



THE GREAT MIDWEST HEMP FESTIVAL
PARTNERSHIP OPPORTUNITIES **2024**



www.yourhempfest.org

We organize WI communities to...

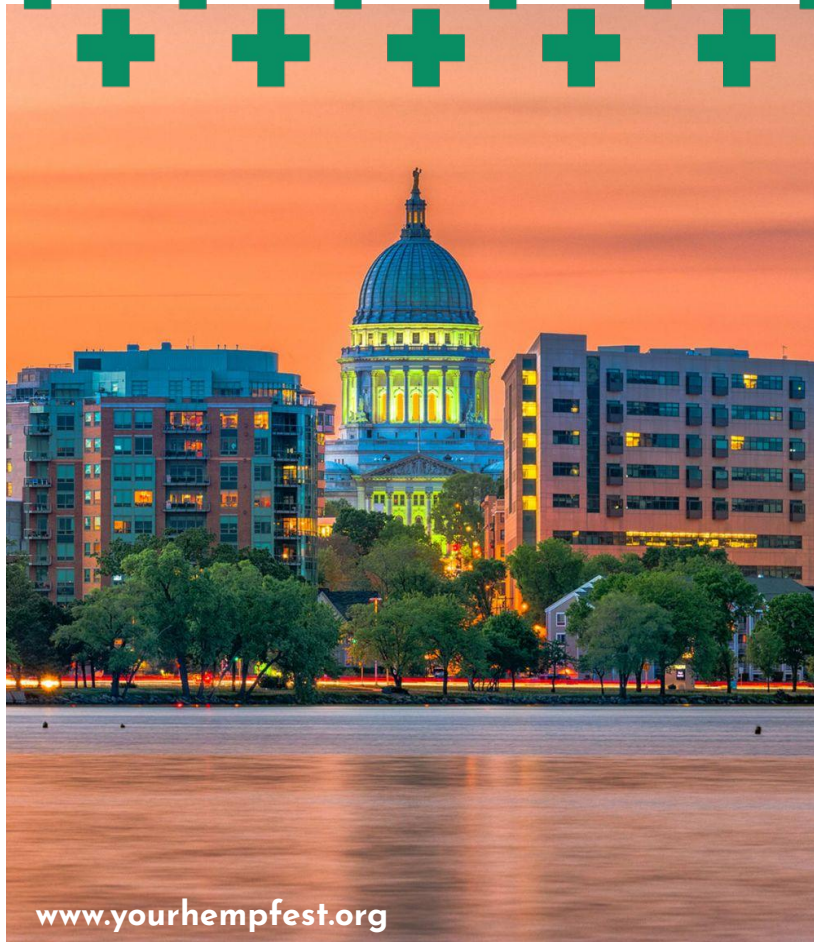
- End prohibition
 - Make cannabis safe and accessible
 - Prioritize the voices of marginalized communities
 - Rally around legacy brands over corporate cannabis
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CITY OF MADISON



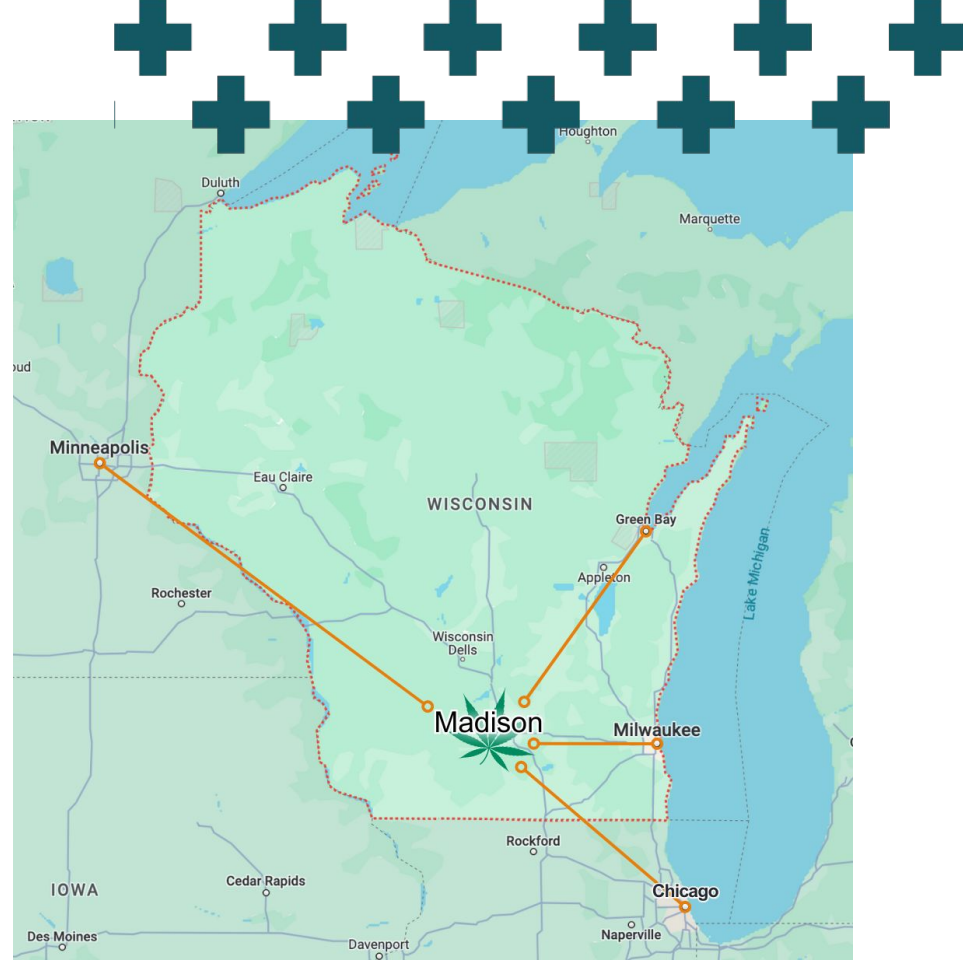


CITY OF MADISON

Madison is the capital city and the second largest city in the state. Proudly home to Big 10 university, UW-Madison, it brings in many out-of-state students, parents, and fans eager to patronize local businesses, events and many of the city's festivals.

JUST OFF I-94

Its location off I-94 makes an easy day trip from Milwaukee, Chicago, Minneapolis, and Green Bay.





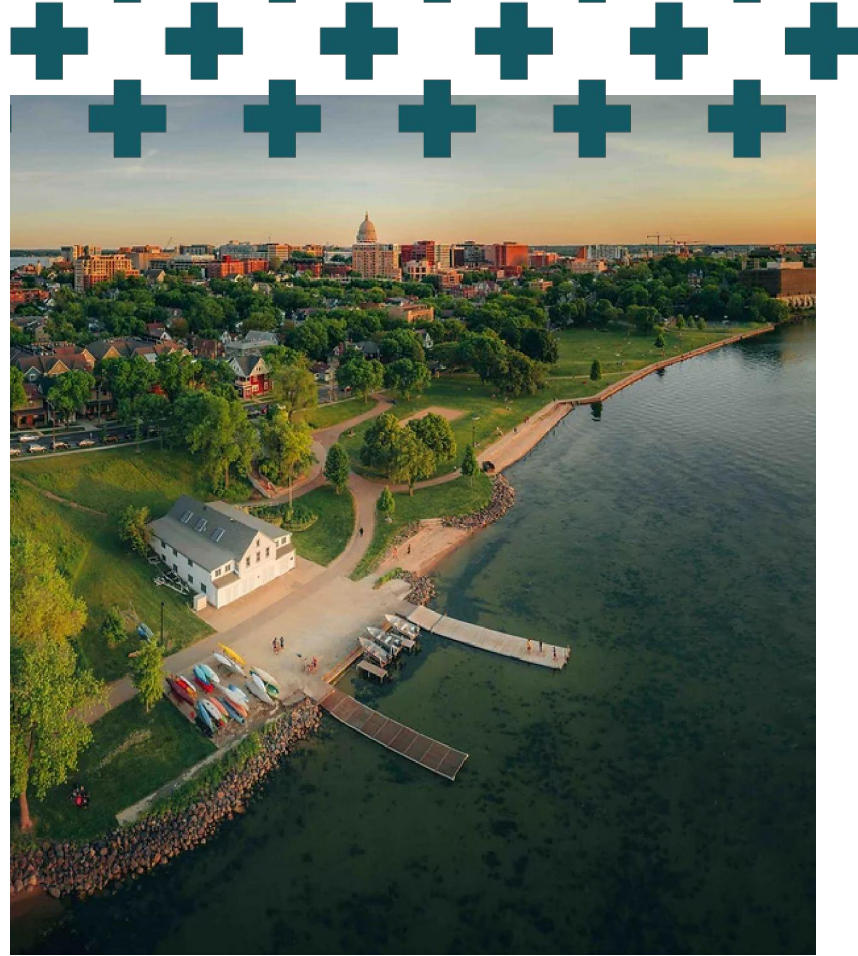
THE ISTHMUS

Its picturesque Isthmus location is populated with progressive, high-income households that use their purchasing power for the causes they believe in.



JAMES MADISON PARK

James Madison Park, where the festival takes place, is a cultural staple of Madison just a 10-minute walk from the heart of the city, where State Street meets the Capitol Square.





FORECASTING

Our two-day festival brings cannabis and hemp-friendly industry leaders, businesses, politicians, and activists together to effect change, and foster community in cannabis culture.

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1,000

ATTENDEES EXPECTED AT
PRE-FEST COMMUNITY EVENTS





10,000 

ANTICIPATED AT TWO DAY EVENT

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6,500 +

WEB IMPRESSIONS
LAST YEAR

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47.1K 

SOCIAL IMPRESSIONS



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ATTENDEE DEMOGRAPHIC PROFILES



THE CANNACURIOS

NEW TO CANNABIS, BUT OPEN MINDED AND CURIOUS, THESE CONSUMERS WANT TO LEARN ALL THEY CAN ABOUT CANNABIS TO DETERMINE HOW TO TRY IT FOR THEMSELVES. THEY ARE LOOKING TO STOP AND TALK TO VENDORS ABOUT THEIR PRODUCTS, LEARN THE APPROPRIATE WAY TO CONSUME, AND DIP THEIR TOE INTO THE NEW AND STILL STIGMATIZED MARKET.



CALI-SOBER GEN-Z / MILLENNIAL

COLLEGE STUDENTS, RECENT GRADUATES AND YOUNG PROFESSIONALS, THE GEN-Z AND MILLENNIALS WHO ATTEND THE FEST ARE NON-DRINKERS WHO BRING A PEN WITH THEM TO EVERY SOCIAL EVENT. THEY PROBABLY HAVE STRONG FEELINGS ABOUT THEIR PREFERENCES AND KNOW THEIR EDIBLE LIMIT. THEY'RE COMING TO THE FEST TO FIND NEW PRODUCTS WITHOUT HAVING TO DRIVE 3 HOURS TO THE CLOSEST DISPENSARY.



FAMILY ORIENTED MILLENNIAL / GEN-X

MID-TO-SENIOR LEVEL PROFESSIONALS, THESE FOLKS HAVE SETTLED INTO COMFORTABLE LIVES AS HOMEOWNERS WITH LUCRATIVE CAREERS. IF THEY'RE NOT AVID CONSUMERS, THEY DEFINITELY CONSUMED IN COLLEGE, BUT THE LAST TIME THEY PASSED AROUND A JOINT WAS PROBABLY ON A TRIP OUTSIDE OF WISCONSIN. THEY WOULD PREFER TO DRINK LESS AND ARE INTERESTED IN LEARNING MORE ABOUT CANNABIS DRINKS AND EDIBLES.



ATTENDEE DEMOGRAPHIC PROFILES



HARDCORE CANNABIS CONSUMER

THESE ARE YOUR DAILY USERS WHO UNDERSTAND THE SCIENCE BEHIND THE PLANT. THEY'RE READY TO TALK ABOUT THE GROWING PROCESS, SUSTAINABILITY PRACTICES, AND MEET THE PEOPLE BEHIND THE BRAND. WHEN THEY STOP AT THE DISPENSARY, THEY GET ASKED IF THEY'RE A BUDTENDER BUT THE ANSWER IS ALWAYS "NO, I JUST KNOW MY SH*T."



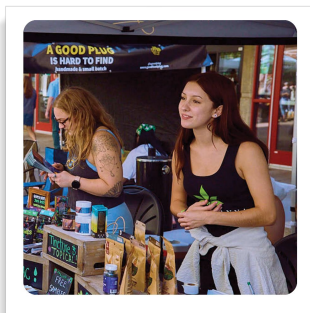
OG DEADHEAD HIPPIES

THEY KNOW A THING OR TWO ABOUT GATHERING TO SPREAD THE MESSAGE OF PEACE, LOVE AND GOOD VIBES. THEY'RE BEEN COMING TO THE FESTIVAL FOR DECADES AND THEY'VE NEVER LOST SIGHT OF THE MISSION. THE FESTIVAL IS LIKE COMING HOME, IT'S A PLACE TO RECONNECT WITH THE COMMUNITY.

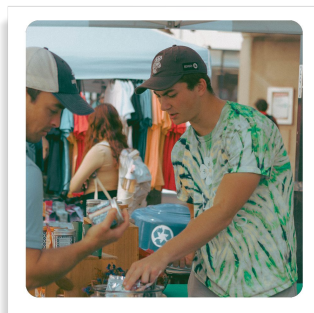
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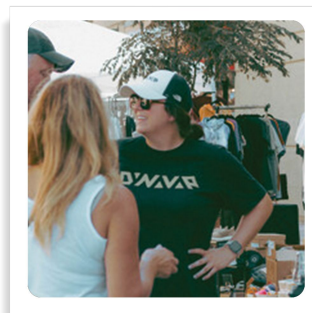
INDUSTRY DEMOGRAPHIC PROFILES



CANNA/HEMP
VENDORS (CPG)



FARMERS
(WI HEMP COALITION)



DISPENSARY/
HEMP STORE OWNERS

INDUSTRY DEMOGRAPHIC PROFILES



INFLUENTIAL INDUSTRY
PROFESSIONALS



MEDIA
PROFESSIONALS



LAWMAKERS /
CHANGE MAKERS



**FOOD
TRUCKS**

**MUSIC ACTS
ON THE
MAINSTAGE**

**PROTEST
SPEECHES AT
THE CAPITOL**

**2 MINS DRIVE
FROM CITY
CENTER**

**LONGEST
RUNNING
CANNABIS
PROTEST IN
THE COUNTRY**

**LIVE CONVERSATIONS
WITH CHANGE MAKERS**

**JAMES
MADISON
PARK**

**30+
VENDORS**

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ENGAGEMENT OPPORTUNITIES

Let the Great Midwest Hemp Fest connect you with new consumers in the untapped WI market. With pre and post festival digital marketing integrations and onsite interactive brand activations, you can establish brand presence and create long-lasting, meaningful connections with festival attendees.

SPONSORSHIP OPTIONS INCLUDE:

**SOCIAL CONTENT
EMAIL AND PRINT MARKETING
ON-SITE SALES AND SAMPLING
PR/MEDIA EXPOSURE**

**IMMERSIVE PROMOTIONAL ACTIVATIONS
SIGNAGE AND BANNER SPACE
DIGITAL ADVERTISING OPPORTUNITIES
AND MORE!**

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ENGAGEMENT OPPORTUNITIES

Our two-day festival is the perfect opportunity to activate your brand. We're in the process of developing our offerings. Reach out and inquire if interested.

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MEDIA

WE'RE OPEN TO STARTING INITIATIVES WITH BRANDS,
PARTNERS AND SPONSORS. IF YOU HAVE AN INITIATIVE, LET'S CHAT!

[Midwesterners celebrate 54th Hemp Fest on State Street](#)

[The Great Midwest Hemp Fest celebrates cannabis, pushes for legal reform](#), The Daily Cardinal

[Activists rally at 54th annual Great Midwest Hemp Fest](#), WKOW

[The Great Midwest Hemp Fest returns to Madison calling for marijuana legalization](#), Channel 3000

WE HAVE AMBITIOUS GOALS FOR MEDIA PARTNERS IN 2024 FOR BOTH
CANNABIS PUBLICATIONS AND NON-CANNABIS PUBLICATIONS.

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CONTACT



Vending & Partnership Specialist

Tara Falk

tara@rrproductionsgroup.com

(608) 576-4335

Partnership Specialist

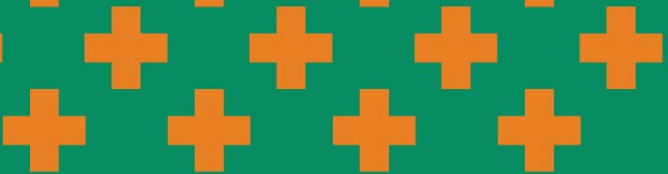
Hannah Dahlgren

hannah@rrproductionsgroup.com

(218) 391-6811

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thank you

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