



## **Cultivated Synergy Events - Discount Program**

At Cultivated Synergy, we offer start-ups, emerging brands, small businesses, and industry organizations the opportunity to apply for a discounted venue rental rate. We see mutual benefit by offering award recipients a platform to share their message and propel their brand to the next level.

We want to help you accomplish your goals, and we want you to bring excitement to our event space. As Cultivated Synergy grows we want to give entrepreneurs and emerging businesses a chance to shine!

Discounts awarded vary based on the size and scope of the proposed event, organization size and age, targeted attendees, and the potential growth resulting from the proposed event. Preference is given to companies and organizations that operate in cannabis, hemp, and ancillary industries.

We recommend a member of the Executive Team completes and/or contributes to this application so we can best understand your business and event goals.

**\*\*All information collected, as part of the application process, will be kept private and confidential.**



# **Cultivated Synergy Events**

## **2017 Venue Discount Application**

*Please include a cover letter with this application.*

**Today's Date**

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**Company / Organization**

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**Complete Address**

*Address*

*City, State, Zip*

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**Website**

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**# of Social Media Followers**

*Facebook*

*Twitter*

*Instagram*

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**# of Email Subscribers**

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**Contact Person**

*Name*

*Phone*

*Email*

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**Company Age**

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**Current # of Employees**

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## **Prospective Event Information**

**1. Please give a description of your event.** *Please include the purpose of the event.*

**2. Is this a single or recurring event?**

**3. What are your primary event goals and how will you measure success?** *Preference is given to applications that provide specific metrics and benchmarks for success, including number of people reached.*

**3. What date (or range of dates) would you like to host your event?** *There are a very limited number of venue discounts awarded to events after 5:00 PM on Fridays or anytime on Saturdays.*

**4. What time of day would you like to host your event and how many hours will you need for the event? What is the basic agenda and timeline for your event, including setup and clean-up?** *All load-in, setup, teardown and load out must take place within the specified rental times.*



**5. Is the event open to the public or invitation only? Is there a charge for attending the event? If so, what is the charge, what does it cover, and what happens with the ticket revenue? *If the event is invitation only, please outline who will be invited and how.***

**6. Who is your target audience for this event? How many people do you hope will attend? *Please cite how and why they will be targeted.***

**7. What is your budget for the event, including your breakdown for marketing, event coordination, rentals, day-of staff, and food and beverage? *Note: You can find our list of Event Partners on our website. We allow outside vendors with pre-approval. A Special Event Liquor Permit is required for any cash bar sales.***

**8. Cultivated Synergy's venue discount program is designed to support industry organizations, start-ups and emerging brands. *Please describe how your proposed event will promote your brand and grow your business.***



## **Additional Background Information**

**1. Please describe your organization's target market.**

**2. Do you use a 3<sup>rd</sup> party marketing firm or manage your marketing efforts in-house?**

**4. Do you currently track the ROI of your marketing expenses? If so, how?**

**5. In what markets do you currently operate? Do you have plans to expand to additional markets? If so, which markets?**

**6. What is the current working environment for your organization? *e.g., private office, home office, shared office space, private building.***

**7. What are you currently paying for your office space? Or what is your monthly office space budget?**

**8. Please describe the current state of the cannabis industry, in your opinion. *This can include a broad overview, the current markets in which you operate or additional targeted markets.***



**9. What challenges does your company currently or regularly face?** *This can be challenges related to operating in the cannabis industry, challenges faced as part of growing your organization, etc.*

**10. Which area(s) of the industry would like to see improved, legitimized or mature?**

**11. In your opinion, what's missing from the cannabis industry?** *e. g., services, products, events, data, etc.*

**12. May we contact a member of your Executive Team with additional follow-up questions, if necessary?**

**Contact Person** |

*Name* \_\_\_\_\_

*Phone* \_\_\_\_\_

*Email* \_\_\_\_\_



## **Thank you for your application!**

Award recipients will be asked to provide a one-page summary of the event within three months of its conclusion. Awardees that do not fulfill the follow-up report will not be considered for future venue donations.

*Please send applications to:*

Cecile Weigle, Event Director

[cecile@cultivatedsynergy.com](mailto:cecile@cultivatedsynergy.com)

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