SMOKE'D INN

COME IN.
GET COMFORTABLE.
STAY A WHILE.

POTHEAD GANG'S INITIATION INTO THE CULTURE.

SMOKE'D INN IS WHERE POTHEAD GANG STOPS TALKING ABOUT CANNABIS CULTURE FROM THE OUTSIDE AND SITS DOWN WITH THE PEOPLE ACTUALLY LIVING IT.

THE CREATORS.
THE CONSUMERS.
THE BUDTENDERS.
THE GROWERS.
THE ARTISTS.
THE ENTREPRENEURS.
THE PERSONALITIES.
THE COACHES.
THE NEIGHBORS.
THE EVERYDAY POTHEADS.

PEOPLE WITH STORIES.
PEOPLE WITH OPINIONS.
PEOPLE CREATING THINGS.
PEOPLE BUILDING THINGS.

People supporting the businesses, products, places, music, food, fashion, entertainment and communities that make cannabis culture what it is.

SMOKE'D INN IS HOW WE WELCOME THEM INTO THE GANG.

CANNABIS CULTURE IS BIGGER THAN CANNABIS.

THE CONVERSATIONS.
THE RECOMMENDATIONS.
THE RITUALS.
THE CREATIVITY.
THE BUSINESSES.
THE NEIGHBORHOODS.
THE FRIENDSHIPS.
THE MUSIC.
THE FOOD.
THE CLOTHES.
THE STORIES.

It's the people around it. The everyday life happening around the plant.

POTHEAD GANG exists to document, connect and build around that culture.
Smoke'd Inn is where we begin with the individual.

WHO ARE YOU?
WHAT DO YOU DO?
WHAT DO YOU LOVE?
WHAT'S IN YOUR ROTATION?
WHAT DOES CANNABIS CULTURE LOOK LIKE THROUGH YOUR EYES?

Then we let the conversation go wherever it needs to go.

TWO PARTS. ONE INITIATION.

PART 01

BEFORE THE ROOM

It starts with a questionnaire.

PART 02

WE'RE IN THE ROOM

Then we pull up.

PART 01 — IT STARTS WITH A QUESTIONNAIRE

BEFORE THE ROOM

01

We learn about you before cameras ever enter the room.

That information helps POTHEAD GANG introduce you to the community and prepare an experience that actually feels like you.

YOUR STORY.
YOUR INTERESTS.
YOUR WORK.
YOUR RELATIONSHIP WITH CANNABIS CULTURE.
YOUR CITY.
YOUR FAVORITE THINGS.
WHAT YOU'RE BUILDING.
WHAT YOU CARE ABOUT.

PART 02 — THEN WE PULL UP

WE'RE IN THE ROOM

02

This is the in-person Smoke'd Inn session.
No rigid interrogation. No need to perform.
The environment changes with the person.

THE ROOM CAN CHANGE.
THE FEELING SHOULDN'T.

WE TALK.
WE LAUGH.
WE TELL STORIES.
WE EAT.
WE LISTEN TO MUSIC.
WE MIGHT CREATE SOMETHING.
WE MIGHT GO FISHING.
WE MIGHT SIT AROUND YOUR DINING ROOM TABLE.

WHERE DOES IT HAPPEN?

There is no permanent Smoke'd Inn set.

CAN BECOME THE INN

YOUR LIVING ROOM

CAN BECOME THE INN

YOUR PATIO

CAN BECOME THE INN

YOUR STUDIO

CAN BECOME THE INN

YOUR BACKYARD

CAN BECOME THE INN

A PRIVATE CANNABIS-FRIENDLY SPACE

CAN BECOME THE INN

A LAKE

WHEREVER WE PULL UP BECOMES THE INN.

The location should help us understand the person.

WHAT LEAVES THE INN?

Smoke'd Inn isn't built around forcing product endorsements or scripted praise.

THE PERSON IS THE STORY.

Everything else enters naturally.

STORIES	CONVERSATIONS
PHOTOGRAPHY	LONG-FORM CONTENT
SHORT-FORM MOMENTS	FUNNY CLIPS
RECOMMENDATIONS	CREATIVE MOMENTS
COMMUNITY CONNECTIONS	MEMORIES

AND ANOTHER PERSON OFFICIALLY WELCOMED INTO POTHEAD GANG.

AFTER THE INN

Getting Smoke'd Inn isn't supposed to be the end of your relationship with POTHEAD GANG.

IT'S THE BEGINNING.

STAY CONNECTED

Once you're in the Gang, you can stay connected to the community, future experiences, collaborations and opportunities as POTHEAD GANG grows.

THE CALL

When THE CALL goes out for people, creators, projects, assignments or experiences, the Gang should hear it first.

WHO CAN GET SMOKE'D INN?

Smoke'd Inn is currently for adults 21+.

You don't have to be famous.

You don't need thousands of followers.

You don't need to own a cannabis company.

You don't need to be a professional creator.

YOU NEED A STORY.

A PERSPECTIVE.

A CONNECTION TO THE CULTURE.

AND A WILLINGNESS TO LET US GET TO KNOW YOU.

YOU ALREADY MOVE THE CULTURE.

We just want to put a name, face and story to it.

ENTER THE INN.

ONE POTHEAD AT A TIME.
ONE ROOM AT A TIME.
ONE STORY AT A TIME.

We're documenting cannabis culture through the people actually living it.

PULL UP.
CONNECT.
GET SMOKE'D INN.

POTHEAD GANG