Sacramento
C.O.R.E. Program

Community Forum
Upcoming CORE Campaign
PURPOSE

What are we trying to accomplish?

OBJECTIVES
BUILD ON MOMENTUM

23 approved businesses
40 businesses pending
367 verified applicants

CORE COLLABORATIONS
Women of Color leadership
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
What are we building?
CAMPAIGN COMPONENTS

- Visual Branding
- New Landing Page
- Print & Digital Ads
- Participant Spotlights
- Events
- Newsletter
What are we communicating?
SACRAMENTO | CORE

// Equity driven businesses
// Rooted in local community
// Positive economic impact

VITAL | PROUD | ASPIRING
What do people need to know about our CORE community?
What are some misconceptions about the CORE program?
Why is equity necessary in the cannabis space?
What types of campaign collateral would you like to see?
How can we activate the campaign for the different types of businesses?
Q & A
POSITIONING

MESSAGING

STRATEGY
DESIGN
BRANDING
GUIDE
+ 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

<table>
<thead>
<tr>
<th>PHASE</th>
<th>Activities</th>
</tr>
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</table>
| **Development phase**  | - 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 partition willipants  
- Finalized ads |
# APPENDIX 1: Campaign Phases

<table>
<thead>
<tr>
<th>PHASE</th>
<th></th>
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<tbody>
<tr>
<td>Quarterly Reports</td>
<td>After the kick-off of the campaign, we will schedule report meetings to provide the analysis of the progress</td>
</tr>
<tr>
<td>Yearly Report</td>
<td>● Campaign results and reports.</td>
</tr>
<tr>
<td></td>
<td>● Goals set up and planning for the next year if applicable.</td>
</tr>
</tbody>
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## APPENDIX 2: Cost Proposal

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