



Cannabis for the Workweek

Retail Partner Pop Up Series





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Consumer Lifestyle Trends

- ❖ Cannabis for the Workweek is more than a ratio product, it embraces and supports an active, functional consumer lifestyle.

- ❖ This same consumer seeks out products and services that provide a similar function outside of cannabis. Examples are:
 - Organic and healthy food choices
 - Organic coffee or coffee alternatives
 - Excercise, Yoga & Massage



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Brand Partner Experience

- ❖ Western MA Hemp has designed a series of pop up events, promoting Cannabis For the Work Week, alongside partner brands.
- ❖ Our featured partners will be local, craft establishments, creating synergy with CFTWW and supporting an active, functional consumer lifestyle.
- ❖ Generating brand awareness and product engagement.
- ❖ Providing added value and an experience for the consumer.



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Product Activation

- ❖ Consumers will learn more about Cannabis For The Work Week, as well as our partner brands.
- ❖ Consumers can expect to go home with samples from both WMH and our partner brands, in exchange for engagement.
- ❖ We are proud to partner with Atomic Coffee Roasters, to launch our series.
 - For over 2 decades, Atomic has used coffee to inspire community, relationships and adventures!





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Advertising Initiatives

Social Media Push

- ❖ WMH and Retail Partner will post
 - 1 week prior to event
 - 1 day before the event

Email Blasts

- ❖ WMH and Retail Partner will push
 - 1 week prior to event

Websites

- ❖ Retail Partner will
 - Run banner 1 week prior to event and through event

In-store Digital Screens

- ❖ Retailer Partner will
 - Run 1 week prior to event and through event

Customer bag stuffer

- ❖ WMH will supply collateral and products



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Event Promotional Pricing and Data Share

- ❖ WMH will support either pricing model.
 - Bundling existing dispensary products with CFTWW.
 - CFTWW products offered to consumers for .. % off SRP
 - WMH will support the retailer margin during the event with 50% margin.
- ❖ Retail Partner will
 - Share inventory report 2 weeks prior to event.
 - Place stock order or replenishment order deliverable 1 week before event.
 - Share inventory and reorder sold stock within 1 week after event.



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Sales Team Training and Incentives

- ❖ WMH will host a video or in person training extended to retailer 2 weeks prior to event.
- ❖ Retail Sales Team and WMH will meet for 30min on event day to review retail flow, mutual expectations, review event strategy and product specifics.
- ❖ WMH will send samples to the retail sales team prior to training.
- ❖ WMH will offer the sales team members a cash incentives for sales occurring 1 week before and after the event. (Total of 2 weeks).
- ❖ WMH will additionally offer to all staff members breakfast and lunch on the day of the event.



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Q and A ?

