

Sacramento

C.O.R.E. Program

Community Forum

Upcoming CORE Campaign



UPPERCLOUD

AGENDA

Purpose & Objectives

Campaign Components

**Community
Insights**



PURPOSE

What are we trying to accomplish?

OBJECTIVES



BUILD ON
MOMENTUM

23

approved
businesses

40

businesses
pending

367

verified
applicants

**Women of
Color
leadership**

CORE COLLABORATIONS

**Cannabis
Campuses**

**Business
Hubs**



OBJECTIVES

Drive Awareness

CONSUMER

promote investing in socially responsible businesses

POC COMMUNITIES

inform opportunity to participate & succeed

CORE COMMUNITY

promote services for support & success

Shift Perception

SAC COMMUNITY

Combat negative stigma of yesterday's cannabis

BIZ COMMUNITY

Show that cannabis businesses are legitimate, good investments & are good tenants



CAMPAIGN

What are we building?

COMPONENTS



CAMPAIGN COMPONENTS

**Visual
Branding**

**New
Landing
Page**

**Print &
Digital Ads**

**Participant
Spotlights**

Events

Newsletter



COMMUNITY

What are we communicating?

INSIGHTS





**SACRAMENTO
CORE**

// Equity driven businesses

// Rooted in local community

// Positive economic impact

VITAL | PROUD | ASPIRING



COMMUNITY
VOICE

**What do people need to
know about our CORE
community?**



COMMUNITY
VOICE

**What are some
misconceptions about
the CORE program?**



COMMUNITY
VOICE

**Why is equity
necessary in the
cannabis space?**



COMMUNITY
VOICE

**What types of
campaign collateral
would you like to see?**



COMMUNITY
VOICE

**How can we activate
the campaign for the
different types of
businesses?**



COMMUNITY

Q & A

DISCUSSION



fun



POSITIONING

MESSAGING

STRATEGY



LOCAL

PARTNERSHIPS

LOVE



UPPERCLOUD



DESIGN

BRANDING

GUIDE



UPPERCLOUD

+ Moodboards

To assist in developing style guidelines:

For marketing materials (visuals, color palette, structure)

For new logo (if applicable for this first year) – UpperCloud will send our logo questionnaire.

+ Website Samples

To assist with the developing the landing page.

Include verbiage of the “likes” and “dislikes” of selected websites (e.g., “I like this website because it’s image heavy versus text heavy.”)

+ Existing Assets

Reference for design team to see what has been developed in the past for the CORE program

These components will set the foundation for developing CORE’s new branding identity and will ensure we are moving in right direction.



Thank you for floating
with us!



APPENDIX



WHO

POC: Black & Hispanic Communities

WHY

Historically make up majority of those that were **negatively and disproportionately impacted** by cannabis criminalization.

The CORE program aims to give these same communities the opportunities & advantages in the emerging space of cannabis commerce.

WHAT

Our purpose is to ensure that those who qualify are first in line to **help build Sacramento's cannabis commerce**.

Furthermore, **our mission is to set you up for success as business** by providing a wealth of resources.

HOW

- Visit online resources
- Attend community engagements
- Consume all available info
- Reach out for consultation & guidance
- Spread the word
- **APPLY, APPLY APPLY!!!**



APPENDIX A: CAMPAIGN PHASES

PHASE

Development of the entire campaign from the concept to the execution plan

- Discovery meeting with the City to request all information
- Discovery meeting with the CORE participants
- The first draft of the strategy campaign
- The final revision of the campaign

Production phase

- Design mockups for the CORE program branding
- Design of the landing page mockup
- Design of the CORE program Media Kit for partners to promote. It will be placed on the City's website and sent out in the Newsletter.
- Video production if needed and photo sessions
- Production of the advertising mockups for both digital promotions and any printed ones

We will have two revision rounds to finalize each deliverable.

Campaign Launch

- Launch of the landing page
- The announcement in the Newsletter
- Launch event with the CORE participants
- Finalized ads



APPENDIX 1: Campaign Phases

PHASE

Quarterly Reports

After the kick-off of the campaign, we will schedule report meetings to provide the analysis of the progress

Yearly Report

- Campaign results and reports.
- Goals set up and planning for the next year if applicable.

APPENDIX 2: Cost Proposal

Service	Rate	Cost
Consultation & Support <i>Agency Monthly Retainer</i>	\$275/hour <i>Estimated 15 hours per month</i>	\$49,500
Media Production <i>Video, Graphic Design, Photography</i>	\$175/hour	\$40,000
Web - Landing Page <i>Includes two revision rounds</i>	\$200/hour <i>Estimated 25 hours</i>	\$5,000
Advertising and Promotions Outdoor Digital/Social Media	-	\$41,500
Print Production	-	\$4,000
Event Production <i>Launch event</i> <i>Tabling opportunities (if budget permits)</i>	-	\$10,000
TOTAL		\$150,000

APPENDIX 2: Cost Proposal

