

# ANNUAL FUND SPONSORSHIP PROGRAM

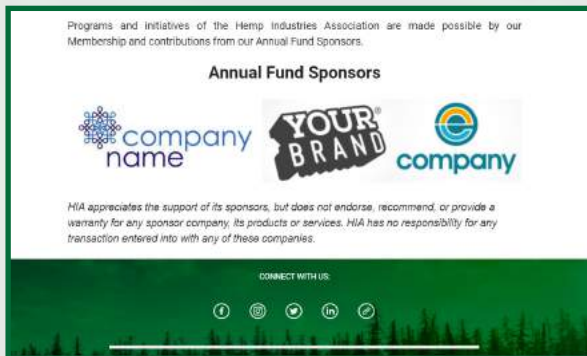
For over 27 years, the HIA® has stood for the fair and equal treatment of industrial hemp, it's opportunities in agriculture and in the marketplace. With your Annual Fund Sponsorship, the HIA® will continue to advance the hemp economy and educate the market for the benefit of our members, the public, and the planet.

Show how your company is aligning with the hemp industries and investing in **strengthening the hemp economy**. Given recent federal legalization, the inclusion of the DEA in USDA Interim Final Rules, advertising censorship, and misinformation across state lines, **the need for a strong HIA® is greater than ever**. Through your generosity, we will continue to lead the hemp movement both domestically and internationally.

## HIA® OVERVIEW

- Represented businesses in hemp: **+1,300**
- Size of industry represented by the HIA: **\$1.2B**
- Businesses in the **Body Care, CBD, Food Products, Seed Oil & Grain, Animal Care, and Wholesale Industries** make up **68.4%** of HIA® Membership
- Longest Active Membership: **27 years**
- Successful Suits Against the DEA & Federal Government: **3**
- Number of Countries HIA Membership Spans: **10**
- Audience Reach through Press in 2019: **726,290,600**
- State Chapters formed: **13 and growing**

## VISIBILITY BENEFITS



- Press release highlighting HIA®'s new Annual Fund Sponsor
- Logo inclusion on all pages of TheHIA.org including a direct link to your website
- Logo with Click-Through on All Email Communications 2-4x weekly
  - o Topics include: Industry News, Policy Alerts, Education and Training
  - o Engagement:
    - Open rate 32%
    - Click rate 8%
    - 12 months - 475,000 emails sent
    - 12 months - 134,666 emails opened

## ADDITIONAL BENEFITS

- **Monthly Call** with Executive Director and/or Board President
- Ability to **Survey Membership & Crowdsource Data**
- **10 free registrations** to any major HIA National event, a \$5,000 value
- **Title Sponsorship** for any major HIA National event, a \$2,000 value
- HIA® 3D Printed Keepsake in Hemp Bioplastic
- Ability to connect with **all HIA State Chapters** (Membership currently limited to 1)
- Be **featured in promotional video** highlighting the innovation behind HIA® Membership
- Free **1-page full size ad** in HIA's quarterly Hemp Almanac for each edition published during sponsorship (Digital and future print versions), a \$3,000 value
- Access to Silver level sponsorship benefits in the HIA's consumer facing marketing campaign, **Hemp Week**, a \$13,000 value

## CONTRIBUTION

- \$7,000 monthly for 6 months of sponsorship
- \$6,700 monthly for 12 months of sponsorship
- \$6,000 monthly for 24 months of sponsorship

