



CLOVERLEAF  
— UNIVERSITY —

**SPONSORSHIPS**

[CloverLeafUniversity.com](http://CloverLeafUniversity.com)



## As a Sponsor of Clover Leaf University workshop program your company will:



- Co-brand your business with Clover Leaf University (CLU), the First Department of Higher Education Approved University and educational platform of its kind.
- Gain invaluable exposure to cannabis executives, investors, patients, consumers, and businesses through our public relations, press releases, social networking and website traffic as well as banner and booth opportunities.
- Network with the industry elite, business executives, and business owners and make lasting relationships with fellow entrepreneurs.
- Support the charitable activities of Clover Leaf University.
- Experience the excitement of being part of history that will only gain more prestige the industry matures.
- Add your business/ product to the industry's most historic and credible business curriculum and educational standard in the industry.
- Gain product placement and gain credibility by our product placement sponsorship using your product in the first historic online educational curriculum in history. Join business owners and employees using your product and gain sales, and visibility in this top of the line curriculum. This is an amazing opportunity.





## About Clover Leaf



**Clover Leaf University (CLU)** is approved, licensed, and regulated by the Department of Higher Education's Private Occupational School Board. CLU is the leading accredited educational institution serving the emerging legal phytotechnology-industry.

Phytotechnology is the emerging field of plant-based chemistry, food science and medicine that is currently dominated by the cannabis phytotech industry, but includes all medicinal plants and plant-derived technologies. CLU sets the standard in the industry for responsible conduct/ethics, best practices, corporate business standards, professionalism, integrity, and technological innovation.

CLU provides a state-of-the-art educational platform for training government officials and agencies, local municipalities, investors, entrepreneurs, business owners, medical and legal professionals, management, in-house employees, industry workers, and occupational professionals, in specific areas related to the emerging phytotech market. Our curriculum integrates best practice solutions for regulatory compliance requirements with attention to public health and consumer safety. CLU has launched various research and development projects concerning the phytotech industry and strives to raise awareness about the potential it has to benefit society through patient and consumer education and creating a knowledgeable industry and workforce.

CLU serves a national base and offers next level business education for industry investments, opening a business, application processes and tools, state markets, following the money, infusions and extracts, mass warehouse cultivation and much more. We also offer a top-of-the-line training program for industry workers, interns, and staff to safely comply with regulatory protocols, legal requirements, consumer safety, and responsible vendor practices. We are helping the industry create a standard of excellence for the phytotech industry. At CLU, we give you the resources to succeed.

CLU originated in Denver, Colorado, and is currently offering training in many other locations throughout the US and the world. We provide campus classes, workshops, on-site business training, live training and online course certification. CLU has attained higher education approval for twenty-five stand alone course certifications and five program certifications. We offer classes, such as Phytotech Consulting, Cultivation, Science, Testing, Infusions, Culinary Art, Continued Legal Education Classes, Extraction, and Vendor Training. CLU instructors include industry leaders that have decades of experience experiential wisdom to share with our students. Our instructors include NIH funded scientists, journal editors, authors, physicians, nurses, lawyers, accountants, botanical horticulturalists,, and multi-million dollar business owners and executives that have shaped this industry from its inception.

**Students at CLU can circumvent** the residency requirement required to work in the state of Colorado by taking our general education course. This means hundreds of employees in the industry looking for jobs will be learning about your product. We are the only approved school to offer this job opportunity for our students and business owners.

CloverLeafUniversity.com



To circumvent the residency law that is required in order to work in the state of Colorado, you must be enrolled in our general education 12 hour course. Students need to go to **www.CloveLeafUniversity.com** and click on **ENROLL** on the top menu bar.

Here students can enroll for any of our courses. Click on any of the general education courses and complete the enrollment form.

You will need to print the page of your enrollment form after completion to show the marijuana enforcement division you are enrolled in the class.

You can then take that printed form to your appointment to show you are enrolled. Make sure you print the enrollment form before you close out of registration.





# METRICS VALUE

FOR RATE OF EXPOSURE

## 211,000

There are currently 211,000 legal employees in the cannabis industry

## \$1.3 BILLION

\$1.3 Billion dollars is the amount of recreational marijuana sales in Colorado in 2019

## \$26 BILLION

The cannabis industry is projected to hit \$26 billion in revenue by 2020

## \$800 MILLION

The current estimated size of the hemp market is 700 million dollars and rising daily

## \$10.4 BILLION

The industry is currently worth \$10.4 billion dollars

## 20.4 MILLION

20.4 Million students are expected to attend American universities in the fall of 2019

## 33

33 States and the District of Columbia have legalized medical marijuana

## 12.6 MILLION

12.6 Million Students will attend colleges or universities part time in 2019

## 31

31 States have passed legislation allowing farmers to grow hemp

## 7.8 MILLION

7.8 million students will attend colleges or universities online in 2019



# SCHOLARSHIP SPONSORSHIP

QUOTE AVAILABLE

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Sponsor a student and change lives. Ask about opportunities for individuals and businesses to give back and help change lives.

*(1 Sponsorship is equal to \$2,000.00)*

# PARTNERSHIP SPONSORSHIP

QUOTE - BUSINESS APPROVAL NEEDED

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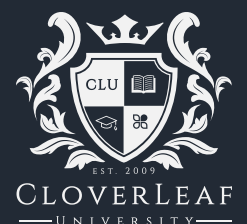
- Partner on all advertising with all inclusive promotions.
- Applicable online class product placement
- 30 online stand alone course product placement (Relevant to the brand and the class)
- 6 program certifications for product placement (Relevant to the brand and the class)
- Presence in small video for all courses (Relevant to the brand and the class)
- Your business / product have a presence in our informational videos, online classes, or live webinars
- Co branded videos for Clover Leaf U (you create and we publish them)
- Your logo on all of our class workshop handouts
- Your logo on all of our class workshop presentations for the year
- Your business information placed at our booths at all of our conferences for our pre conference workshop and for our event booths for the year
  - Partner provides all printed materials and must send them to the event. Partner provides us all digital copies for promotion.
- 20 National Workshops - (50,000 Value) Not to mention the price you save on booths!
- 30 Stand Alone Course Accredited Certifications Online - \$2,500 minimum per one class sponsorship (\$75,000 value)
- 6 Program Accredited Certifications Online - \$10,000 per minimum online program certification sponsorship (\$60,000 value)



# CLU BONUS CLASS AND A LA CARTE OPTIONS

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- \$15,000.00 - Class / Workshop - Workbook Sponsor - (Product / Service Placement and Resources)
- \$5,000.00 Booth for Cannabis Businesses
- \$2,500.00 per class / \$20,000 per year - Table at the Class/Workshop/Event (\$50,000 value \$30,000 Savings)
- \$5,000.00 - Educational Presentation Sponsor
- \$2,500.00 - Press Release Sponsor
- \$2,500.00 - Lanyard Sponsor
- \$2,500.00 - Gift Bag Sponsor
- \$2,500.00 - Pen Sponsorship
- \$2,500.00 - Slide Sponsor - Logos under thank you to our sponsors and 2-4 slides in our workshop presentation
- \$500.00 per event - \$5,000 per year - Logo and Link on website event up to 20 events (\$5,000 savings)
- \$1,500.00 - Gift Bag Placement (Minimum Product Donations TBD)
- \$1,000.00 - Logo and Business information in the event handout under resources



# CLU PREMIER

SPONSORSHIP

## Workshop Sponsorship

**\$2,500 - \$5,000 - per workshop / \$45,000 - \$ 80,000 for the year**

### **Sponsorship + Product Donation (50 Products Minimum)**

*CLU hosts a minimum of 20 workshops a year nationally*

*LA - NYC - Miami - Denver - Phoenix - Boston - Maine - WA - OR - RI*



- 20 National Workshops - (50,000 Value) Not to mention the price you save on booths!
- Option to place a retail product & marketing material in the workshop “Event Bag” for guests
- Logo on CLU website and workshop materials
- Logo on the workshop presentation under Thank You to Our Sponsors
- Two free scholarships tickets to the event for your business to promote education and good deeds for your business (up to 8,000 value)
- Products given to students at the workshop





# CLU PRODUCT PLACEMENT

## SPONSORSHIP

**Product Placement/ Business Advertising,  
Online Classes, Webinars and Online Curriculum**

**\$50,000 - Top Placement**

**\$35,000 - Premium Placement**

**\$25,000 - Advanced Placement**

**\$15,000 - Product Placement**



### Product Placement and Advanced Placement

See next slide for Premium and Top Placement additional services

- Your company logo on website (under the sponsored class)
- 4-6 pages in our class workbook
- Placement on all event materials
- Your logo in our class presentation
- Business / Product and logo appearances on our social media platforms
- Premium positioning of your product or business materials at our event booth
- Logo and business information in the curriculum
- Educational video promo spots - if appropriate sponsorship level
- Presence in our online curriculum (videos must be approved)



# CLU PLATINUM PREMIER

SPONSORSHIP

Product Placement (online), Webinar's,  
Educational Partnership and Business Advertising

**\$50,000 - Top Placement VIP Star**

**\$35,000 - Premium Placement**

## Premium and Top Placement additional items

- 4-6 slides in our workshop presentation
- Premium placement on all materials
- Business and logo appearances on website and social platforms
- Company will be included in our social media advertising campaigns
- Your logo under "Student Resources" in our School Catalog
- Ten minute guest speaker spotlight to represent your brand
- We will promote your "Guest Speaker" session pictures / video via email and social media
- Speakers will receive photos of them speaking at the event
- (Event educational video spots if applicable)
- Your product or business service listed in our CLU store (if applicable)
- Marketing and sales pitches throughout the presentation and video. (If applicable)
- Business, Product, or Company Booth shared at the event
  - With possible scheduled meet & greets with CLU staff, influencers and / or industry elite
  - Booth media attention and demo (If Applicable)
  - Professional photographer pictures for each event of the guest speaker, product, or business
  - Banner space at the class workshop and convention booth



# CLU MEDIA AND BUSINESS BARTER

## SPONSORSHIP

### In exchange for the following services:

Product Placement, Media Placement,  
Educational Partnership, Business B2B Advertising



### We will provide you or your company with the following

- Your logo on our event site
- Your media at the event
- Your business info in the class handout
- Mention at the event
- Slide presentation
- Pictures and video clips of your business at our event (If Applicable)
- Tickets to our event
- Listed in our “Thank You to our Media Partner” slide





# GUEST SPEAKER

M U S T   B E   C R E D I B L E   A N D   A P P R O V E D

\$1,500.00 - 10 minute speaker sponsorship - event opener

You will be provided with photos of your speech, marketed, and advertised along with your business.

# BUSINESS TOUR

I N   A V A I L A B L E   S T A T E S   ( I F   A P P L I C A B L E )

**\$420.00 to attend**

**\$5,000.00 sponsor**

Students can take a tour bus and see a dispensary, a cultivation facility, and a manufacturing facility.

Sponsors will provide goodie bags and you will tour the city's legal cannabis market while having a lot of fun.

# TOUR BUS SPONSORSHIPS

G I F T   B A G   R E T A I L   P R O D U C T   A N D   A D V E R T I S I N G   S P O N S O R S H I P   P A C K A G E

**Sponsorship Fee: \$2,500.00 (Donation Minimum 50 Products)**

Placement of your company's marketing material in our "Schwag Bag" gift bag for guests



# ASSOCIATED PRESS

Visit our press page at: [CloverLeafUniversity.com](http://CloverLeafUniversity.com)

**People**

**LATE SHOW**  
*with David Letterman*

**Forbes**

**CBS**

**FOX  
NEWS**

**FOX  
SPORTS**

**SCIENTIFIC  
AMERICAN**

**International  
Business  
Times**

**Bloomberg**

**THE COLLEGE FIX**

THE  
HUFFINGTON  
POST



# HOW TO APPLY FOR A SPONSORSHIP

Please fill out the digital sponsorship package and upload and attach all of the required documents.  
All documents are *(Due 15 days before the event.)*

1

## SIGN UP

DOWNLOAD CLU SPONSORSHIP FORM AT  
[WWW.CLOVERLEAFUNIVERSITY.COM](http://WWW.CLOVERLEAFUNIVERSITY.COM)

2

## YOUR COMPANY INFO

Send us two to four slides in keynote or pages about how your company is an asset to a new or developing cannabis business.

Email slides to [info@cloverleafuniversity.com](mailto:info@cloverleafuniversity.com)

3

## YOUR COMPANY LOGO

Send us a high resolution logo

Share dropbox files with [villanoenterprise@gmail.com](mailto:villanoenterprise@gmail.com)

Email logos to [info@cloverleafuniversity.com](mailto:info@cloverleafuniversity.com)

4

## SOCIAL MEDIA

Send us 2 Social Media Post for us to post on Clover Leaf's Facebook page to promote your business or services at the event.

*Examples: Blank company provides blank solutions for professional and businesses in the cannabis industry. Check out our services at website here.*

5

## PROMOTIONAL MATERIAL

Drop a box of promotional materials at the office in Denver

Address: 1312 17th St #524 suite 584 Denver, CO 80202

*(Due 15 days before the event)*

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## PAYMENT

CLU sponsor and finance department will send you an invoice for the sponsorship - Please pay that invoice ASAP so we can start advertising for the event.

Payment Options:

- Mail check to:  
1312 17th St. #524 Suite 584 Denver, CO 80202
- **Preferred Method:** Send payment by Google Wallet at no cost to:  
[info@cloverleafuniversity.com](mailto:info@cloverleafuniversity.com)
- Wire the money to Wells Fargo.







EST. 2009

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**Website:** <https://www.cloverleafuniversity.com>

**Facebook Page:** [www.facebook.com/CloverLeafUniversity/](http://www.facebook.com/CloverLeafUniversity/)

**Instagram:** [www.instagram.com/cannabisbusinessuniversity/](http://www.instagram.com/cannabisbusinessuniversity/)

**Twitter:** [www.twitter.com/CannaUniv](http://www.twitter.com/CannaUniv)

**Google:** [info@cloverleafuniversity.com](mailto:info@cloverleafuniversity.com)