



NCIA AMBASSADORS

Help build the future of NCIA and our industry

WHAT IS AN NCIA AMBASSADOR?

NCIA Ambassadors help grow NCIA, supporting the success of the cannabis industry by directly recruiting new company members to the association. By contributing to the continued growth of the cannabis industry's trade association membership, Ambassadors enhance NCIA and its members' interests on Capitol Hill and beyond.

WHAT ARE THE RESPONSIBILITIES OF AN NCIA AMBASSADOR?

- Directly recruit new NCIA members each year, with a focus on those those companies that grow, sell, infuse, or extract cannabis products.
- Attend NCIA-organized webinars.
- Send two emails from your individual company email account to all of your cannabis industry contacts each year, asking them to join. NCIA will provide template email messages and/or talking points to facilitate this process.
- Recruit non-members to attend member drive events hosted in your region like the Quarterly Cannabis Caucuses, and, whenever possible, attend the events themselves. We aim to hold these events on a quarterly basis in most regions.

HOW DO AMBASSADORS BENEFIT FROM BEING PART OF THE PROGRAM?

- You'll be featured in a new Ambassador section of the NCIA website.
- Praise and recognition at NCIA networking receptions, and Ambassador status listed on name badges at most other NCIA events.
- Surprise gift to the Ambassador with **the highest number** of new member recruits at the end of each calendar year.

New members recruited	Reward
1 per calendar year	Entry into a drawing for a special prize
3 per calendar year	One complimentary registration to NCIA's Cannabis Business Summit & Expo
5 per calendar year	Complimentary sponsored advertising space for your company in an NCIA monthly video newsletter
10 per calendar year	Complimentary sponsored advertising space for your company on the NCIA website for maximum visibility for 3 months

I'M IN! HOW DO I BECOME AN NCIA AMBASSADOR?

NCIA members should contact the Membership Department at membership@thecannabisindustry.org or (888) 683-5650.

ADVOCACY. EDUCATION. COMMUNITY.

126 C St. NW, Suite 300, Washington, D.C. 20001 ● (888) 683-5650