



Americans for
Safe Access

Advancing Legal Medical Cannabis Therapeutics

SPONSORSHIP PROGRAM

2023-2024

JOIN THE MOVEMENT TODAY!

A NOTE FROM ASA'S FOUNDER & PRESIDENT

Thank you for taking the time to learn more about Americans for Safe Access (ASA) & how you can join us in this very important mission.

In 2002, a group of medical cannabis stakeholders came together to create ASA, an organization to empower patients & a vehicle for all cannabis stakeholders to participate in a movement for access & civil protections. For over 20 years, ASA has been driving the national debate on issues surrounding medical cannabis. Our sponsors have made this work possible & are truly the engine behind the expansion of patients' rights & access to medical cannabis across the globe.

ASA was founded in the midst of federal paramilitary style raids & prosecutions on medical cannabis providers & no legal state access programs. By implementing strategic campaigns focused on patient needs, we created a compelling narrative that bolstered national support & created a sense of urgency for policymakers resulting in state cannabis programs, federal protections & cannabis businesses being deemed "essential" during the pandemic.

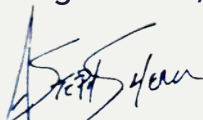
Over the years, medical cannabis providers & supportive businesses have participated in the movement with direct financial support, galvanizing political engagement of their members (customers) & utilizing media opportunities to highlight the plight of patients. ASA's Sponsorship Program creates an opportunity for companies not only to put funds directly into the movement but also offers activities to help leverage additional resources toward our mission.

ASA's Sponsorship Program was created not only to raise funds for our campaigns, projects & programs but also to promote organizations & businesses that support our work to our members & greater network. Sponsors receive discounts on services, advertising, publications & events while benefiting from ASA-generated publicity, marketing & brand exposure. ASA is a 501(c)(3) nonprofit organization & all contributions are tax-deductible.

With your support, we can continue to push for comprehensive federal medical cannabis legislation, work with state legislators to improve medical cannabis programs for patients & those providing their medicine, educate patients and consumers about the importance of product safety & create guidelines for businesses & regulators for standardized products and labels.

We hope that you become a sponsor today & join us in the exciting, meaningful work of patient advocacy!

With gratitude,

A handwritten signature in blue ink, appearing to read 'Steph Sherer', with a stylized flourish at the end.

Steph Sherer
Founder & President
Americans for Safe Access

TABLE OF CONTENTS



03.

ABOUT US

06.

ASA CAMPAIGNS

10.

SPONSORSHIP
PACKAGES

12.

ASA LEADERSHIP

04.

ASA PROGRAMS &
PROJECT

07.

SPONSORSHIP
BENEFITS

11.

BUMP UP YOUR
SPONSORSHIP

THE MISSION OF AMERICANS FOR SAFE ACCESS (ASA) IS TO ENSURE SAFE & LEGAL ACCESS TO CANNABIS FOR THERAPEUTIC USE AND RESEARCH

ABOUT US

ASA was founded in 2002, as a vehicle for patients to advocate for the acceptance of cannabis as medicine. With over 150,000 active supporters in all 50 states, ASA is the largest national member-based organization of patients, medical professionals, scientists & concerned citizens promoting safe & legal access to cannabis for therapeutic use & research.

ASA works to overcome political, social, & legal barriers by creating policies that improve access to medical cannabis for patients & researchers through legislation, education, litigation, research, grassroots empowerment, advocacy and services for patients, governments, medical professionals, & medical cannabis providers.

ASA & our members have moved public opinion & policy forward by incorporating strategies across many disciplines. ASA brings together patient advocates, policy experts, public health experts, attorneys, lobbyists, scientists, industry associations & medical professionals to create the campaigns, projects, & programs that break down political, social, academic, & legal barriers across the US.

CREATING SAFE ACCESS

REMOVING FEDERAL BARRIERS



HOLDING POLITICIANS ACCOUNTABLE



EXPANDING RIGHTS THROUGH THE COURTS



EMPOWERING PATIENT ADVOCATES



IMPLEMENTING & EXPANDING STATE LAWS



ENDING FEDERAL RAIDS & PROSECUTIONS



PUBLIC AWARENESS



UNTIL THERE IS SAFE ACCESS...

WE ARE AMERICANS FOR SAFE ACCESS!

ASA PROGRAMS & PROJECTS

ASA's projects & programs are developed (& constantly revised as we meet milestones) through an extensive strategic planning process that draws on our network of patient advocates, policy & public health experts, attorneys, scientists, associations & medical professionals. ASA's projects & programs provide medical cannabis stakeholders the tools they need to participate in the movement for safe access & resource ASA campaigns with data & tools needed to reach our goals.

MEDICAL CANNABIS STAKEHOLDER SUPPORT PROGRAM

Successful medical cannabis policy & programs require participation from all stakeholders. ASA provides education, trainings, direct support, tools for navigating medical cannabis laws state-by-state & many other resources for patients, caregivers, cannabis providers, advocates, & medical professionals. Most resources are available on ASA's website www.SafeAccessNow.org.



**PATIENTS &
CAREGIVERS**



**MEDICAL
PROFESSIONALS**



ADVOCATES



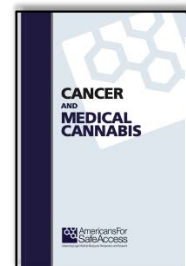
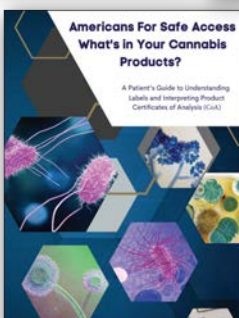
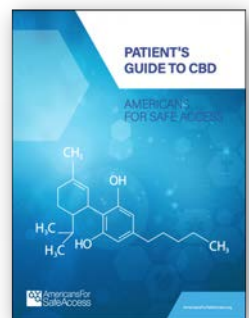
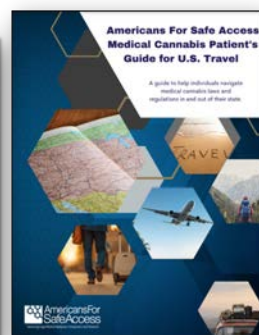
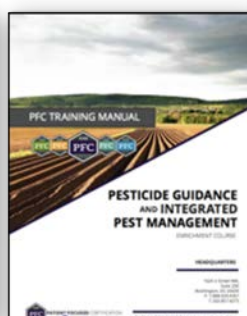
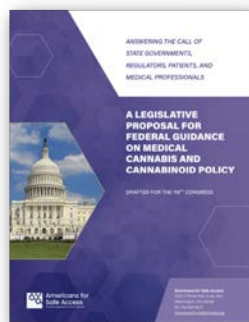
**POLICYMAKERS
& REGULATORS**



**CANNABIS
BUSINESSES**

ASA PUBLICATIONS

We work with an extensive team of experts to create & disseminate a variety of publications to help medical cannabis stakeholders navigate the medical, legal, day-to-day logistics & political aspects of medical cannabis access & use.



ASA PROGRAMS & PROJECTS

PATIENT EMPOWERMENT PROJECT

Medical cannabis policy is better designed & implemented when patients are at the table. The reality is that if you are not a medical cannabis patient or stakeholder, you probably don't understand the nuisances of cannabis policy.

For the last 20 years, the Patient Empowerment Project has been arming patients with knowledge, tools & skills to advocate for themselves through strategic planning, public speaking, bill drafting, media outreach & citizen lobbying.



ADVOCATE TRAINING CENTER



FEDERAL ADVOCACY PROJECT

ASA's Federal Advocacy Project works to broaden support for medical cannabis on Capitol Hill through direct engagement with members of Congress, administrative agencies & national institutes.

ASA coordinates a diverse coalition of stakeholders, connects ASA members with their elected officials, monitors all federal legislative/regulatory actions, drafts & analyzes legislative/regulatory proposals with Congressional & agency staff, publishes reports & white papers & provides testimony as needed. The project has passed several appropriations amendments & works with Congressional champions to introduce medical cannabis legislation.



STATE ADVOCACY PROJECT

ASA's State Advocacy Project draws out strategic plans for improving safe access in individual states across the nation. This includes coordinating with coalitions, providing model state legislation & regulations, monitoring legislative & regulatory actions, analyzing legislative/regulatory proposals & keeping our members informed about developments. ASA works with stakeholders to create campaign tools as needed & provides expert testimony for state legislators & regulators.



ASA's annual State of the States Report grades every state's medical cannabis program as a tool for state lawmakers & advocates to improve medical cannabis laws. The report includes over 9,000 data points, patient feedback, extensive analysis on trends, & sample legislative language.

ASA CAMPAIGNS

Building on resources from ASA's projects & programs, ASA campaigns transform our data & advocacy tools into dynamic, multi-platform campaigns that included strategic messaging, outreach materials, press & social media campaigns, lobbying materials, & strategies for community involvement. ASA campaigns are amplified through our partnerships.



ASA CAMPAIGNS 2023-2024

SAFE ACCESS FOR ALL CAMPAIGN

**SAFE ACCESS FOR ALL IS NOT A SLOGAN;
IT'S A BATTLE CRY & IT IS NOT NEGOTIABLE!**

- GOALS:**
- Raise awareness about patient issues caused by federal prohibition
 - Pass comprehensive federal medical cannabis legislation

25 years of implementing state medical cannabis laws has proved that comprehensive federal medical cannabis legislation is the only way all Americans will have safe access. The Safe Access for All Campaign will galvanize national support to create a federal medical cannabis program.



STATE MEDICAL CANNABIS EQUITY CAMPAIGN

**A STRATEGY TO ADDRESS PATIENT
NEEDS IN ADULT-USE MARKETS**

- GOALS:**
- Raise awareness about patient issues in adult-use markets
 - Pass legislation in states with adult-use programs
 - Amend adult-use proposals before they are passed at the state level

The "Medical Cannabis Equity Checklist" is at the heart of this campaign: policy reforms accompanied with legislative language that can be modified for each state to address issues arising from regulating dual cannabis programs while addressing issues that have historically created challenges for patients.

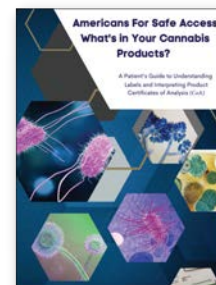


WHAT'S IN YOUR CANNABIS?

**CANNABIS PATIENT & CONSUMER PRODUCT
SAFETY AWARENESS CAMPAIGN**

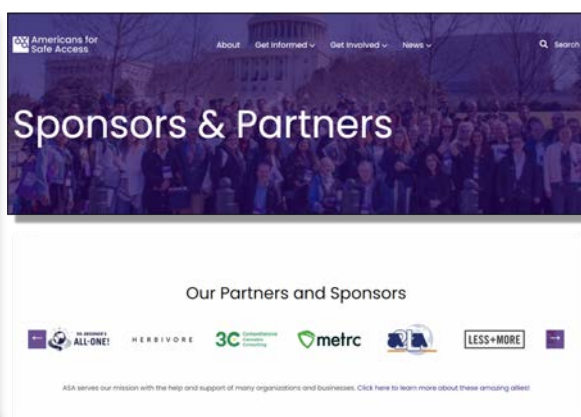
- GOALS:**
- Educate consumers about importance of product safety
 - Improve product safety

The prevalence of cannabis products being sold in regulated & unregulated markets gives consumers a false sense of security of the safety of these products. The *What's in Your Cannabis?* Campaign will educate patients & consumers on potential harms of contaminated cannabis products, the importance of knowing how they are produced, how to protect themselves & how to get involved.



SPONSORSHIP BENEFITS

Participating in ASA's Sponsorship Program creates not only an opportunity for companies to put funds directly into the movement but also sponsors receive discounts on ASA services, advertising, publications & events while benefiting from ASA generated publicity, marketing & brand exposure.



FEATURED ON ASA'S WEBSITE

ASA sponsor logos are featured on our Sponsors & Partners page, as well as on EVERY page of the ASA website.

Place your Logo Here



BRAND EXPOSURE:

ASA REPORTS & PUBLICATIONS

Sponsor logos are featured on ASA reports & publications, presentations, & monthly newsletters.



SPECIAL EVENTS

ASA hosts special events throughout the year including conferences, educational events, webinars, lobby days, & meet-ups.



As seen on:



SPONSORSHIP BENEFITS



PATIENT FOCUSED CERTIFICATION

a project of Americans for Safe Access Foundation

ASA's Patient Focused Cannabis (PFC) Program is a globally recognized (ISO 17065 accredited) third party certification & training program designed for all businesses in the cannabis & hemp supply chain.

MANAGEMENT RESOURCES

PFC STAFF TRAINING COMPLIANCE PORTAL
The PFC Staff Training Compliance Portal (STCP) allows managers to quickly monitor completion of courses and certificates of staff. STCP also makes training audits a breeze. Just a couple clicks and you can provide regulators proof of your compliance. This service is available by monthly subscription for \$100 a month or \$1000 annually.

Compliance enrolled in the PFC Certification program receive a 50% discount on all trainings for their staff & new subscription to the STCP!

The STCP can generate reports on staff training status & will alert management when certificates expire or additional staff training is required.

CUSTOMIZE PFC TRAININGS FOR STAFF & MANAGEMENT
PFC staff can work with companies utilizing the STCP service to customize staff and management courses with current PFC training curriculum or by developing new trainings such as state specific trainings or company specific protocols.

PFCING WILL VARY BY REQUEST

patientfocusedcertification.org

PFC TRAINING CERTIFICATES

AVAILABLE DISCIPLINES

- ASA PFC Cultivation
- ASA PFC Laboratory
- ASA PFC Distribution
- ASA PFC Manufacturing

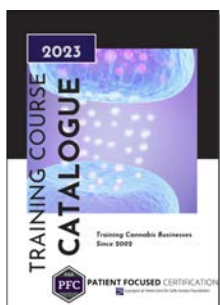
STAFF CERTIFICATION
(minimum PFC requirements)

STATE COMPLIANCE CERTIFICATION
(available in selective states)

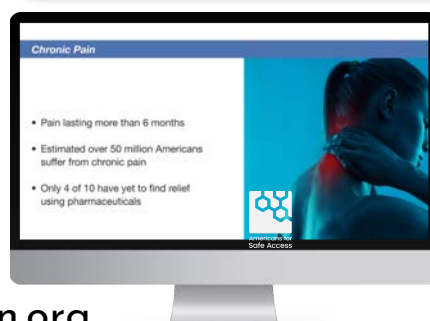
VERIFIED PROFESSIONAL CERTIFICATION
(management-level)

DISCOUNTS ON PFC SERVICES

- STAFF & MANAGEMENT TRAINING
- ROBBERY PREPAREDNESS GUIDE
- AUDITOR COMPLIANCE CHECKLISTS
- THIRD-PARTY COMPLIANCE CERTIFICATION
- PATIENT RESOURCES



patientfocusedcertification.org



PFC offers resources to businesses to better serve patients & consumers including booklets, videos, & webinars.



ANNUAL NATIONAL UNITY CONFERENCE

ASAs National Medical Cannabis Unity conference brings together patients & cannabis stakeholders to learn about the latest trends in cannabis research, & policy, participate in advocacy training, & meet with their federal representatives during ASA's Lobby Day.

10TH ANNUAL NATIONAL MEDICAL CANNABIS UNITY CONFERENCE 2022

Celebrating 20 Years of Medical Cannabis Advocacy

Thank You to our 2021 Unity Sponsors!

ALL-ONE!

weedmaps

MariMed

COLUMBIA CARE

HAWTHORNE GARDENING

eeze

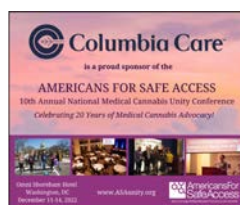
3C

HERBIVORE

Media Sponsor **MARIJUANA MOMENT**

DISCOUNTS ON UNITY SPONSORSHIP

Sponsors are featured on all marketing materials, including emails, social media, press outreach, & advertising. During the conferences sponsor logos are on presenter & photo backdrops, & in the program guide.



Materials are promoted after Unity on our website at www.safeaccessnow.org/unityarchives

SPONSORSHIP PACKAGES

The ASA Sponsorship Program was created not only to raise funds for ASA's campaigns, projects, & programs but also to promote organizations & businesses that support our work to our members & network. The next page includes activities that companies can implement to "Bump Up" their sponsorship levels by helping ASA with outreach.



GAME CHANGER

**10K monthly/
100K annually**

25% discount on PFC Training & Certification & ASA advertising opportunities

Listed on ASA sponsor page with logo, company info, & link
Logo listed on every webpage
Authorized use of ASA sponsor logo in advertising materials
Sponsorship for all ASA events & publications
Press announcement with social media campaign
Featured Blog



ACCESS ACCELERATOR

**5K monthly/
50k annually**

20% discount on PFC Training & Certification & ASA advertising opportunities

Listed on ASA sponsor page with logo, company info, & link
Logo listed on every webpage
Authorized use of ASA sponsor logo in advertising materials
50% discount on sponsorship for all ASA events & publications
Press announcement with social media campaign



ADVOCACY GALVANIZER

**2.5K monthly/
25K annually**

15% discount on PFC Training & Certification & ASA advertising opportunities

Listed on ASA sponsor page with logo, company info, & link
Logo listed on every webpage
Authorized use of ASA sponsor logo in advertising materials
25% discount on sponsorship for all ASA events & publications
Social media announcement



CHANGE CATALYZER

**1,000 Monthly/
10k annually**

10% discount on PFC Training & Certification & ASA advertising opportunities

Listed on ASA sponsor page with logo & company info
Logo listed on every webpage
Authorized use of ASA sponsor logo in advertising materials
20% discount on sponsorship for all ASA events & publications



COMPASSIONATE CONTRIBUTOR

**\$500 Monthly/
\$5,000 Annually**

5% discount on PFC Training and Certification & ASA advertising opportunities

Listed on ASA sponsor page with company info
Authorized use of ASA sponsor logo in advertising materials
10% discount on sponsorship for all ASA events & publications



FRIEND OF ASA

**\$250 Monthly/
\$2,500 Annually**

Listed on ASA sponsor page
Authorized use of ASA sponsor logo in advertising materials
5% discount on sponsorship for all ASA events & publications

Proud Sponsor



**Americans for
Safe Access**

**ASA IS A 501(C)3
NONPROFIT
ORGANIZATION.**

**CONTRIBUTIONS
ARE TAX DEDUCTIBLE.**

ENROLL TODAY!

www.SafeAccessNow.org/sponsorship

BUMP UP YOUR SPONSORSHIP

We appreciate that our sponsors have more to offer than financial contributions. Companies can partner with ASA on a variety of activities to "Bump up" your sponsorship levels & benefits. Set up a meeting with ASA staff to create a program that works for you!

BUMP UP ACTIVITIES

LINK TO ASA

SHARE ASA NEWSLETTER

AMPLIFY ASA'S SOCIAL MEDIA

SHARE ASA ACTION ALERTS

MEMBERSHIP FOR EMPLOYEES

DONATE PROCEEDS

DISCOUNTS FOR ASA MEMBERS



**GAME
CHANGER**



**ACCESS
ACCELERATOR**



**ADVOCACY
GALVANIZER**



**CHANGE
CATALYZER**



**COMPASSIONATE
CONTRIBUTOR**



**FRIEND OF
ASA**



Proud Sponsor



**Americans for
Safe Access**

FOR RETAIL/DELIVERY BUSINESSES

ASA STICKER ON REGISTER

POS ROUND UP

POS DONATION

ASA AD ON MENU BOARD

ASA AD ON RECEIPTS

LET US KNOW IF YOU HAVE OTHER IDEAS!

ENROLL TODAY!

www.SafeAccessNow.org/sponsorship



Americans for Safe Access

Advancing Legal Medical Cannabis Therapeutics

ASA LEADERSHIP



Steph Sherer
Founder & President



Antonio Frazier
Board Member



Mary Shapiro
Board Member



Carla Rossotti Vázquez
Board Member



Debbie Churgai
Executive Director



Nic Easley
Board Member



Don Duncan
Founder & Board Member

Headquarters:

1629 K Street Northwest Suite 300
Washington, DC 20006-1631



888 929 4367



facebook.com/safeaccessnow



[@SafeAccess](https://twitter.com/SafeAccess)



linkedin.com/company/americans-for-safe-access/



[@americansforsafeaccess](https://www.instagram.com/americansforsafeaccess)

americansforsafeaccess.org

THANK YOU

CONTACT US