



NORTHWEST
MISSOURI STATE UNIVERSITY



CANNABIS CAREER SUMMIT

Sponsorship Opportunity

Streaming Free Online September 10, 2021

Cannabis Career Summit

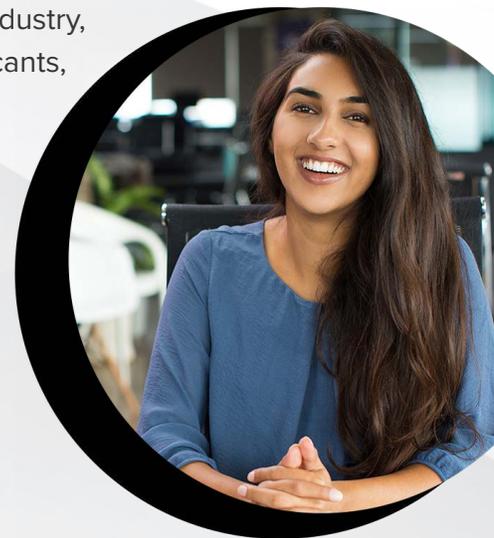
Green Flower, in partnership with Northwest Missouri State University, will host our next Cannabis Career Summit designed to help job seekers better understand the complexities, challenges, and realities of starting a career in the cannabis industry.

The career summit takes place 100% virtually on September 10, 2021. The summit will consist of cannabis industry and university leaders sharing their expertise with students and professionals seeking to expand their knowledge to enter the cannabis job market in Missouri.

Attendees will learn important information about working in the cannabis industry, such as how to help yourself stand out in a crowded field of potential applicants, what qualities employers are looking for in job applicants, and the hot topics and trends driving customer behavior directly from cannabis business leaders operating in the industry.

Topics/Sessions include:

- Top things to know about the cannabis industry
- How to stand out in a new cannabis market
- What companies look for when hiring in the cannabis industry
- How the industry is becoming more diverse, fairer, and socially just
- The current and future state of MO cannabis and beyond
- Hot topics and trends in cannabis



[Learn more about the Northwest certificate program](#)

Partnership Opportunities

In 2020, Americans purchased \$18.3 billion worth of cannabis products, a 71% increase over 2019. Cannabis job growth in 2020 represents a doubling of the previous year's US job growth. In 2019, the cannabis industry added 33,700 new US jobs for a total of 321,000. [SOURCE](#)

These statistics continue to rise, illustrating the growing demand for high-quality, cannabis industry talent, which is why Green Flower created programs offered in partnership with universities that expedite learning opportunities for the potential and existing work-force in cannabis, while also promoting brands leading the community.

Get Involved & Gain Access

Brand Awareness: Sponsor the Summit (free!)

Sponsoring the summit is a simple and free way to introduce your brand to thousands of potential employees. By sponsoring the career summit, your brand will automatically receive:

- Promotional placement in front of over 500k people
- Event-specific placement in front of 1,500 expected participants
- Direct connections between event sponsors and attendees
- Free sponsorship in exchange for your promotional support

To participate in event sponsorship, we are asking your brand to:

- Make (2) social media posts on the main page of each platform (LinkedIn, Facebook, Instagram, Twitter) about the summit, directing the public to register for free (by August 20th and September 5th)

In exchange for your brand's promotion of this event, we are offering:

- Logo placement on our website
- Logo, link, business summary and custom message to attendees included in a business database distributed to everyone who registers
- Contact information for all attendees who opt-in to sharing their contact information and social media accounts

[Submit your brand information: Sponsor Application](#)

Cultivate Top Talent: Green Flower's Online Training Library

Green Flower also creates customized education programs for companies seeking to accelerate the employee onboarding experience and provide comprehensive cannabis centric training to their employees.

As a thank you for sponsoring the Summit and co-promoting our registration, we are offering a free L&D consultation with one of our Business Solutions team members and an additional 20% off of our annual rate on 12 months of training for your team! To qualify for this offer, we ask that companies promote this event by:

- Posting (3) social media posts on each main platform your brand uses (LinkedIn, Facebook, Instagram, Twitter) about the summit, directing the public to register (by August 20th and September 5th, respectively)
- (1) newsletter promotion to your companies mailing list or blog on your website
- This discount offer is valid for 90 days after the summit.

[Learn more about our training programs here](#)