

## COLLABORATION OPPORTUNITIES

= Seasonal Collections =

# WHAT DOES SPONSORING A COLLECTION INVOLVE?

Our collections run as seasonal marketing campaigns, complete with:

- Professional photography
- Digital asset creation
- Social media promotions
- Print and text-message strategies

Consider the LBC Marketing Team your ally & benefit from premium placements on our website, social media, and coordinated marketing campaigns.

# FEATURED BRAND BENEFITS







#### SOCIAL MEDIA ASSETS & ENGAGEMENT

Our marketing team will coordinate with yours to create and distribute custom assets that promote the seasonal collection you are featured in. Professional photography is included, as well as all relevant assets shared for cross-promotions.

#### **BRAND DISCOVERY**

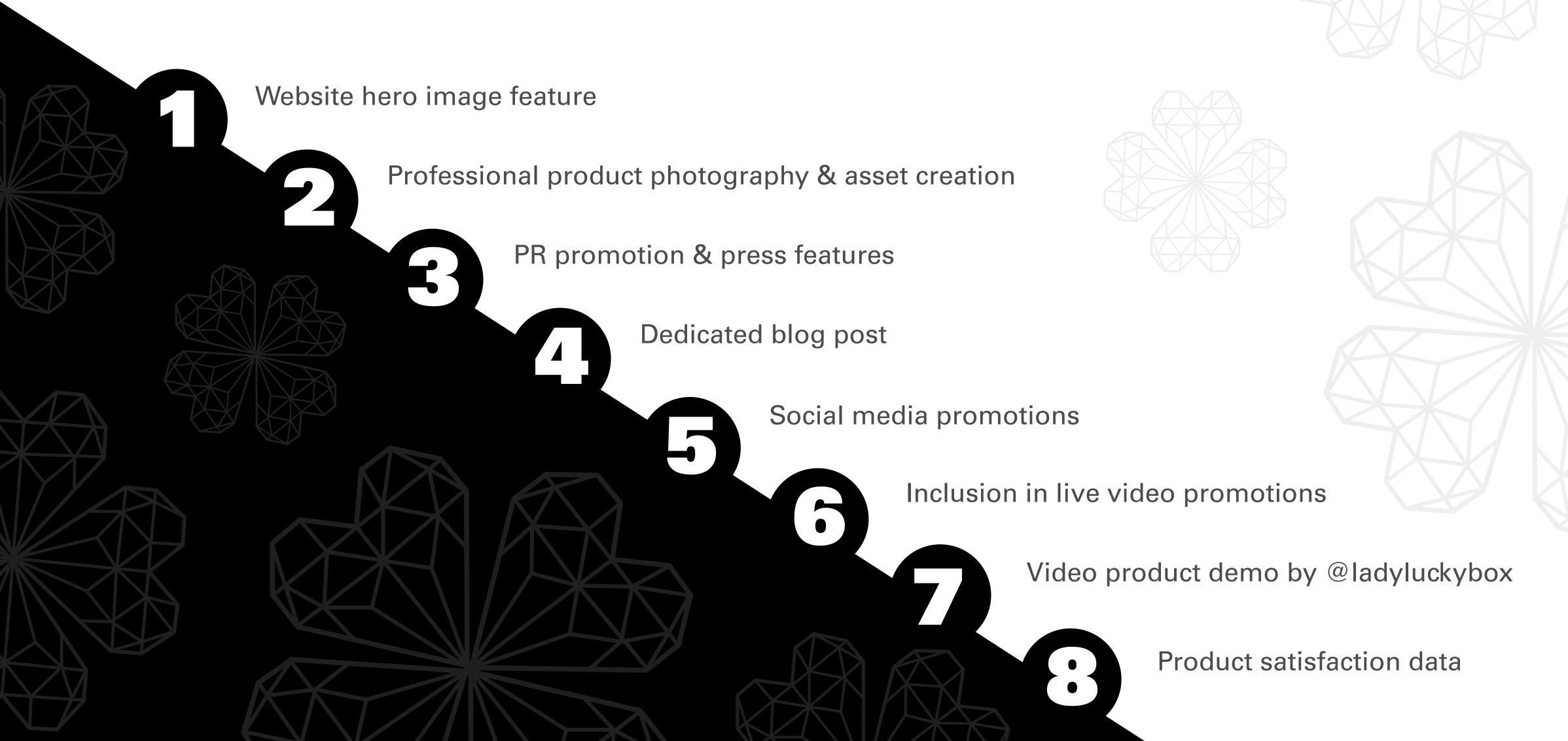
Get your products into the hands of new consumers who may never have otherwise purchased your products. Our customers trust us to introduce them to new brands & experiences that keep them coming back for more! More than 60% of our members re-order individual products within 3 weeks.

#### **BRAND LOYALTY**

Build brand loyalty by including premium accessories to enhance their experience. Think of it as a dispensary demo-day in a box.

But better - because they're experiencing the magic at home!

## SPONSORSHIP PERKS



## UPCOMING COLLECTIONS

#### SPRING COLLECTION

Spring is in the air, and it's time to celebrate all things new. Fresh flowers alongside seeds & instructions on how to grow your own cannabis are the vision for this collection. Fresh edibles with innovative recipes and mocktails will make this collection the talk of the town.

Runs March 15-June13

# MOTHER'S DAY COLLECTION

Get the special mama in your life the flowers she REALLY wants with the Mother's Day Collection! Whether she's new to cannabis or a certified ganja mama, this splendid Collection of California's finest cannabis products focuses on her wellness, enjoyment and shows appreciation for all she does. Available now for preorder on LuckyBoxClub.com!

Runs May 1-May 15

#### SUMMER COLLECTION

Hot drop alert! The LBC
Summer Collection will be
filled the season's hottest
products. High THC is the
name of this game along with
exceptional terpene profiles.
Think of it as a Cannabis Cup
in a box, filled with only the
dankest flowers, edibles,
concentrates & vapes around.

Runs July 1-September 30



Seeking products to include in our Spring Collection, a meticulously curated assortment of products for the new and seasoned cannabis user alike. With a focus on fresh flowers, extracts, edibles, beverages and new-to-market releases, we look forward to bringing your brand to our customers' doorsteps.



#### **Past Collection: Meet The Winter Collection**

We've searched high and low to find the best products that are sure to turn your winter blues into a thing of the past. Filled with the hottest items of the season, you'll find an array of flowers, edibles, vapes, and accessories to lift your spirits no matter what your holiday season entails.

#### What's In The Box?

House of Saka WHITE | \$45 Pure Vape Disposable | \$25 Z's Life Luxury Papers | \$12 Cannabolish Spray | \$5 Mellows Brown Butter Sage | \$10 Somatik Cold Brew Coffee | \$8 Weekenders Pre-Roll | \$10 Panacea 1/8th | \$40 Garden Society Rosettes | \$45 Lolo Pre-Roll | \$10

Total retail value | \$268 (including tax)







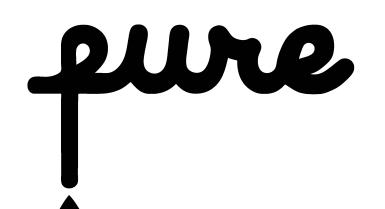








# PAST SPONSORS



WEEKENDERS

## PRESS FEATURES

## Forbes

"Lucky Box [Club] is the fastest way to get your favorite Cannabis products in one delivery."

## LAWEEKLY

"...for those who don't want to hit a dispensary"



"Best Cannabis Subscription Box" (2017)



"Lucky Box [Club]'s monthly subscription service curated an ever-expanding selection of goods." MG

#### HUFFPOST

"Experts hand-pick from a selection of both top and emerging Cannabis brands"



"Patients are turning to a new Cannabis subscription service called Lucky Box Club, a monthly membership-based delivery alternative..."

## ACCOMPLISHING MORE TOGETHER



#### **MARKETING STRATEGY**

Benefit from coordinated marketing strategies that encompass social media, blogging, best SEO practices, and more.



#### **SOCIAL MEDIA**

With over 200 million active users in the US, let social media work for you and not the other way around! Through influencer outreach & live videos both brands will experience follower growth & brand awareness.



(Can be in product trade)

Discounts offered to legacy, minority and women-owned brands.



#### **PRINT COLLATERAL**

We'll create a seasonal postcard with your product on display to raise awareness of the collection you are featured in! Have them on hand and spread the word.



#### **EMAIL MARKETING**

Consistent communication is key.

Each product and collection will be highlighted and marketed to our e-mail list of over 30,000 statewide cannabis users.



#### **PRODUCT SHOTS**

Professional full-service photography including standalone & lifestyle shots of your product with Lucky Box Club.



## LET'S COLLABORATE

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