



NCIA AMBASSADORS

WHAT IS AN NCIA AMBASSADOR?

NCIA Ambassadors are members who are actively recruiting their colleagues to join and support NCIA.

WHY SHOULD I BE AN NCIA AMBASSADOR?

As a NCIA Ambassador, you help ensure the success of your businesses and the cannabis industry by strengthening the only national trade association working on your behalf in Washington, D.C. When you recruit new members, you help them access the networking opportunities and benefits that only NCIA provides.

HOW DO I BECOME AN NCIA AMBASSADOR?

Directly recruit one, three, or five new NCIA members in the current calendar year. NCIA has email templates and suggested language that we're happy to share to help with your recruitment.

HOW DOES IT WORK?

To receive credit, each new member **MUST** list your name and company's name in the "referral" section of the NCIA membership application. That's it! We'll keep track of referrals on our end.



INCENTIVE FOR RECRUITING NEW MEMBERS

RECRUIT 1

MEMBER PER YEAR

Drawing for a \$250 credit to use towards any NCIA event or membership dues.

RECRUIT 3

MEMBERS PER YEAR

\$895 VALUE

Registration to one of NCIA's National Conferences, including Cannabis Business Summit, Seed-to-Sale, and California Cannabis Business Conference.

RECRUIT 5

MEMBERS PER YEAR

\$1000 VALUE

Promotional Package:

- Advertising banner in NCIA's Monthly Newsletter
- Personalized Social Media Shoutout
- Logo placement in our Quarterly Cannabis Caucuses event series presentation

▶ For more information, visit TheCannabisIndustry.org/Ambassadors or contact Membership@TheCannabisIndustry.org.