

ALLIED ASSOCIATIONS PROGRAM



NCIA's New Program Beginning February 2018

WHAT IS THE ALLIED ASSOCIATIONS PROGRAM

NCIA created the Allied Association Program ("AAP") as a way to develop closer relationships with state, local, and issue-specific trade associations, with the goals of harnessing the power of our collective knowledge, and working together to advance the cannabis industry.

HOW TO JOIN THE AAP

Working with our Allied Associations ("AA") means formally cooperating and combining resources for mutual benefit. We are pleased to offer this complimentary program to any trade association that qualifies under some basic guidelines and signs the Memorandum of Understanding. There is no limit to the number of associations that can join the program and associations can sign up at any time. It is not an exclusive group but rather is meant to provide an inherent value to whatever associations decide to participate. Startup associations are also encouraged to work with the NCIA to help build a foundation for success.

BENEFITS TO ALLIED ASSOCIATIONS (AA)

- ▶ Complimentary admission to NCIA events: offer up to two (2) tickets to AA leadership to attend NCIA's conferences, Quarterly Cannabis Caucuses and Lobby Days.
- ▶ Discounts to AA members: exclusive discount codes for the AA to pass on to its contacts for various NCIA events, provided the AA use the discount code to promote that event.
- ▶ Federal updates: monthly federal policy meetings with NCIA's Government Relations team.
- ▶ Content sharing: monthly content from AAs to be published in NCIA newsletter, NCIA news distributed via AA networks.
- ▶ Workshops and information sessions: offered at each of NCIA's conferences exclusively for the AAs.
- ▶ Public recognition: AA logo and backlink on NCIA's website, calendar listing and a directory listing of all the AAs in the AAP. The AA may also use the AAP logo to identify itself as an AAP participant.

CONTACT

(505) 388-5153

Rachel@TheCannabisIndustry.org

Rachel Kurtz is the project manager and dedicated NCIA staff for the Allied Associations Program. Please feel free to reach out to her at any time about the AAP.