



## SPONSORSHIP PROGRAM 2025 - 2026 Launch Series

**Visibility. Access. Partnership.**

### Welcome to the GÜD ESSENCE Sponsorship Program

GÜD ESSENCE is proud to open **four dispensaries** in **2025** with an ambitious plan to expand to sixteen more by the end of 2026. As Florida's newest 100% locally owned and operated MMTC, we are committed to restorative wellness, community upliftment, and groundbreaking cannabis research..

Our grand openings are more than ribbon-cuttings—they are curated community experiences that spotlight the people and partners building the future of cannabis in Florida.

We invite you to align your brand with ours through a tailored sponsorship opportunity that brings visibility, influence, and access to a fast-growing network of patients, professionals, and press.

**Let's build something GÜD together.**

— Jasmine Johnson, CEO



## Sponsorship Opportunities 2025 - 2026

### Enclosed in this sponsorship packet, you'll find:

- A detailed breakdown of sponsorship levels
- A confirmation form to reserve your package
- Vendor FAQs, event guidelines, and branding specs
- Payment or in-kind contribution instructions

Please return the completed confirmation form and high-resolution logo by **June 15, 2025** to [sponsorship@gudessence.com](mailto:sponsorship@gudessence.com).

If you have any questions or would like to discuss a custom activation, feel free to reach out to me directly.

With gratitude,

**Jasmine Johnson, CEO**



## Sponsorship Opportunities 2025 - 2026

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### **EMERALD SPONSOR – \$15,000 (Title Sponsor)**

The highest-level package designed for brands seeking year-round visibility, leadership recognition, and exclusive access.

#### **Your Benefits Include:**

- Title Sponsor Recognition at a dispensary grand opening events and promotional materials
- Premium booth space (6-ft table with banner) at all 20 grand openings (4 in 2025, 16 in 2026)
- 6 guest passes per event
- Feature placement on event step-and-repeats
- Logo in press kits & direct mailers
- Social media spotlight and “Sponsor Spotlight” IG Reel
- Priority access to vendor days & educational events
- Feature in our team retreat itinerary (June 29–July 3, 2025)
- Branded item inclusion in grand opening gift bags
- One sponsored post in our monthly customer newsletter
- Recognition in GUD ESSENCE Annual Impact Report
- Early access to R&D / co-branding projects
- Window decal or digital POS placement in select dispensaries
- Recognition on GUD ESSENCE official sponsor webpage



## Sponsorship Opportunities 2025 - 2026

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### PLATINUM SPONSOR – \$7,500

Perfect for brands who want reliable presence and storytelling throughout the year.

Your Benefits Include:

- Standard booth space (4-ft table with banner) at all dispensary grand openings
- 4 guest passes per event
- Logo on select signage and flyers
- Social media mention + optional IG story feature
- Mention in team retreat itinerary
- Branded item inclusion in select gift bags
- Mention in our quarterly email newsletter
- 10% off booth fees for future events or pop-ups
- Vendor day invitations throughout the year
- Recognition in Annual Impact Report
- Listing on GUD ESSENCE sponsor webpage



## Sponsorship Opportunities 2025 - 2026

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### **GOLD SPONSOR – \$3,500**

Great for startups, strategic partners, and growing brands with focused placement goals.

Your Benefits Include:

- Shared vendor space (small table & banner space) at 2 grand openings
- 2 guest passes per selected event
- Logo on local flyers and printed signage
- Social media thank-you post
- Listed in retreat itinerary
- Quarterly sponsor roundup email recognition
- Invitations to future tabling opportunities
- Recognition on GUD ESSENCE sponsor webpage



## Sponsorship Opportunities 2025 - 2026

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### Let's Build Something GÜD Together

#### Ready to sponsor GÜD ESSENCE?

Join us as we grow Florida's most community-rooted MMTC. With four dispensary launches this year and sixteen more on the way, our sponsorship program is your direct line to patients, partners, and progress across the state.

We invite you to select the package that best aligns with your goals—and we'll handle the rest.

Questions? Contact us at [sponsorship@gudessence.com](mailto:sponsorship@gudessence.com)

Or reach out directly to:

Jasmine Johnson, CEO – [jjohnson@gudessence.com](mailto:jjohnson@gudessence.com)



## Sponsorship Opportunities 2025 - 2026

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### Sponsorship Confirmation Form

**Company Name:** \_\_\_\_\_

**Primary Contact:** \_\_\_\_\_

**Email:** \_\_\_\_\_

**Phone:** \_\_\_\_\_

**Sponsorship Tier (check one):**

☐ Emerald Sponsor – \$15,000

☐ Platinum Sponsor – \$7,500

☐ Gold Sponsor – \$3,500

**Logo Submitted?**

☐ Yes

☐ Not yet (please submit high-resolution logo with form)

**Please list any specific accommodations or marketing needs:**

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**Authorized Signature:** \_\_\_\_\_

**Date:** \_\_\_\_\_



## Sponsorship Opportunities 2025 - 2026

### **GUD ESSENCE SPONSORSHIP TIMELINE & KEY DATES**

This timeline ensures all sponsors stay aligned with event milestones, deliverables, and participation windows.

#### **2025 KEY DATES**

**June 10** – Sponsorship confirmation deadline (form + payment or contribution form + logo)

**June 15** – Deadline to submit gift bag items (for July openings)

**June 29 – July 3** – GUD ESSENCE Team Retreat (sponsor mention featured in printed itinerary)

**October 15 to December 15** – 4 store grand openings (1 every 2 weeks)

- Locations: Tampa, Clearwater, Orlando, Jacksonville
- Sponsor tabling + guest passes per tier

#### **2026 PREVIEW**

January 15 – Call for 2026 Sponsors (Early Access for returning vendors)

February–November – 16 Store Openings on rolling basis

- Sponsorship visibility across all events for Emerald & Platinum

#### **Ongoing Deliverables**

- Monthly social media shoutouts begin in July
- Quarterly email newsletter sponsor features
- Sponsor highlights included in press kits + dispensary mailers
- Vendor Day invitations issued seasonally (3x/year)





## Sponsorship Opportunities 2025 - 2026

### GUD ESSENCE SPONSORSHIP FAQ

Everything You Need to Know to Prepare

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#### 1. Can we bring samples to the event?

Yes — however, any cannabis or hemp-derived product must follow Florida’s packaging and labeling laws. Branded merchandise and promotional giveaways (e.g. hats, lighters, stickers) are welcome.

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#### 2. What kind of signage is allowed?

Each sponsor can bring a banner or tabletop sign based on your tier:

- **Emerald:** Up to 6-ft wide banner
- **Platinum:** Up to 4-ft wide banner
- **Gold:** Small tabletop sign (shared space)

We encourage clean, brand-aligned displays.

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#### 3. Will power or Wi-Fi be available?

Wi-Fi will be available at all venues. Power access may be limited and is prioritized for Emerald sponsors. Please let us know in advance if you need power.

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#### 4. What time should vendors arrive?



## Sponsorship Opportunities 2025 - 2026

Load-in instructions will be provided 1 week prior to each grand opening. Generally:

- Load-in: 8:30 AM – 10:00 AM
  - Event start: 11:00 AM
  - Event end: 4:00 PM
  - Load-out: 4:00 PM – 5:00 PM
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### 5. How many guests can we bring?

- Emerald: 6 guests
- Platinum: 4 guests
- Gold: 2 guests (at selected events)

Guest names should be submitted 5 days before the event.

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### 6. What happens if we miss the deadline?

Missing the confirmation or submission deadline may result in loss of table space, exclusion from print materials, or reduced visibility. Please communicate early if any delays arise.

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## Sponsorship Opportunities 2025 - 2026

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### SPONSORSHIP PAYMENT INSTRUCTIONS

Payment is due by: June 10, 2025

For paid sponsorship tiers (Gold, Platinum, Emerald), please submit payment via one of the following methods:

#### WIRE / ACH TRANSFER

Bank Name: Valley Bank

Account Name: GREEN ESSENCE GLOBAL LLC

Account Number: [Account #]

Routing Number: [Routing #]

Bank Address: [Bank Address]

Memo: \_\_\_\_\_ – Company Name & Sponsorship Tier

Please email confirmation of payment to: [sponsorship@gudessence.com](mailto:sponsorship@gudessence.com)

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## Sponsorship Opportunities 2025 - 2026

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### IN-KIND CONTRIBUTION FORM

For vendors offering product, merchandise, services, or experiences in lieu of cash sponsorship:

Company Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Email: \_\_\_\_\_

Phone: \_\_\_\_\_

#### Description of In-Kind Contribution:

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Estimated Fair Market Value: \$ \_\_\_\_\_

Check one:

- This contribution replaces full sponsorship payment
- This contribution supplements a paid tier

Authorized Signature: \_\_\_\_\_

Date: \_\_\_\_\_

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## Sponsorship Opportunities 2025 - 2026

### GUD ESSENCE SPONSORSHIP AGREEMENT

2025–2026 Launch Series

This Sponsorship Agreement (“Agreement”) is entered into as of the date signed below between GUD ESSENCE LLC, a Florida limited liability company (“Organizer”) and the undersigned company (“Sponsor”).

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#### 1. Sponsorship Tier & Deliverables

Sponsor agrees to participate as a:

- Emerald Sponsor – \$15,000
- Platinum Sponsor – \$7,500
- Gold Sponsor – \$3,500
- In-Kind Contributor – described in contribution form

Organizer agrees to provide Sponsor with all benefits listed in the corresponding tier package, including event space, brand placement, and marketing exposure.

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#### 2. Sponsor Obligations

Sponsor will provide:

- Completed confirmation form
- High-resolution logo and brand assets
- Payment or in-kind contribution by the agreed deadline
- Compliance with any event, safety, and state regulations



## Sponsorship Opportunities 2025 - 2026

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### 3. Cancellation / Force Majeure

If an event is delayed or canceled due to weather, emergency, or state regulation, Organizer will make reasonable efforts to reschedule or offer alternate activation opportunities.

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### 4. Use of Logos & Trademarks

Sponsor grants Organizer permission to use their name, logo, and brand assets solely for promotional purposes in relation to GÜD ESSENCE events.

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### 5. General Terms

This Agreement is governed by Florida law. It does not create a partnership or joint venture.

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Sponsor Company: \_\_\_\_\_

Authorized Representative (print): \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

GÜD ESSENCE LLC

By: Jasmine Johnson, CEO

Signature: \_\_\_\_\_

Date: \_\_\_\_\_



## Sponsorship Opportunities 2025 - 2026

### VENDOR GUIDELINES & PARTICIPATION POLICIES

Applicable to All GUD ESSENCE Grand Openings – 2025–2026

These guidelines are in place to ensure a consistent, compliant, and elevated experience for all vendors, patients, and guests.

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#### 1. Setup & Breakdown

- Arrival time: 8:30 AM – 10:00 AM
- Event hours: 11:00 AM – 4:00 PM
- Breakdown: 4:00 PM – 5:00 PM
- Vendors must be fully set up at least 15 minutes prior to event start.
- All items must be removed from the venue by 5:30 PM unless otherwise approved.

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#### 2. Display & Signage

- Table and banner sizes must follow tier-specific allowances.
- Displays must be clean, professional, and free of offensive imagery.
- No inflatables, large backdrops, or music setups unless pre-approved.

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#### 3. Product & Sampling Policy

- No THC products may be distributed unless approved by the Florida Department of Health.
- Hemp-derived products must meet Florida labeling and compliance guidelines.
- Promotional samples must be clearly marked as non-medicated.



## Sponsorship Opportunities 2025 - 2026

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### 4. Staff & Guest Conduct

- Sponsor staff must be professional and respectful at all times.
- No aggressive sales tactics or disruption of neighboring vendors.
- All staff must wear badges provided at check-in.

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### 5. Logistics

- You will receive a logistics email one week prior to each event with parking, layout, and check-in instructions.
- Wi-Fi is provided; power access is limited (Emerald priority).
- Sponsors are responsible for their own displays, extension cords, and signage setup.

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### 6. Security & Liability

- GUD ESSENCE provides general event security, but is not liable for lost or stolen items.
- Vendors are responsible for their own materials and insurance coverage if required by their company.

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Questions or special requests? Contact [sponsorship@gudessence.com](mailto:sponsorship@gudessence.com)





## Sponsorship Opportunities 2025 - 2026

### IN-KIND CONTRIBUTION ACKNOWLEDGMENT LETTER

[Date]  
[Vendor Name]  
[Vendor Contact Name]  
[Vendor Address]

For Sponsor/Donor Records

Dear [Vendor Name],

On behalf of GÜD ESSENCE LLC, I would like to thank you for your generous in-kind contribution in support of our 2025–2026 dispensary launch series.

We gratefully acknowledge receipt of the following contribution:

**Description:** [Insert description of product or service]

**Estimated Fair Market Value:** \$[Insert amount]

Your support plays a vital role in helping us bring wellness, access, and community celebration to the patients and neighborhoods we serve across Florida. Contributions like yours allow us to highlight emerging brands, offer dynamic retail experiences, and create authentic engagement opportunities rooted in restorative values.

Please retain this letter for your records. While GÜD ESSENCE is not currently a 501(c)(3) organization, this letter may support your internal documentation for marketing, tax, or inventory purposes.

If you need additional documentation or have questions regarding your participation, feel free to contact us directly.

With sincere appreciation,

Jasmine Johnson CEO, GÜD ESSENCE LLC

Jjohnson@gudessence.com | www.gudessence.com