



THE LEGACY MARKET

Equity Trade Network x Grasslands

Our Goal

Equity Trade Network's collaboration with Grasslands at the 2023 Outside Lands is to uplift and educate the community, while supporting small, local, and legacy cannabis businesses.

2023 Outside Lands
Fri, Aug 11, - Sun, Aug 13,
2023

Golden Gate Park
San Francisco California

Equity Trade Network

The mission of Equity Trade is to uplift and bring more awareness to business operators from communities that were marginalized by America's failed War on Drugs. By using our businesses and collective resources we can help heal the harms of past public policy, and each other.



Grasslands is the longest running legal sales event at a major music festival in the country.

This year, The Equity Trade Network will be presenting "The Legacy Market"



Brand Activation



- "The Legacy Market" will be a 10'x10' booth located close to the main stage and consumption area in Grasslands for maximum visibility.
- The Legacy Market will feature 18 of our in Network brands.
- Collaboration with Chroma Signet to develop a unique QR Code that creates a more seamless purchase experience for our customers.

Marketing

Equity Trade is teaming up with Embarc to create a Promo Box to be sold before, at, and after the event to drive traffic to the brands.

embarc

Media

Equity Trade is working with 3isFor Media to capture content for future marketing including:

- Footage for 20-30 min short documentary
- 30-60 second short form video features
- Recording of ETC curated stage content



THREEISFOR

EQUITY TRADE NETWORK Curated Stage Content

Equity Trade will be curating one hour of stage content each day. Stage content will include activations of The Legacy Market.

- Friday- Musical entertainment
- Saturday- Infused cooking and DJ
- Sunday- Interactive panel + Trivia



Sponsorship Packages



- **1 x \$10,000**
 - “The Legacy Market brought to you by Equity Trade Network and [sponsor]”
 - Special feature in short documentary series
 - Access to select and relevant content/marketing footage.
 - Featured on all Legacy Market signage
 - Mention at all ETC organized stage content
- **2 x \$5000**
 - Special feature in short documentary series
 - Access to select and relevant content/marketing footage.
 - Featured on all Legacy Market signage
- **2 x \$2500**
 - Access to select and relevant content/marketing footage.
 - Featured on all Legacy Market signage
- **5 x \$1000**
 - Feature on all Legacy Market signage

All sponsorship funds will go towards the promotion of ETC brands, marketing before, at, and after the festival, and to cover costs for content capture and media coverage.



THANK YOU!

Please contact us at:

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