

To Whom It May Concern:

I'm reaching out as a supporter of Equitable Opportunities Now, a nonprofit committed to advancing equitable economic opportunity in Massachusetts' cannabis industry.

I'd like to invite you to attend [EON's Celebration of Equity Champions fundraising social](#) on Tuesday, Dec. 19 from 6-8 p.m. and ask if you would consider becoming a sponsor.

This annual event is a special evening to connect with new and old friends, celebrate MA's new cannabis equity law, and honor community and government partners who have shown a commitment to strengthening equity in the Massachusetts cannabis industry!

Attendees will hear a special video welcome from Cannabis Control Commissioner **Nurys Camargo** and we look forward to honoring and hearing remarks from distinguished partners and friends including:

- **Sen. Liz Miranda**
- Cannabis Control Commission Acting Chair **Ava Concepcion**
- City of Boston Cannabis Business Manager **Shekia Scott**
- The Heritage Club Founder **Nike John**
- Talking Joints Memo Editor **Chris Faraone**

Sponsorships and donations are essential to enabling EON to continue to advance the social justice goals of legalization through our effective policy advocacy and programming to support entrepreneurs from communities harmed by the war on drugs. Please consider [reserving a ticket or sponsoring the event today through our Eventbrite page](#); if you prefer to contribute by check, please email me for details.

As part of EON's commitment to equity and accessibility, we're offering tiered ticket pricing based on ability to pay, and donors and sponsors from social equity-aligned organizations help keep our events inclusive while supporting our mission to create a more equitable cannabis industry. **New Dia Cannabis Co. has agreed to match up to \$3,000 in donations made to this event, so [please consider making a donation now to have double the impact.](#)**

We would be honored to include your organization as an official sponsor and have a wide range of packages available to help your brand connect with our supporters and partners that work with any budget. We are also happy to work with any sponsor on their Positive Impact and Diversity Plan efforts (if applicable) and build an ongoing relationship to work together to realize a more equitable cannabis industry through advocacy and community connection.

At any level of support, we look forward to connecting further with you and developing a relationship rooted in the mission to increase the involvement of people of color in the cannabis industry through career paths of choice, ownership, and restorative justice through revenues back into the communities harmed by the failed war on drugs.

We look forward to hearing back from you soon!

Best regards,
Kevin Gilnack
Policy Co-Chair, Equitable Opportunities Now
www.masseon.com



Celebration of Cannabis Equity Champions

Hosted by New Dia Cannabis Co.

71 Lansdowne Street, Boston

Tuesday, Dec. 19 at 6 p.m.

Sponsorship Levels

Cannabis Equity Visionary

\$5,000

- Fifteen complimentary tickets
- Recognition in at least five EON email blasts
- Recognition in at least five EON social media posts
- Logo and link on EON's website
- Prominent recognition displayed at event

Cannabis Equity Champion

\$2,500

- Ten complimentary tickets
- Recognition in at least three EON email blast
- Recognition in at least three EON social media posts
- Logo and link on EON's website
- Recognition displayed at event

Cannabis Equity Advocate

\$1,000

- Seven complimentary tickets
- Recognition in at least two EON email blast
- Recognition in at least one EON social media post
- Logo and link on EON's website
- Recognition displayed at event

Cannabis Equity Partner

\$500

- Five Complimentary tickets
- Recognition in at least one EON email blast
- Name and link on EON's website
- Recognition displayed at event

To learn more about EON, please visit www.masseon.com.

For more information, please email EON Policy Co-Chair Kevin Gilnack at kevin@masseon.com.