



NCIA AMBASSADORS

Help build the future of NCIA and our industry

WHAT IS AN NCIA AMBASSADOR?

NCIA Ambassadors help grow NCIA and support 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, Ambassadors go above and beyond to support the important advocacy work NCIA does.

HOW DO AMBASSADORS HELP EXPAND THE INDUSTRY'S NATIONAL ADVOCACY?

- Directly recruit new NCIA members each year, with a focus on those who grow, sell, infuse, or extract cannabis products.
- Send two mass emails from your company email account to all cannabis industry contacts each year, asking them to join. NCIA will provide template email messages and/or talking points to guide this process.
- Recruit non-members to attend member drive events hosted in your region and, whenever possible, attend the events themselves. We aim to hold these events on a quarterly basis in most regions.
- Attend NCIA-organized webinars, which serve the same purpose as the in-person membership drive events.

HOW DO AMBASSADORS BENEFIT FROM BEING PART OF THE PROGRAM?

- Complimentary sponsored advertising space for your company in NCIA's monthly video newsletter, one of our most popular e-mail campaigns, after your first successful new member recruitment.
- Featured in a new "leadership/ambassador" section of our website.
- Praise and recognition at our member drive events and member networking receptions, and special status listed on name badges at most other NCIA events.
- Rewarded for bringing in six or more new members with two free tickets to our annual Cannabis Business Summit & Expo or another major NCIA event.
- Surprise gift to the Ambassador with the highest number of new member recruits at the end of each calendar year.

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

NCIA members can reach out to Director of Development Laurence Gration or Membership Coordinator Jeremy DePasquale. They can be reached by emailing membership@thecannabisindustry.org or by calling (888) 683-5650.

ADVOCACY. EDUCATION. COMMUNITY.

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