PARTY. PLAY. PURIFY

ALL FOR A PURPOSE

Vegas 2026

SPONSORSHIP OPPORTUNITIES

PRESENTED BY

PUFCREATIV

JVC JOINT VENTURE COMPANY

ICIA INDIGENOUS CANNABIS INDUSTRY ASSOCIATION

IN PARTNERSHIP WITH

JEREMY ORTIZ CICS CLCS CANNABIS INSURANCE COVERAGE SPECIALIST BROKER PRODUCT SPECIALIST

BeardBros MEDIA

FAT NUGS MAGAZINE

GCNC Global Cannabis Network Collective

Play. Party. Purify

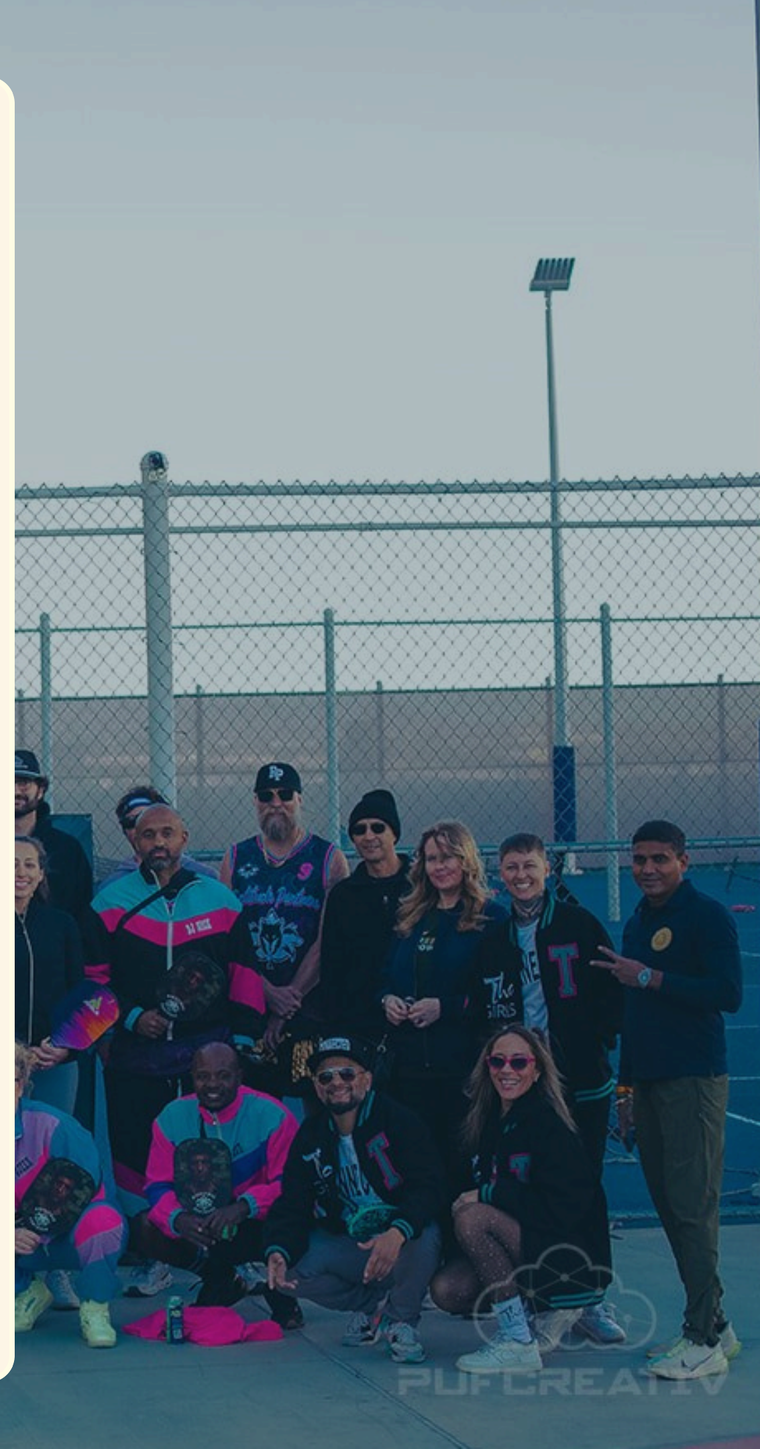
ALL FOR A PURPOSE

PARTY at Light Up Las Vegas highlighting the excitement, creativity, and engagement of the audience with brand activations.

PLAY at the Golden Paddle Showdown (Pickleball tournament) that emphasizes active participation and fun competition.

PURIFY at the Breathe & Heal: Sound Healing Brunch that provides a tranquil energy to the Vegas hustle and bustle.

THE VILLAGE at MJBizCon serves as the conference homebase for the Party. Play. Purify. event series and is a dedicated space to amplify the voices of Indigenous cannabis businesses and entrepreneurs.



TUESDAY, DEC 1

Light Up

LAS VEGAS

FAT NUGS MAGAZINE

WEDNESDAY, DEC 2

Golden Paddle

SHOWDOWN

PLAY WITH PURPOSE

THURSDAY, DEC 3

Breathe & Heal

SOUND HEALING BRUNCH



Light Up LAS VEGAS

Light Up Las Vegas is back, and this year, we're going bigger than ever.

We’re kicking off MJBizCon week by throwing down at a larger venue with more room for the community to come together for a night of sampling, celebration, and connection.

Expect a curated showcase of brands featuring their finest products, Faces of Cannabis portrait activation, a stacked live music lineup including performances by Fortunate Youth, Supaman and Bubala, giveaways and much more.

Proceeds will benefit our nonprofit partners with the goal of raising $30k throughout our PPP event series.

DATE: Tuesday, December 1, 2026

TIME: 8PM - Midnight

LOCATION: Freemont Country Club



Golden Paddle SHOWDOWN

The Golden Paddle Showdown is an exciting and dynamic pickleball tournament designed for attendees who are eager to engage in physical activity, enjoy friendly competition, or simply network in a vibrant environment, this event promises an afternoon filled with active fun and valuable connections.

DATE: Wednesday, December 2, 2026

TIME: 1:00 PM – 4:00 PM

LOCATION: Chicken N Pickle



Breathe & Heal

SOUND HEALING BRUNCH

Unwind and recharge after a week of networking and deep conversations. This event is dedicated to exploring a holistic approach to business, where physical, mental, and emotional well-being take center stage.

You'll gain actionable strategies to bring balance and mindfulness into your professional life, enhancing not only your work but your overall well-being.

Plus, enjoy meaningful networking opportunities, sharing experiences, insights, and valuable resources with fellow attendees.

DATE: Thursday, December 3, 2026

TIME: 12PM - 4PM

LOCATION: Shine Studio

PRESENTED IN PARTNERSHIP WITH

INDIGENOUS CANNABIS VILLAGE

ICIA
Indigenous Cannabis Industry Association

The Indigenous Cannabis Village at MJBizCon, empowered by the ICIA, is a dedicated space to amplify the voices of Indigenous cannabis businesses and entrepreneurs. This collaborative initiative connects Tribal Nations, industry leaders, advocacy groups, and MJBizCon attendees to foster meaningful connections and promote advocacy for the Indigenous Cannabis community.

Focused on education, connection, and economic empowerment, the Village supports Indigenous communities in building sustainable success in the cannabis industry.

The Village also serves as the homebase and activation hub for the Party. Play. Purify. (PPP) event series at MJBizCon, anchoring PPP's presence on the show floor and giving attendees a central place to connect with the series.

- **Opening Ceremony Involvement**
- **Drum Circle Ceremony**
- **Four-Direction Stage Speakers**
- **Media Row Exposure**
- **Traditional Teepee & Elder Lounge**
- **Exhibitor Booth Opportunities**

PRESENTED IN PARTNERSHIP WITH

MJBIZCON EXPOSURE MEETS PPP COMMUNITY

Every PPP sponsor, no matter the tier, receives brand visibility on the MJBizCon show floor through the ICIA Indigenous Cannabis Village.

ICIA
Indigenous Cannabis Industry Association

ALL SPONSORS

Logo inclusion on Village banner signage

HIGHER TIERS

Deeper Village integration and activation opportunities available at elevated sponsorship levels

ADD-ON

Dedicated Village booth available for separate purchase



Media Partners
PLATFORM REACH & COVERAGE

FAT NUGS MAGAZINE

10K+
Website Visitors

1M
Social Views

15K+
Weekly Zine Subscribers

11.3K
Instagram Followers

30K
LinkedIn Following

25K
Print Copies Sold Annually

- Distributed across all 50 states

PUFCREATIV

1.7K+
Website Visitors per Month

4K
Monthly LinkedIn Impressions

65K
Instagram Views, Last 90 Days

30.3K
Instagram Followers

13.5K
Combined LinkedIn Following

BeardBros MEDIA

9.3K
Website Visitors Over Last 28-Day Cycle

870K
Social Impressions (July 1 - Aug 24)

50K+
Email Subscribers

70K
Instagram Followers

15K
LinkedIn Following

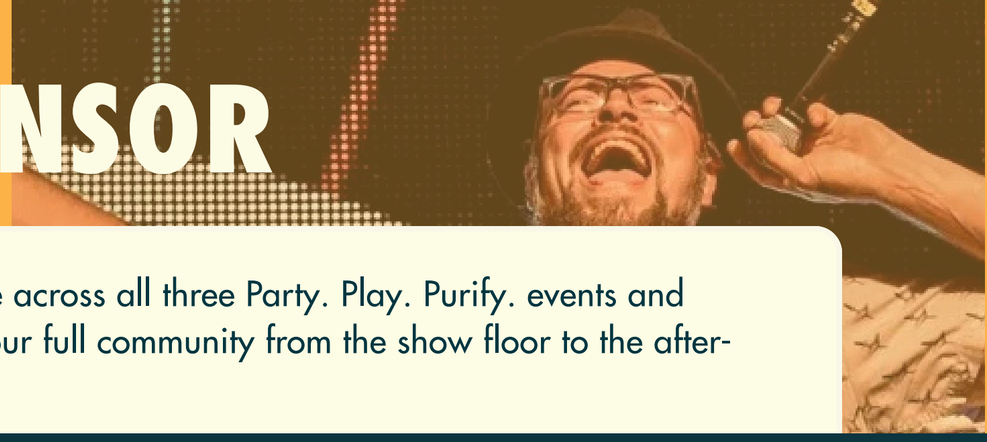
427K
Youtube Impressions

SPONSORSHIP OPPORTUNITIES 2026

PLAY. PARTY. PURIFY

ALL FOR A PURPOSE

$35K ENTERTAINMENT SPONSOR



Built for the brands that wants to show up everywhere. This package delivers premier presence across all three Party. Play. Purify. events and inclusion within the Indigenous Cannabis Village at MJBizCon, putting your brand in front of our full community from the show floor to the after-party and everything in between.

KEY FEATURES OF PARTICIPATION:

Light Up Las Vegas

- Premier logo placement on all event assets, signage, and printed materials
- Top-tier logo placement on photo opp
- Marquee recognition at venue entrance
- Logo featured on venue screens throughout the evening
- On-stage sponsor announcement

Across All Three PPP Events

- Dedicated activation space to showcase your brand + sample product
- Premier logo placement on printed materials & event signage
- Opportunity to curate playlists at Golden Paddle Showdown and Breathe & Heal: Sound Healing Brunch

Tickets Included:

- Light Up Las Vegas: (40)
- Golden Paddle: (5) 2-Person Teams
- Breathe & Heal: (8)

Press & Digital

- Inclusion in backlinked press release published by Fat Nugs Magazine
- Inclusion in post-event recap article with backlink across Fat Nugs' full readership
- Inclusion in social media coverage before, during, and after the event across Fat Nugs' platforms
- Dedicated sponsor announcement post across PufCreativ's social media channels
- Logo placement on the event website and registration page with a direct backlink to your brand
- Named inclusion in the official PufCreativ event blog post with a website backlink

Post-Event

- Professional photo & video folder with event content for your own marketing channels
- Post-event attendee data report from all three events

Deadline to be included in marketing materials: 11/1/2026

$30K FOUNDERS SPONSOR



SOLD

The Founders Sponsorship is where brand alignment meets real community access. Your logo stands alongside the most recognized names in the PPP series and your brand doesn't just show up, it activates. From the Indigenous Cannabis Village at MJBizCon to Light Up Las Vegas, the Golden Paddle Showdown, and Breathe & Heal, you'll have a high-touch presence at every event, putting your brand directly in the hands and conversations of the people shaping the future of cannabis.

KEY FEATURES OF PARTICIPATION:

Light Up Las Vegas

- Premier logo placement on all event assets, signage, and printed materials
- Top-tier logo placement on photo opp
- Marquee recognition at venue entrance
- Logo featured on venue screens throughout the evening
- On-stage sponsor announcement

Across All Three PPP Events

- Dedicated activation space to showcase your brand + sample product
- Premier logo placement on printed materials & event signage

Tickets Included:

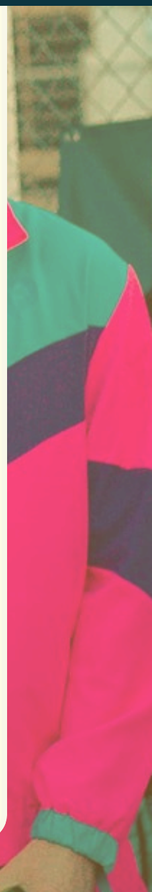
- Light Up Las Vegas: (40)
- Golden Paddle: (5) 2-Person Teams
- Breathe & Heal: (8)

Press & Digital

- Inclusion in backlinked press release published by Fat Nugs Magazine
- Inclusion in post-event recap article with backlink across Fat Nugs' full readership
- Inclusion in social media coverage before, during, and after the event across Fat Nugs' platforms
- Dedicated sponsor announcement post across PufCreativ's social media channels
- Logo placement on the event website and registration page with a direct backlink to your brand
- Named inclusion in the official PufCreativ event blog post with a website backlink

Post-Event

- Professional photo & video folder with event content for your own marketing channels
- Post-event attendee data report from all three events



Deadline to be included in marketing materials: 11/1/2026

$25K SIGNATURE FLOWER SPONSOR

The Signature Flower Sponsorship gives your brand a hands-on presence at every PPP event with dedicated activation space to showcase and sample your products directly to attendees across all three nights. Beyond the event itself, you'll walk away with post-event attendee data to fuel your follow-up and turn new connections into lasting relationships.

KEY FEATURES OF PARTICIPATION:

Light Up Las Vegas

- Named the Official Flower of Light Up Las Vegas - your brand featured at the event's dedicated Flower Bar and recognized across event signage and materials
- Top-tier logo placement on photo opp
- Logo featured on venue screens throughout the evening

Across All Three PPP Events

- Dedicated activation space to showcase your brand + sample product
- Premier logo placement on printed materials & event signage

Tickets Included:

- Light Up Las Vegas: (25)
- Golden Paddle: (2) 2-Person Teams
- Breathe & Heal: (5)

The ICIA Village

- Dedicated lightning talk slot on “The Village” stage (Wednesday, Thursday, or Friday)

Press & Digital

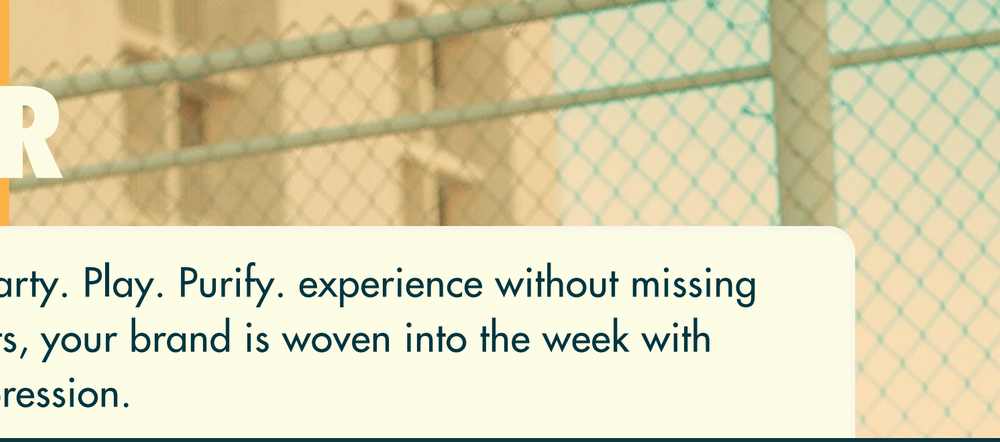
- Inclusion in backlinked press release published by Fat Nugs Magazine
- Inclusion in post-event recap article with backlink across Fat Nugs' full readership
- Inclusion in social media coverage before, during, and after the event across Fat Nugs' platforms
- Dedicated sponsor announcement post across PufCreativ's social media channels
- Logo placement on the event website and registration page with a direct backlink to your brand
- Named inclusion in the official PufCreativ event blog post with a website backlink

Post-Event

- Post-event attendee data report from all three events

Deadline to be included in marketing materials: 11/1/2026

$20K SIGNATURE SPONSOR



The Signature Sponsorship delivers meaningful brand presence across the full Party. Play. Purify. experience without missing a moment. From the Indigenous Cannabis Village at MJBizCon to all three events, your brand is woven into the week with dedicated activation space to engage attendees directly and leave a lasting impression.

KEY FEATURES OF PARTICIPATION:

Light Up Las Vegas

- Logo placement on all event assets, signage, and printed materials
- Top-tier logo placement on photo opp
- Logo featured on rotating venue screens throughout the evening

Across All Three PPP Events

- Dedicated activation space to showcase your brand + sample product
- Premier logo placement on printed materials & event signage

Tickets Included:

- Light Up Las Vegas: (25)
- Golden Paddle: (2) 2-Person Teams
- Breathe & Heal: (5)

The ICIA Village

- Dedicated lightning talk slot on “The Village” stage (Wednesday, Thursday, or Friday)

Press & Digital

- Inclusion in backlinked press release published by Fat Nugs Magazine
- Inclusion in post-event recap article with backlink across Fat Nugs' full readership
- Inclusion in social media coverage before, during, and after the event across Fat Nugs' platforms
- Dedicated sponsor announcement post across PufCreativ's social media channels
- Logo placement on the event website and registration page with a direct backlink to your brand
- Named inclusion in the official PufCreativ event blog post with a website backlink

Post-Event

- Post-event attendee data report from all three events



Deadline to be included in marketing materials: 11/1/2026

$7.5K WATER STATION SPONSOR

SOLD

The Water Station Sponsorship puts your brand at one of the most visited touchpoints across all three Party. Play. Purify. events. From Light Up Las Vegas to the Golden Paddle Showdown and Breathe & Heal, your branding is front and center at every water station, keeping your logo in hand and top of mind all week long.

KEY FEATURES OF PARTICIPATION:

Across All Three PPP Events

- Branding on all water station signage and dispensers throughout each PPP event (Light Up Las Vegas, Golden Paddle Showdown and Breathe & Heal: Sound Healing Brunch)
- Dedicated activation space to showcase your brand + sample product
- Premier logo placement on printed materials & event signage

Tickets Included:

- Light Up Las Vegas: (25)
- Golden Paddle: (2) 2-Person Teams
- Breathe & Heal: (5)

Press & Digital

- Inclusion in backlinked press release published by Fat Nugs Magazine
- Inclusion in post-event recap article with backlink across Fat Nugs' full readership
- Inclusion in social media coverage before, during, and after the event across Fat Nugs' platforms
- Dedicated sponsor announcement post across PufCreativ's social media channels
- Logo placement on the event website and registration page with a direct backlink to your brand
- Named inclusion in the official PufCreativ event blog post with a website backlink

Deadline to be included in marketing materials: 11/1/2026

$10K GIVEBACK SPONSOR

Some sponsorships buy exposure. This one buys impact. Your sponsorship proceeds go directly to our nonprofit partners, meaning your brand doesn't just show up at the event, it shows up for something bigger.

SOLD

SANCTUARY SPONSORSHIP: RAICES

FREEDOM SPONSORSHIP: Freedom Grow

MENTAL HEALTH SPONSORSHIP: United Natives & Nevada Urban Indians Inc.

KEY FEATURES OF PARTICIPATION:

Press & Digital

- Inclusion in backlinked press release published by Fat Nugs Magazine
- Inclusion in post-event recap article with backlink across Fat Nugs' full readership
- Inclusion in social media coverage before, during, and after the event across Fat Nugs' platforms
- Dedicated sponsor announcement post across PufCreativ's social media channels
- Logo placement on the event website and registration page with a direct backlink to your brand
- Named inclusion in the official PufCreativ event blog post with a website backlink

Across All Three PPP Events

- Logo placement on printed materials & event signage

Tickets Included:

- Light Up Las Vegas: (20)
- Golden Paddle: (2) 2-Person Teams
- Breathe & Heal: (5)

RAICES

UNITED NATIVES

FREEDOM GROW.ORG

Deadline to be included in marketing materials: 11/1/2026



Light Up LAS VEGAS

SPONSORSHIP *Packages*

2026

SUPPORTING *Non-Profit*

RAICES

PROFITS FROM THE EVENT GO TO RAICES

RAICES stands for the Refugee and Immigrant Center for Education and Legal Services, a major 501(c)(3) nonprofit organization that defends and advocates for the rights of immigrants, refugees, and asylum seekers.

freedomgrow.org

ENTERTAINMENT

Live performances from three acclaimed acts:

FORTUNATE YOUTH

SUPAMAN

BUBALA

Light Up LAS VEGAS







$15K DIAMOND SPONSOR

The Diamond Sponsorship is built for brands that want to show up, bring their people, and leave with something valuable. High-visibility presence across one of the highest-attended nights of MJBizCon week, a generous ticket allotment to fill the room with your team and guests, and post-event attendee data to fuel your follow-up.

KEY FEATURES OF PARTICIPATION:

Light Up Las Vegas

- High-visibility logo placement across all event assets, signage, and printed materials
- Prominent logo placement on the event photo opp backdrop
- Logo featured in the venue screen rotation throughout the evening

Post-Event

- Post-event attendee data from all three events

Tickets Included:

- Light Up Las Vegas: (50)

Press & Digital

- Inclusion in backlinked press release published by Fat Nugs Magazine
- Inclusion in post-event recap article with backlink across Fat Nugs' full readership
- Inclusion in social media coverage before, during, and after the event across Fat Nugs' platforms
- Dedicated sponsor announcement post across PufCreativ's social media channels
- Logo placement on the event website and registration page with a direct backlink to your brand
- Named inclusion in the official PufCreativ event blog post with a website backlink

$10K INTERVIEW & LIVE PODCAST TAPING

Planted
WITH SARA PAYAN

MEDIA KIT



A live podcast taping with Sara Payan, one of the most recognized voices in cannabis education and advocacy - this package puts your brand in front of her loyal, highly engaged audience on the Radio Misfits Podcast Network. This is earned media at the highest level.

KEY FEATURES OF PARTICIPATION:

Light Up Las Vegas

- Live Podcast Taping
  - Professionally edited and promoted with full rights to share the content across your own marketing channels
- Logo placement on photo opp backdrop
- Logo featured in the venue screen rotation throughout the evening

Press & Digital

- Inclusion in backlinked press release published by Fat Nugs Magazine
- Inclusion in post-event recap article with backlink across Fat Nugs' full readership
- Inclusion in social media coverage before, during, and after the event across Fat Nugs' platforms
- Dedicated sponsor announcement post across PufCreativ's social media channels
- Logo placement on the event website and registration page with a direct backlink to your brand
- Named inclusion in the official PufCreativ event blog post with a website backlink

Tickets Included:

- Light Up Las Vegas: (20)

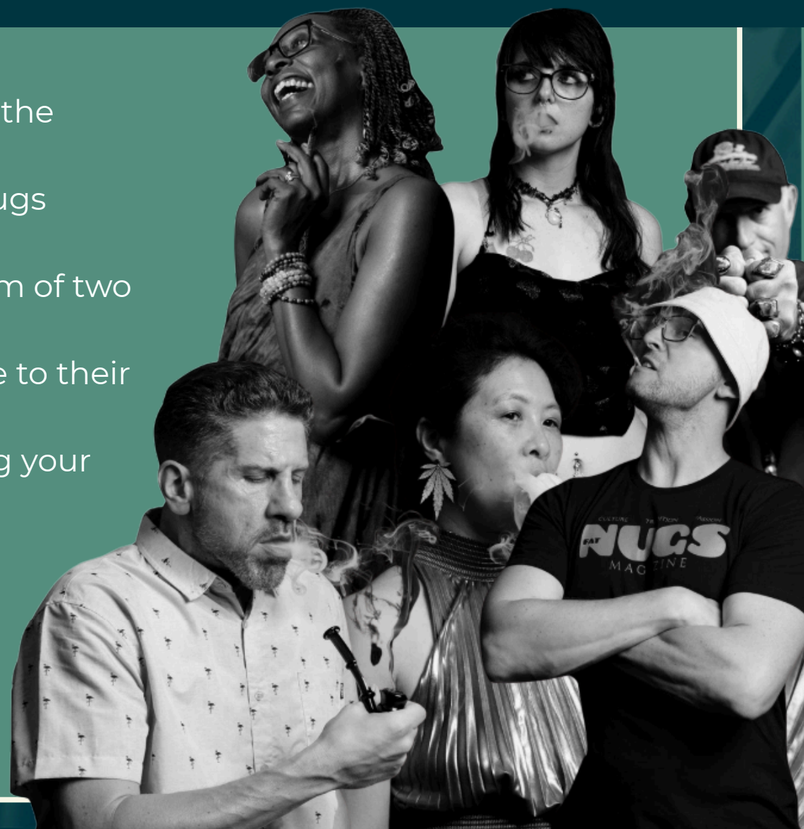
$10K FACES OF CANNABIS SPONSOR

A celebration of the people who make the cannabis industry special. It's the living archive of the real ones; those who grind, grow, create, and advocate for the plant, the community, and the culture that surrounds it. It’s about the unsung heroes; the budtender who remembers your name, the cultivator covered in resin, the artist sketching strains into the story. It highlights the growers, patients, advocates, artists, and everyday humans who live and breathe cannabis. Through striking visuals that tell stories, the idea is to capture the soul of our community, one face at a time to feature a snapshot of authenticity, a movement, a mirror, and a love letter to those shaping the future of this space with passion, grit, and dirt under their nails.

KEY FEATURES OF PARTICIPATION:

Light Up Las Vegas

- Dedicated backlinked press release exclusively featuring your brand - separate from and in addition to the broader PPP campaign coverage
- Named inclusion in the full PPP post-event recap article with a direct backlink, published across Fat Nugs Magazine's full digital readership
- Complimentary full-page advertisement in Fat Nugs Magazine's digital edition - running for a minimum of two weeks in November at peak post-MJBizCon readership
- Social media coverage across Fat Nugs' platforms amplifying your brand and Faces of Cannabis feature to their full audience
- Your logo watermarked on all professionally produced Faces of Cannabis post-event photos - extending your brand's visibility every time an image is shared, saved, or posted
- Dedicated sponsor announcement post across PufCreativ's social media channels
- Logo placement on the event website and registration page with a direct backlink to your brand
- Named inclusion in the official PufCreativ event blog post with a website backlink
- Logo placement on photo opp backdrop
- Logo featured in the venue screen rotation throughout the evening
- **Tickets Included:** (20)



$6K GOLD SPONSOR

Artist Meet & Greet

This is as exclusive as it gets at Light Up Las Vegas. As the Meet & Greet Sponsor, your group gets backstage access and a private face-to-face moment with Fortunate Youth, the headlining act of the night - creating an intimate, unforgettable experience that money can't buy at the door.

KEY FEATURES OF PARTICIPATION:

Light Up Las Vegas

- Exclusive backstage access for your 12-person sponsored group
- Meet and greet photo opportunity with Fortunate Youth following their performance
- Logo placement on photo opp backdrop
- Logo featured in the venue screen rotation throughout the evening

Tickets Included:

- Light Up Las Vegas: (12)

Press & Digital

- Inclusion in backlinked press release published by Fat Nugs Magazine
- Inclusion in post-event recap article with backlink across Fat Nugs' full readership
- Inclusion in social media coverage before, during, and after the event across Fat Nugs' platforms
- Dedicated sponsor announcement post across PufCreativ's social media channels
- Logo placement on the event website and registration page with a direct backlink to your brand
- Named inclusion in the official PufCreativ event blog post with a website backlink



$6K GOLD SPONSOR

Frick Frack Blackjack

Frick Frack Blackjack brings the casino to the cannabis industry, with a twist. No cash, no limits, just barter gambling where players bet anything they want at the table. The hosts are full characters who stay in character all night long, keeping the energy electric and the crowd thoroughly entertained. Fun items are provided so every guest can jump in and play, making this one of the most memorable activations of Light Up Las Vegas. As the presenting sponsor, your brand owns the table.

KEY FEATURES OF PARTICIPATION:

Light Up Las Vegas

- Exclusive presenting sponsorship of activation area with dedicated logo signage built into the space
- Logo placement on photo opp backdrop
- Logo featured in the venue screen rotation throughout the evening

Tickets Included:

- Light Up Las Vegas: (12)

Press & Digital

- Inclusion in backlinked press release published by Fat Nugs Magazine
- Inclusion in post-event recap article with backlink across Fat Nugs' full readership
- Inclusion in social media coverage before, during, and after the event across Fat Nugs' platforms
- Dedicated sponsor announcement post across PufCreativ's social media channels
- Logo placement on the event website and registration page with a direct backlink to your brand
- Named inclusion in the official PufCreativ event blog post with a website backlink



$6K GOLD SPONSOR

Concentrate & Dab Bar

The Concentrate & Dab Bar is one of the most unique and talked-about activations at Light Up Las Vegas and as the exclusive sponsor of the activation, your brand owns that moment entirely. With branding throughout the space, this is a niche, high-engagement touchpoint that speaks directly to the most passionate and knowledgeable cannabis consumers in the room.

KEY FEATURES OF PARTICIPATION:

Light Up Las Vegas

- Exclusive presenting sponsorship of activation area with dedicated logo signage built into the space
- Logo placement on photo opp backdrop
- Logo featured in the venue screen rotation throughout the evening

Tickets Included:

- Light Up Las Vegas: (12)

Press & Digital

- Inclusion in backlinked press release published by Fat Nugs Magazine
- Inclusion in post-event recap article with backlink across Fat Nugs' full readership
- Inclusion in social media coverage before, during, and after the event across Fat Nugs' platforms
- Dedicated sponsor announcement post across PufCreativ's social media channels
- Logo placement on the event website and registration page with a direct backlink to your brand
- Named inclusion in the official PufCreativ event blog post with a website backlink



$6K GOLD SPONSOR

Content Sponsor

The Content Sponsorship puts your brand on every photo from the night. Professional photos captured throughout Light Up Las Vegas by the PufCreativ team will be released in the official event gallery with your logo watermarked on each image, giving your brand lasting visibility every time a photo is shared, saved, or posted.

KEY FEATURES OF PARTICIPATION:

Light Up Las Vegas

- Your logo watermarked on every photo in the official Light Up Las Vegas event gallery
- Logo placement on photo opp backdrop
- Logo featured in the venue screen rotation throughout the evening

Tickets Included:

- Light Up Las Vegas: (12)

Press & Digital

- Inclusion in backlinked press release published by Fat Nugs Magazine
- Inclusion in post-event recap article with backlink across Fat Nugs' full readership
- Inclusion in social media coverage before, during, and after the event across Fat Nugs' platforms
- Dedicated sponsor announcement post across PufCreativ's social media channels
- Logo placement on the event website and registration page with a direct backlink to your brand
- Named inclusion in the official PufCreativ event blog post with a website backlink



$6K GOLD SPONSOR

Flower Bar & Rolling Table

The Flower Bar & Rolling Table is where culture lives at Light Up Las Vegas - a communal, hands-on activation that brings people together around the plant in the most authentic way. As the exclusive sponsor of this space, your brand is woven into one of the most social and celebrated moments of the night, with complimentary flower provided and your logo placed throughout.

KEY FEATURES OF PARTICIPATION:

Light Up Las Vegas

- Exclusive presenting sponsorship of activation area with dedicated logo signage built into the space
- Logo placement on photo opp backdrop
- Logo featured in the venue screen rotation throughout the evening

Tickets Included:

- Light Up Las Vegas: (12)

Press & Digital

- Inclusion in backlinked press release published by Fat Nugs Magazine
- Inclusion in post-event recap article with backlink across Fat Nugs' full readership
- Inclusion in social media coverage before, during, and after the event across Fat Nugs' platforms
- Dedicated sponsor announcement post across PufCreativ's social media channels
- Logo placement on the event website and registration page with a direct backlink to your brand
- Named inclusion in the official PufCreativ event blog post with a website backlink



$3,500 SILVER SPONSOR

The Silver Sponsorship places your brand at a key event touchpoint throughout Light Up Las Vegas. Select your activation from six unique options and own that space with your branding front and center for the duration of the evening.

CHOOSE YOUR ACTIVATION:

1) Outdoor Smoking Lounge
2) Hot Cocoa & Cookie Station
3) DJ Entertainment
4) Product Sponsor
5) Wristband Inclusion
6) Food Court

KEY FEATURES OF PARTICIPATION:

Light Up Las Vegas

- Exclusive presenting sponsorship of your chosen activation area with dedicated logo signage built into the space
- Logo placement on photo opp
- Logo featured in the venue screen rotation throughout the evening

Tickets Included:

- Light Up Las Vegas: (6)

Press & Digital

- Inclusion in post-event recap article with backlink across Fat Nugs' full readership
- Inclusion in group sponsor announcement post across PufCreativ's social media channels
- Logo placement on the event website and registration page with a direct backlink to your brand
- Named inclusion in the official PufCreativ event blog post with a website backlink

$1,000 BRONZE SPONSOR

The Bronze Sponsorship is your entry point into Light Up Las Vegas, delivering brand visibility throughout the evening without the heavy lift. Your logo featured on event signage and printed materials, with mentions that keep your brand present in the room.

KEY FEATURES OF PARTICIPATION:

Light Up Las Vegas

- Logo featured in the venue screen rotation throughout the evening
- Logo placement on full sponsor lineup signage

Press & Digital

- Inclusion in group sponsor announcement social media post
- Named in official event blog post with website backlink

Tickets Included:

- Light Up Las Vegas: (2)





SPONSORSHIP *Packages*

2026

SUPPORTING *Non-Profit*



FREEDOM GROW.ORG

PROFITS FROM THE EVENT GO TO

Promoting Racial Justice & Community Support

CIF’s mission is to promote racial justice, heal the planet and support communities in need by leveraging a conscious cannabis sector.

$5K TITLE SPONSOR

As the Title Sponsor of the Golden Paddle Showdown, your brand becomes the face of this competitive pickleball tournament that brings together cannabis industry leaders, operators, and tastemakers in a high-energy, unforgettable setting. Your name lives on every asset and announcement of the event as the exclusive presenting sponsor. This is your brand, owning the court.

KEY FEATURES OF PARTICIPATION:

Golden Paddle Showdown

- Tournament named and presented by your brand across all event assets, signage and announcements
- Logo featured on the Golden Paddle awards, photo opp and official tournament bracket
- Dedicated activation space to showcase your brand + sample product

Press & Digital

- Dedicated sponsor announcement social media post
- Logo placement on the event website and registration page with a direct backlink to your brand
- Named inclusion in the official PufCreativ event blog post with a website backlink

Tickets Included:

- Light Up Las Vegas: (4)
- Golden Paddle: (4) 2-Person Teams
- Breathe & Heal: (4)



$2.5K COURT SPONSOR

The Court Sponsor package puts your brand at the heart of the action. With prominent logo placement courtside and across tournament signage, your brand stays visible throughout every match and moment at the Golden Paddle Showdown. High visibility, right where the energy is.

KEY FEATURES OF PARTICIPATION:

Golden Paddle Showdown

- Logo prominently displayed on courtside signage throughout the duration of the tournament
- Brand featured on the official tournament bracket board - visible to all players and spectators from start to finish

Press & Digital

- Logo inclusion on group sponsor announcement social media post
- Logo placement on the event website and registration page with a direct backlink to your brand
- Named inclusion in the official PufCreativ event blog post with a website backlink

Tickets Included:

- Light Up Las Vegas: (2)
- Golden Paddle: (2) 2-Person Teams
- Breathe & Heal: (2)



$1,500 ACTIVATION SPONSOR

The Activation Sponsor package gives your brand a dedicated, hands-on moment with every attendee at the Golden Paddle Showdown. Whether you're fueling players for the championship round or offering a much-needed shoulder massage between matches, your brand becomes part of the experience in a way that's impossible to ignore. Choose your activation and make it yours.

CHOOSE YOUR ACTIVATION:

SOLD

1) Food & Beverage
2) Hydration Sponsor
3) Massage Station
4) Pickle Pong / Game Sponsor

KEY FEATURES OF PARTICIPATION:

Golden Paddle Showdown

- Dedicated branded activation space with custom logo signage within your selected activation area
- Logo featured on the tournament photo opportunity backdrop

Press & Digital

- Logo inclusion on group sponsor announcement social media post
- Logo placement on the event website and registration page with a direct backlink to your brand
- Named inclusion in the official PufCreativ event blog post with a website backlink

Tickets Included:

- Light Up Las Vegas: (2)
- Golden Paddle: (1) 2-Person Team
- Breathe & Heal: (2)

$1,000 SUPERLATIVE AWARDS SPONSOR

The Superlative Awards Sponsor puts your brand at the center of one of the most memorable moments of the Golden Paddle Showdown, the closing award ceremony. As the presenting sponsor of three coveted tournament superlatives including Best Dressed, your brand is front and center as the crowd gathers and the winners are announced.

KEY FEATURES OF PARTICIPATION:

Golden Paddle Showdown

- Exclusive logo placement on each superlative award
- Branded award presentation moment: Your team takes the stage to personally distribute the superlative awards at the closing ceremony

Press & Digital

- Logo inclusion on group sponsor announcement social media post
- Logo placement on the event website and registration page with a direct backlink to your brand
- Named inclusion in the official PufCreativ event blog post with a website backlink

Tickets Included:

- Golden Paddle: (1) 2-Person Team



$500 DOUBLE DOWN SPONSOR

The Double Down package is for the brands that don't just want to show up, they want to compete. Sponsor two spots in the Golden Paddle Showdown and put your team on the court, competing alongside cannabis industry leaders.

KEY FEATURES OF PARTICIPATION:

Golden Paddle Showdown

- (2) Two-person team entries into the Golden Paddle Showdown

Press & Digital

- Logo inclusion on group sponsor announcement social media post
- Named inclusion in the official PufCreativ event blog post with a website backlink





SPONSORSHIP *Packages*

2026

SUPPORTING *Non-Profits*

NEVADA URBAN INDIANS INC.

Mission is to enhance the well-being of American Indians and Alaskan Natives, and other underserved members of the community through health care, social services, cultural awareness and education.

nevadaurbanindians.org

UNITED NATIVES & NEVADA URBAN INDIANS INC.

Nevada Urban Indians, Inc. (NUI) is an Urban Indian Health Organization and non-profit providing health promotion, disease prevention, and social services primarily to American Indians and Alaska Natives in urban Northern Nevada.

nevadaurbanindians.org

$4,000 PRESENTING SPONSOR

The Presenting Sponsor of the Breathe & Heal: Sound Healing Brunch offers the most immersive brand opportunity of the morning where your brand is a part of the experience. With a dedicated activation space and direct integration into the curated wellness programming, your brand is woven into intentional moments alongside a room full of cannabis industry leaders ready to slow down and connect.

KEY FEATURES OF PARTICIPATION:

Breathe & Heal: Sound Healing Brunch

- Event presented and named by your brand across event signage and assets
- Dedicated branded activation space to showcase your product, engage attendees, and bring your brand to life
- Dedicated speaking moment to share your brand story with the full room before programming begins
- Premium logo signage featured at the event entrance
- Logo featured on the photo opportunity backdrop

Press & Digital

- Named in official press release with website backlink
- Dedicated sponsor announcement social media post
- Logo placement on event website + registration page
- Named in official event blog post with website backlink

Tickets Included:

- Breathe & Heal: (10)

$2,000 BRUNCH SPONSOR

The Brunch Sponsor package puts your brand at the center of one of the most nourishing moments of the morning. As guests gather around a thoughtfully curated spread of energizing bites designed to complement the wellness experience, your brand is woven into that moment through dedicated visibility and signage throughout the brunch area.

KEY FEATURES OF PARTICIPATION:

Breathe & Heal: Sound Healing Brunch

- Exclusive logo branding and dedicated signage throughout the brunch station
- Logo featured on the photo opportunity backdrop

Press & Digital

- Named in official press release with website backlink
- Inclusion in group sponsor announcement social media post
- Logo placement on event website + registration page
- Named in official event blog post with website backlink

Tickets Included:

- Breathe & Heal: (6)



$1,500 MOVEMENT SPONSOR

The Movement Sponsor puts your brand at the heart of the most active moment of Breathe & Heal, the movement class experience. Your brand names and presents the session, from aerial yoga to guided movement, creating a fully immersive brand moment as attendees show up, tune in, and move together.

KEY FEATURES OF PARTICIPATION:

Breathe & Heal: Sound Healing Brunch

- Named presenting sponsor of the movement experience - your brand titles the session (e.g. "High Vibes, Higher Self presented by __") with dedicated activation signage
- Custom floor decals throughout the studio featuring your logo
- Branded uplighting in your signature colors, ensuring content captured during the movement experience is unmistakably yours
- Logo featured on the photo opportunity backdrop

Press & Digital

- Dedicated sponsor announcement social media post
- Logo placement on event website + registration page
- Named in official event blog post with website backlink

Tickets Included:

- Breathe & Heal: (6)

$1,500 SOUND BATH & CEREMONY SPONSOR

The Sound Bath & Ceremony Sponsor puts your brand at the most sacred and intentional moment of the entire Breathe & Heal experience. As guests settle in for a guided sound bath and breathwork session, your name is woven into the opening - present in the stillness, the signage, and the moment that every attendee will carry with them long after the experience ends.

KEY FEATURES OF PARTICIPATION:

Breathe & Heal: Sound Healing Brunch

- Named presenting sponsor of the sound bath and breathwork segment with branded signage displayed throughout the ceremony space
- Sponsor recognition in the host's opening introduction - your brand personally acknowledged to the full room before the sound bath begins
- Logo featured on the photo opportunity backdrop

Press & Digital

- Inclusion in group sponsor announcement social media post
- Named in official event blog post with website backlink
- Logo placement on event website + registration page

Tickets Included:

- Breathe & Heal: (6)

$1,000 WELLNESS SAMPLING SPONSOR

The Wellness Sampling Sponsorship gives your brand a hands-on moment with every attendee at Breathe & Heal, the perfect setting to introduce your product to a room already primed for wellness, intention, and discovery. With a dedicated shared sampling table, your brand sits alongside like-minded wellness partners in a curated space designed for genuine connection and product exploration.

KEY FEATURES OF PARTICIPATION:

Breathe & Heal: Sound Healing Brunch

- Dedicated space at the shared wellness sampling table to showcase and distribute your product directly to attendees
- Logo featured on shared signage within the sampling area
- Direct, hands-on access to a curated room of cannabis industry professionals in a relaxed, receptive wellness setting

Press & Digital

- Inclusion in group sponsor announcement social media post
- Named in official event blog post with website backlink

Tickets Included:

- Breathe & Heal: (2)

2026



WE'LL SEE YOU IN VEGAS!

PRESENTED BY

PUFCREATIV

JVC JOINT VENTURE COMPANY

ICIA Indigenous Cannabis Industry Association

IN PARTNERSHIP WITH

JEREMY ORTIZ CICS CLCS Cannabis Insurance Coverage Specialist Center Product Specialist

BeardBros MEDIA

FAT NUGS MAGAZINE

GCNC Global Cannabis Network Collective