


*Join us for the first annual*



**CannaPRIDE**  
**CAMPAIGN**

*and support an amazing cause with your sales.*

# WHO IS THE FULL SPECTRUM?

**The Full Spectrum** is the organization for LGBTQ cannabis professionals, patients, and consumers.

Our mission is to enhance and sustain LGBTQ diversity, inclusion, and access within the cannabis industry and community.

We engage in the creation and production of beneficial resources, events and activities to expand cultural awareness, empower individuals, and strengthen community within the industry.



# FISCAL SPONSORSHIP

The Full Spectrum is a fiscally sponsored project of CascadiaNow!

**Fiscal Sponsorship** is when a non-profit organization offers their legal and tax-exempt status to projects which engage in activities related to the sponsor's mission.

CascadiaNow's mission is *“to build a bioregional community that fosters a culture rooted in the love of place, cultural competence, and sustainability”*.

Because we are a fiscally sponsored project of CascadiaNow!, **[your contributions towards The Full Spectrum are tax-deductible!!](#)**

**EIN 47-1954164**



# THE CAMPAIGN

The CannaPRIDE Campaign is The Full Spectrum's new annual fundraising event!! We need community support to support the community. We're allowing businesses to decide how you would like to participate in a "choose your own adventure" manner. No donation is too big or too small!

## Retail Stores

Donate a % of sales for a time period of your choosing.

## Producer/Processors

Donate a % of sales, or \$ amount per unit from SKU's or products of your choosing.

## Ancillary

Donate a % or \$ amount per unit from products of your choosing, or a % of sales for a time period of your choosing.

We will help connect participating brands with participating retail stores. We will also market all participating locations and brands.

# RETAIL STORE ESTIMATE CHART

## 5% OF SALES FOR 1 WEEK

Monthly Sales	Weekly Sales	5% of Sales For 1 Week
\$10,000	\$2,500	\$125
\$50,000	\$12,500	\$625
\$100,000	\$25,000	\$1,250
\$500,000	\$125,000	\$6,250
\$1,000,000	\$250,000	\$12,500

## **STEP 1: SUBMIT AN AGREEMENT**

Have an authorized representative submit an agreement form on our website at:  
[www.thefullspectrumnetwork.com/cannapride-campaign/campaign-partners/](http://www.thefullspectrumnetwork.com/cannapride-campaign/campaign-partners/)

## **STEP 2: CONNECT WITH OTHER PARTICIPATING BRANDS**

After signing the agreement, we will connect you with other participating brands, which may help facilitate sales with other amazing, supportive brands.

## **STEP 3: PROMOTIONS & CAMPAIGN WEEK**

We will promote before and during campaign week.

Cannabis Brands are welcome to make festive packaging if you'd like!

## **STEP 4: SUBMIT PAYMENT**

After the campaign has wrapped up, submit payment to our website.

# PRIDE BRANDING IDEAS





# WHERE WILL THE MONEY GO?

The Full Spectrum is a 100% volunteer-driven organization.

As an organization operating with 501c3 status, all of our use of funds are transparent, and for charitable purposes only.

## **Fiscal Sponsor Fees**

15% of our revenue goes back to CascadiaNow, our umbrella organization which provides services such as accounting, insurance, and the use of their 501c3 tax-exempt status as we grow and develop into our own organization.

## **Operations Costs**

This includes website costs, printing for brochures and business cards, and other necessities.

## **Scholarship Program**

The Full spectrum Scholarship Fund awards educational scholarships to LGBTQ and allied cannabis students who exhibit leadership potential, demonstrate strong academic capabilities, and are actively involved in the cannabis community. This is a new program, and The CannaPRIDE Campaign is crucial for it's long-term sustainability.

## **Patient Program**

We are developing a patient program to assist LGBTQ people in need access medical authorizations and medicine.

## **Travel and Fees for Trade Shows**

In-person events are coming back!! Help us find our people, strengthen our community, and spread our message.

# CANNABIS & THE LGBTQ COMMUNITY

Cannabis was legalized in direct response to the AIDS crisis.

In the 1980's AIDS was running rampant. People were sick and dying, predominantly LGBTQ people. The Reagan Administration turned a blind eye on the situation, and didn't publicly mention AIDS by name for the first 6 years of the epidemic.

Before there were adequate meds for AIDS patients, it was found that cannabis was helpful in assisting with a number of the symptoms - nausea, pain, and appetite suppression from "wasting syndrome".

Queer activists like Brownie Mary and Dennis Peron put themselves at risk to provide cannabis to those that needed it. Dennis wrote California Proposition 215, which was the first piece of cannabis legislation to pass in the United States.

The cannabis industry and community wouldn't be where it is today without the LGBTQ community.

# SUPPORTING DIVERSITY IS GOOD BUSINESS

Estimated spending power of LGBT consumers globally is **\$3.72 TRILLION** (Out in the World report, 2016)

LGBTQ adults are early adopters who spend **TWICE** as much for brand names, new appliances and gadgets. (Neilson, 2015)

**78%** of LGBTQ adults and their families would switch to brands that are known to be LGBTQ-friendly. (CMI, 2018)

LGBTQ people are **more than twice as likely** to use cannabis than straight people. **30.7% vs 12.9%** (National Survey on Drug Use and Health, 2015)

Thank you for considering partnering with us for The CannaPRIDE campaign.

For questions or for more information, contact [thefullspectrumcannabis@gmail.com](mailto:thefullspectrumcannabis@gmail.com)