



2021 SPONSORSHIP CAMPAIGN

November 12 - December 17

What Is It?

A thematic, modular, multichannel marketing campaign utilizing the Hemp Industries Association and Hemp History Week networks.

The 2021 campaign contains the following packages, which are available for purchase individually or in pairs:

1. Bring Hemp Home for the Holidays: Pre-Thanksgiving 11/12 – 11/24
2. Black Friday 11/26
3. Small Business Saturday 11/27
4. Cyber Monday 11/29
5. Bring Hemp Home for the Holidays: Pre-Christmas 12/1 - 12/17

How Does it Work?

Each package includes social media and dedicated email promotion of your products, services, specials, news, and stories. You provide the content, we promote and—once the campaign is complete—a report on the performance of your package.

What is the Value?

Research shows that consumers are far more likely to make a purchase if the company supports issues and causes that they care about. With a uniquely extensive history of education, activism, and advocacy, HIA is probably the only national hemp nonprofit with the reputation and profile sufficient to influence buying choices. And our well-loved marketing and education brand Hemp History Week (which reaches hundreds of retail outlets annually to promote hemp products, conduct grassroots activism, and educate consumers) means that our social media followers and email lists represent a unique blend of consumers, retailers, activists, and businesses that are united by their support for the Hemp Industries Association and our nonprofit mission. And HIA channels are used judiciously to provide advocacy, educational, news, and opportunity benefits to our constituents, which has kept them engaged and growing. 2017, 2018, and 2019 Hemp for the Holidays campaigns were very well-received, to the point that skipping it last year led to some emails —proving that some folks have come to expect and rely on the campaign for gift-giving inspiration!



SPONSORSHIP PACKAGES

1. Bring Hemp Home for the Holidays Campaign Package (3)

Date Range: Friday, November 12 - Friday, December 17

Summary: Opportunity to feature your products as ways we can all bring Hemp Home for the Holidays in a coordinated, multi-channel campaign designed to promote hemp products and with a **focus on food, home, comfort, family, gifting, and gratitude.**

PACKAGE INCLUDES:

- 4 campaign email blasts to 20K+ with logo, link, tagline
- 10 campaign social media promotions
- 2 ad banners in HIA newsletter
- 1 pre-Thanksgiving sponsored content email blast +
- 1 pre-Christmas sponsored content email blast
- 2 social media takeovers on each email blast day


AVAILABLE SPONSORSHIPS (3/3):

BHHH1 – Blast 1 Monday 11/15, first choice of Fridays 12/3, 12/10, or 12/17


BHHH2 – Blast 1 Monday 11/17, second choice of Fridays in Dec

BHHH3 – Blast 1 Monday 11/19, third choice of Fridays in Dec

NOVEMBER

SU	M	T	W	TH	F	SA
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24		26	27
28	29	30				

DECEMBER

SU	M	T	W	TH	F	SA
			1	2	3 ¹	4
5	6	7	8	9	10 ²	11
12	13	14	15	16	17 ³	18
19	20	21	22	23	45	
28	29	30	31			



2. Black Friday Campaign Package (2)

Dates: Tuesday, November 21 (preview) & Friday, November 26

Summary: Let HIA amplify your marketing message. Competition for Black Friday real estate is tight, but the HIA's extensive email and social networks open up new prospects. Combine with a Cyber Monday package for a reduced rate on both.

PACKAGE INCLUDES:

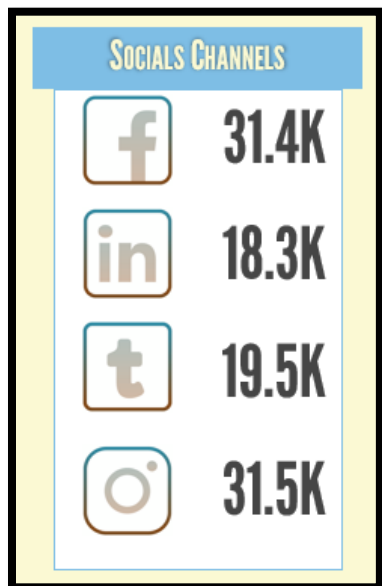
- **2 campaign email blasts** to 20K+ with linked logos, and Black Friday promotion description. First = two days prior. Second = crack of dawn day of.
- **1 Social media general promotion** 7am Eastern with all sponsors
- **1 dedicated sponsored content email** blast in the AM or lunchtime

AVAILABLE SPONSORSHIPS (2/2):

BF1 – AM email blast

BF2 – Lunchtime email blast

Black Friday Emails (day of)	
"Don't Miss Out" email	6 AM
BF1 email slot	7 AM
	8 AM
	9 AM
BF2 email slot	10 AM
	11 AM
	Noon





3. Cyber Monday Campaign Package (2)

Date: Monday, November 29

Summary: Online retailers can choose to promote Cyber Monday specials with either a standalone sponsorship or in combination with Black Friday for a reduced rate on both.

PACKAGE INCLUDES:

- **1 campaign email blasts** to 20K+ with linked logos and Cyber Monday promotion description.
- **1 Social media general promotion** in the AM
- **1 dedicated sponsored content email blast** in the AM or lunchtime

Cyber Monday Emails (day of)	
"Cyber Monday Deals" email	6 AM
CM1 email slot	7 AM
	8 AM
	9 AM
CM2 email slot	10 AM
	11 AM
	Noon

AVAILABLE SPONSORSHIPS (2/2):

CM1 – AM email blast

CM2 – Lunchtime email blast

When it comes to engagement, HIA is dominating other national hemp groups:






SPONSORSHIP PACKAGE PRICING TABLE

PACKAGE	STANDARD COST	BUSINESS MEMBERS
Bring Hemp Home	\$3,200	\$2,500
Black Friday	\$2,000	\$1,600
Cyber Monday	\$1,200	\$950
BF + CM	\$3,000	\$2,400
BHHH + CM	\$4,000	\$3,200
BHHH + BF	\$5,000	\$4,000
BHHH + BF + CM	\$6,000	\$4,800

 **Check your membership status or join today by [logging in to thehia.org](https://thehia.org).**

 **[Questions?](#)**

 **Call [202-997-8950](tel:202-997-8950) to secure your sponsorship before all slots are filled!**