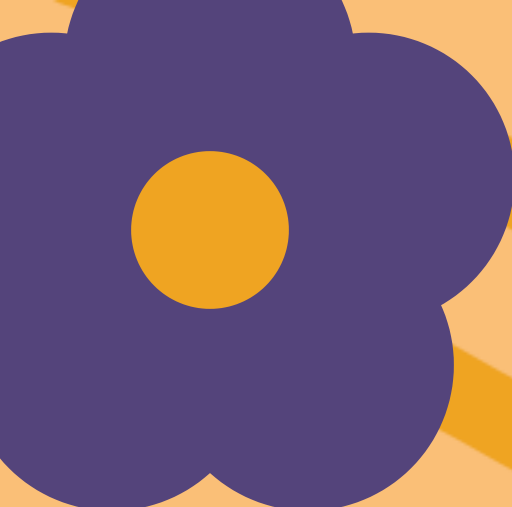
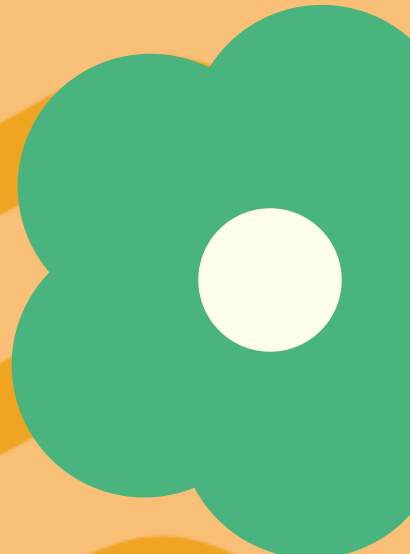
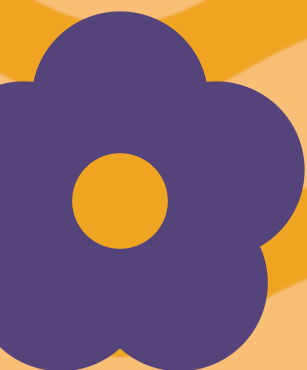




created by high peaks event production

# ***Canna Camp***

January 2027 • Saratoga Springs, NY



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# Welcome



Created to unite the people shaping the future of New York cannabis. Designed as an elevated gathering for farms, processors, brands, dispensaries and consumers, **CANNA CAMP** is rooted in community, collaboration, and of course, cannabis!

Our mission is to cultivate meaningful connection, strengthen community, and create space for shared learning across New York's cannabis industry.

By centering small-scale farmers, processors and independent brands, **CANNA CAMP** reflects the true spirit and future of New York cannabis.

This is more than an event. It is a platform for visibility, relationship-building and industry growth.

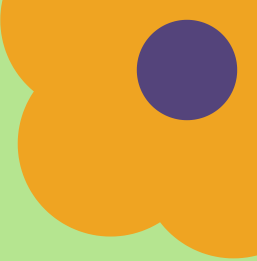
# ***Why Canna Camp Matters***

**While many industry events focus on larger, multi-state operators and national brands, CANNA CAMP was intentionally built to spotlight New York's local cultivators, processors and emerging brands.**

**This event creates an opportunity for:**

- **Direct connection with dispensary buyers and decision-makers**
- **Relationship building across the supply chain**
- **Consumer-facing brand storytelling**
- **Thought leadership and education**
- **Community visibility in one of New York's most vibrant markets**

# ***Experience***



**Designed to evoke the feeling of a classic upstate New York camp weekend, inspired by the spirit of the Adirondacks and the nostalgia of a cabin by the lake.**

**Sponsors and vendors will be part of a day that blends elevated B2B and B2C networking with nostalgic, upstate camp energy.**

- **Premium vendor showcases**
  - **Buyer-to-brand networking**
  - **Breakout speaker sessions and panel talks**
  - **Community engagement opportunities**
  - **Public-facing brand discovery**
  - **A day that moves seamlessly from B2B networking into consumer connection, maximizing visibility throughout**
- 

# ***Audience***

## ***Industry Session***

***10:00 AM – 3:00 PM***

**NYS licensed dispensaries**

**NYS cannabis farms and  
cultivators**

**Processors and  
manufacturers**

**Ancillary providers**

## ***Breakout Speaker Sessions***

***10:00 AM – 4:00 PM***

**Industry leaders and  
professionals**

**Educational sessions**

**Shared experience**

## ***Public Session***

***3:00 PM – 4:20 PM***

**Local community**

**Cannabis enthusiasts**

**Adult-use shoppers**

**Visitors (21+)**

# Registration Info

Our sponsorship tiers are inspired by the iconic peaks of the Adirondacks, reflecting scale, visibility and prestige.

## **Marcy Mt. Sponsor**

Our highest and most prominent package: premier visibility, top-tier branding and category leadership.

## **Big Slide Mt. Sponsor**

High-impact sponsorship for brands that want strong visibility and premium engagement.

## **Basin Mt. Sponsor**

Meaningful presence and direct audience connection.

## **Tabletop Vendor Mt. Vendor**

An accessible option for emerging brands and community partners.

## Sponsor

### **Marcy Level**

**\$3,500**

ONLY 4 AVAILABLE

- 16x20 vending area right in the main entry.
- All social media, two dedicated emails to the pre-registered attendee list, and on-air radio mentions in all ads leading up to the event.
- On-air plug during the live broadcast with WEQX.
- Tell your brand's story on our podcast.
- Sponsor a high-value area of the event.
- Full-size logo on all signage, flyers, banners, the sponsor page, event t-shirts and the attendee bag.
- 8 complimentary passes.

### **Big Slide Level**

**\$2,000**

ONLY 7 AVAILABLE

- 8x18 vending area.
- 4 dedicated social media shout-outs before the event, plus the post-event "thank you" ad.
- Sponsor an official workshop session.
- One branded item or flyer in the attendee bag.
- Medium logo on all signage, flyers, banners, the sponsor page and event t-shirts.
- 4 complimentary passes.

### **Basin Level**

**\$1,000**

- 8x10 vending booth.
- Listed as a "Canna Community Partner" at the entrance.
- Post-event "thank you" social ad, plus your name on all event banners and t-shirts.
- 2 complimentary passes.

## Vend

### **Tabletop Vendor**

**\$250**

- 8x10 vending booth.
- 2 complimentary passes.

# ***Why Partner with Us:***

This is an opportunity to be seen not just as a sponsor, but as a foundational supporter of New York cannabis.

In addition to tiered sponsorships, custom activations may be available, including:

- Speaker series sponsorship
- Networking lounge branding
- Music sponsorship
- VIP hospitality experiences
- Branded educational sessions
- Welcome bag / printed asset inclusion

Custom packages are available on request.

***By sponsoring Canna Camp, your brand will***

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## ***Align***

with the future of NY cannabis and support local farms and independent brands

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## ***Reach***

dispensary buyers, service providers, brands and consumers directly

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## ***Lead***

community-first cannabis culture

# ***Next Steps:***

**We would be honored to partner with you in building a landmark event for New York cannabis.**

**Pick your package, fill out the sponsor form on the Canna Camp website, and you'll receive an official invoice from High Peaks Event Production to lock in your spot.**

**Custom packages and questions: reach out through the form.**



**January 2027 · Saratoga City Center · Saratoga Springs, NY**