019 (Newsletter sent to 450+ media professionals).

- **Community participant - \$500**
 - 2 tickets to the April 6, 2019 conference.
 - Distribution of company-provided marketing card/flyer and promotional items or product samples in conference bag (must deliver items with receipt by March 22, 2019.)
 - Social media promotion of your company with a link to your website until June 1, 2019.
 - Inclusion of name, brand, logo on conference website.

- **Event supporter - \$200**
 - 1 ticket to the April 6, 2019 summit.
 - Social media promotion of your company with a link to your website until June 1, 2019 (4,000 total social followers across Twitter, Facebook, Instagram).

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PABJ's state exemption # is 75523812 | IRS ID # is 23-2094500.

PABJ is a non-profit organization with 501(c)(3) status. Your donation to PABJ is tax deductible as allowable by law. All donations will be acknowledged with a receipt.

SPONSORSHIP TRANSACTION

To pay online via PayPal (preferred method)

- Address PayPal payment to: pleasepaypabj@gmail.com with the note:
 - Sponsorship payment from [Insert your company name here] for More than Just Green: The Color of Cannabis.
- After, email pabjinfo@gmail.com with the following information:
 - In Subject line: [Your company's name] paid sponsorship payment for More than Just Green: The Color of Cannabis.
 - In body of email: Your name, email and cell phone number as contact information

To pay via traditional check in mail - fill out the form below and send the check to:

- PABJ, 30 S 15th St 15th floor, Philadelphia, PA 19102
- Please make check payable to PABJ
 - Then email pabjinfo@gmail.com indicating you have mailed your check
 - Subject line in email should be: [Your company] sponsorship money has been mailed
 - In body of email: Your name, email and cell phone number as contact information

Email your company website, links and logos (JPEG and PNG files) to:

pabjinfo@gmail.com

- Subject line in email should read [Your company's name] Logo and Links



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(Please submit this sheet with payment)

Amount enclosed: \$ _____

Date: _____

Name: _____

Title: _____

Company Name: _____

Address: _____

E-mail: _____

Tel: (_____) _____

Please check sponsorship level:

___ Community builder - \$5000

___ Community educator - \$2000

___ Community supporter \$1000

___ Community participant - \$500

___ Event supporter - \$200



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