HOW YOU GET SMOKE'D INN

FROM "WE SEE YOU" TO "YOU'RE IN THE GANG."

GETTING SMOKE'D INN ISN'T JUST SHOWING UP FOR AN INTERVIEW.

IT'S AN INITIATION.

Here's how it works.

01 WE CONNECT
02 THE QUESTIONNAIRE
03 MEET THE GANG
04 FIND THE ROOM
05 BUILD YOUR SESSION
06 WE'RE IN THE ROOM
07 THE GOODIE
08 YOU'VE BEEN SMOKE'D INN
09 STAY IN THE ROTATION
10 WAIT FOR THE CALL

STEP 01

WE CONNECT

MAYBE POTHEAD GANG FINDS YOU.
MAYBE SOMEBODY RECOMMENDS YOU.
MAYBE ONE OF OUR PARTNERS PUTS YOUR NAME FORWARD.
MAYBE YOU REACH OUT TO US.

01

However it happens, the first step is simple:

WE WANT TO KNOW WHO YOU ARE.

STEP 02

THE QUESTIONNAIRE

Before we pull up, you tell us about yourself.

Not a job application.
Not a popularity contest.
We want to know the person.

YOUR CITY.
YOUR INTERESTS.
YOUR WORK.
YOUR CREATIVITY.
YOUR RELATIONSHIP WITH CANNABIS CULTURE.
YOUR FAVORITE PRODUCTS, PLACES AND EXPERIENCES.
WHAT YOU'RE PROUD OF.
WHAT YOU'RE BUILDING.
WHAT PEOPLE SHOULD KNOW ABOUT YOU.
AND WHERE YOU WOULD FEEL MOST COMFORTABLE GETTING SMOKE'D INN.

02

THIS GIVES US SOMEWHERE REAL TO START.

STEP 03

MEET THE GANG

Your questionnaire gives POTHEAD GANG the opportunity to introduce you and your story to the community before the in-person session.

YOU'RE ABOUT TO GET SMOKE'D INN.

03

NOW THE COMMUNITY GETS TO MEET YOU.

STEP 04

FIND THE ROOM

04

There is no permanent set.

Together, we determine an appropriate place for your session.

WHEREVER WE PULL UP BECOMES THE INN.

YOUR LIVING ROOM.
YOUR PATIO.
YOUR STUDIO.
A BACKYARD.
A CREATIVE SPACE.
A PRIVATE VENUE.
SOMEWHERE OUTDOORS.
SOMEWHERE MEANINGFUL TO YOU.

STEP 05

BUILD YOUR SESSION

No two initiations need to be identical.
We build around the person.

The activity isn't the point.

COMFORT IS.

When people stop feeling interviewed, the real stories usually show up.

MAYBE WE TALK ON THE COUCH.
MAYBE WE COOK.
MAYBE WE SHOOT HOOPS.
MAYBE WE MAKE MUSIC.
MAYBE WE PAINT.
MAYBE WE FISH.
MAYBE WE JUST SIT AROUND A TABLE AND TALK SHIT FOR TWO HOURS.

05

STEP 06

WE'RE IN THE ROOM

06

This is it.
POTHEAD GANG pulls up.
Cameras come out.
Conversation starts.
You get to be yourself.

We'll guide the experience, but we're not looking for rehearsed answers.

LAUGH.
TELL STORIES.
ASK US QUESTIONS.
TALK ABOUT WHAT YOU LOVE.
TALK ABOUT WHAT YOU DON'T.
SHOW US YOUR WORLD.

THIS IS YOUR INITIATION.

STEP 07

THE GOODIE

Part of getting Smoke'd Inn is leaving with something that marks the moment.

The current Smoke'd Inn goodie experience can include:

Specific items may vary by session and participating partners.

THE GOODIE

1x PHG “THE BLOCK” TEE

2x SMOKE'D INN STICKERS

\+ SMOKE'D INN PINS

\+ CANNABIS PRODUCTS

From participating partners, where legally permitted

YOU'VE BEEN SMOKE'D INN.

That's the moment. You're officially part of the Gang.

BUT WE'RE NOT TRYING TO BUILD A COMMUNITY WHERE EVERYBODY DISAPPEARS AFTER THEIR EPISODE DROPS.

WE WANT RELATIONSHIPS.

STEP 09

STAY IN THE ROTATION

09

Your story becomes part of the POTHEAD GANG archive.

A moment from your session could make sense again next week.
Next month. Six months from now.

A RECOMMENDATION.
A FUNNY MOMENT.
SOMETHING YOU SAID ABOUT YOUR CITY.
A PROJECT YOU WERE WORKING ON.
SOMETHING WORTH REMEMBERING.

WHAT LEAVES THE INN KEEPS MOVING.

STEP 10

WAIT FOR THE CALL

After initiation, stay connected.

GETTING SMOKE'D INN OPENS THE RELATIONSHIP.

What happens next depends on where the culture takes us.

THE CALL

THE CALL is how POTHEAD GANG can reach back into the community when there are relevant people, projects, assignments, collaborations, experiences or opportunities to share.

READY?

QUESTIONNAIRE.
INTRODUCTION.
THE ROOM.
THE INITIATION.
THE GANG.

That's how you get Smoke'd Inn.

@pothead.gang

PULL UP.
CONNECT.
GET SMOKE'D INN.

POTHEAD GANG