PARTNER WITH SMOKE'D INN

NOT EVERY PARTNER HAS TO SELL CANNABIS.

SMOKE'D INN DOCUMENTS PEOPLE LIVING CANNABIS CULTURE.

AND THOSE PEOPLE DON'T LIVE ON CANNABIS ALONE.

THEY EAT.
TRAVEL.
CREATE.
DRESS.
MAKE MUSIC.
SHOOT FILMS.
PLAY SPORTS.
BUILD BUSINESSES.
GO FISHING.
MAKE ART.
NEED PLACES TO GATHER.
USE EQUIPMENT.
LISTEN TO MUSIC.
LIVE FULL LIVES.

THAT CREATES ROOM FOR COMPANIES OUTSIDE THE PLANT-TOUCHING CANNABIS INDUSTRY TO PARTICIPATE TOO.

WHO CAN PARTNER?

- FOOD AND BEVERAGE BUSINESSES
- RESTAURANTS
- APPAREL COMPANIES
- CREATIVE COMPANIES
- PRODUCTION COMPANIES
- PHOTOGRAPHERS AND FILMMAKERS
- MUSIC BUSINESSES
- VENUES
- HOSPITALITY COMPANIES
- TRANSPORTATION PARTNERS
- EQUIPMENT COMPANIES
- LIFESTYLE BRANDS
- LOCAL BUSINESSES
- SERVICE PROVIDERS
- COMMUNITY ORGANIZATIONS

AND OTHER COMPANIES WITH AN AUTHENTIC REASON TO ENTER THE ROOM.

WHAT CAN A PARTNERSHIP LOOK LIKE?

PROVIDE A LOCATION.
FEED THE ROOM.
HELP TRANSPORT PEOPLE OR PRODUCTION.
PROVIDE APPAREL.
SUPPORT PRODUCTION.
PROVIDE EQUIPMENT.
HELP CREATE AN ACTIVITY.
SUPPORT A SPECIFIC POTHEAD.
SUPPORT SEVERAL INITIATIONS.
COLLABORATE ON AN EXPERIENCE.
CREATE SOMETHING SPECIFICALLY FOR SMOKE'D INN.

THE QUESTION ISN'T:

“WHERE CAN WE PUT YOUR LOGO?”

THE BETTER QUESTION IS:

“WHAT CAN WE BUILD TOGETHER THAT MAKES THE EXPERIENCE BETTER?”

CULTURE BEFORE INTERRUPTION.

POTHEAD GANG isn't interested in stopping a great conversation so somebody can read an advertisement.

Partnership should belong in the experience.

THE PARTNERSHIP SHOULD MAKE SENSE IN THE STORY.

IF WE'RE FISHING, MAYBE THE PARTNER HELPS MAKE THE TRIP POSSIBLE.

IF WE'RE EATING, MAYBE WE'RE EATING FROM A NEIGHBORHOOD RESTAURANT.

IF WE'RE CREATING MUSIC, MAYBE WE'RE INSIDE A PARTNER STUDIO.

IF WE'RE GETTING SOMEBODY SMOKE'D INN IN THEIR CITY, MAYBE A LOCAL BUSINESS HELPS US SHOW WHAT THAT CITY FEELS LIKE.

CONTENT CAN FOLLOW THE EXPERIENCE.

When a partnership naturally becomes part of Smoke'd Inn, it can also become part of the content surrounding that experience.

Specific deliverables, usage, credits and expectations should be agreed before the collaboration.

NO ASSUMPTIONS.
NO FORCED PRAISE.
NO PRETENDING AN ADVERTISEMENT HAPPENED ORGANICALLY WHEN IT DIDN'T.

REAL PARTNERSHIP.
REAL PEOPLE.
REAL CULTURE.

COME INTO THE ROOM.

We'll figure out whether there's a natural fit.

TELL POTHEAD GANG:

WHO YOU ARE.
WHAT YOU PROVIDE.
WHAT KIND OF COLLABORATION YOU'RE INTERESTED IN.
WHERE YOU'RE LOCATED.
AND WHAT YOU BELIEVE YOU CAN BRING INTO THE INN.

DON'T MARKET AT THE CULTURE. BUILD SOMETHING WITH IT.

POTHEAD GANG

