



NECANN
AFTERDARK

HIGH ROLLERS:

Bowling Night at King's Dining

APRIL 24, 2026
5-7 PM

BOSTON, MA

THE DETAILS:

DATE: FRIDAY, APRIL 24, 2026

TIME: 5:00-7:00PM

LOCATION: KINGS DINING &
ENTERTAINMENT: BACK BAY

OVERVIEW:

Strike up some fun at this Canna Bowling Networking Event during NECANN Boston 2026! Join us for drinks, games, & networking as you bowl away the competition & pin down some new industry connections!

Goals for Sponsors:

- Meet New Connections & Build Relationships**
- Increase Brand Awareness**
- Generate Leads & Close Sales**

THE VENUE:

The ball gets rolling at 5:00pm at Kings Dining & Entertainment: Boston Back Bay.

Conveniently located only a short walk from the convention center, this venue features multiple bowling lanes, pool tables, an arcade, and a private party room with a bar and stage for our exclusive use at this event.

ENTERTAINMENT & AMENITIES



BOWLING



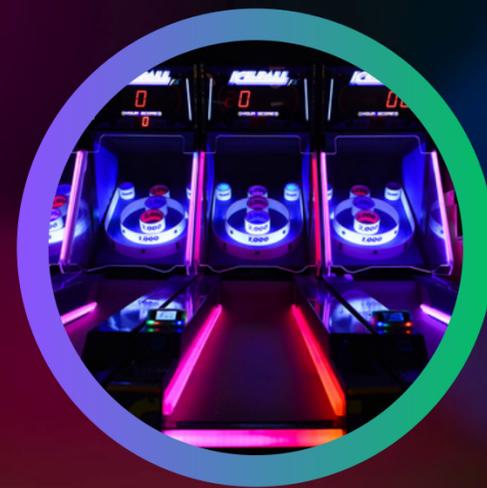
DRINKS & APPS



NETWORKING



BILLIARDS



ARCADE

EVENT MARKETING:

PRE-EVENT:

- Multiple email campaigns distributed to a list of 40,000+ cannabis industry professionals
- Extensive coverage on social media channels reaching 70,000+ cannabis industry professionals

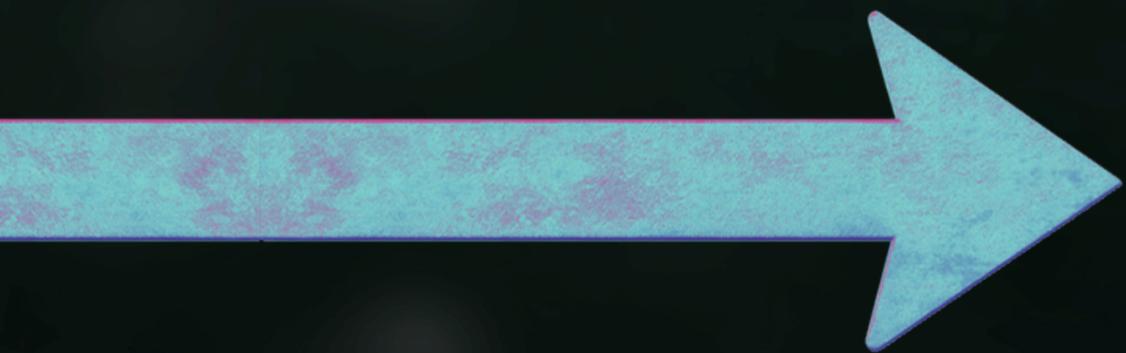
DURING EVENT:

- Capturing high-quality photography and videography
- Tagging #CannaBowlingBoston during the event on social media

POST-EVENT:

- Event recap campaign through email and social media
- Extensive post-event media coverage through select media partners

SPONSORSHIP OPPORTUNITIES:



GOLD SPONSOR:

\$5,000

15 PARTY INVITES (THIS TOTAL INCLUDES STAFF)

BRAND ACTIVATION:

- **5-MINUTES OF SPEAKING TIME AT THE EVENT ON PRIVATE ROOM STAGE**
- **SPACE FOR POP-UP BANNER IN PRIVATE ROOM (SPONSOR SUPPLIED)**
- **SPACE ON THE VENUE TABLES FOR MARKETING MATERIALS & SWAG**
- **PROMINENT BRANDING ON VENUE TV SCREENS (60 SECONDS LOOPED)**
- **EXCLUSIVE BRAND PRESENCE FOR YOUR VERTICAL**
- **INCLUSION IN MARKETING CAMPAIGNS:**
 - **SOCIAL MEDIA: PROMINENT BRANDING ON EVENT PROMO POSTS & A DEDICATED POST FOR YOUR BRAND**
 - **EMAIL MARKETING: PROMINENT BRANDING ON EVENT PROMO E-BLASTS & A DEDICATED EBLAST FOR YOUR BRAND**
 - **CONFERENCE PROGRAM: PROMINENT LOGO PLACEMENT**
 - **PRESS & MEDIA: PROMINENT INCLUSION IN POST-EVENT MEDIA FEATURE**
- **ACCESS TO INVITE AND ATTENDEE LISTS FOR POST-MARKETING**
- **ABILITY TO CONTRIBUTE TO GOODY BAGS**

SILVER SPONSOR: \$2,500

10 PARTY INVITES (THIS TOTAL INCLUDES STAFF)

BRAND ACTIVATION:

- **SPACE FOR POP-UP BANNER IN PRIVATE ROOM (SPONSOR SUPPLIED)**
- **SPACE ON THE VENUE TABLES FOR MARKETING MATERIALS & SWAG**
- **FEATURED BRANDING ON VENUE TV SCREENS (30 SECONDS LOOPED)**
- **EXCLUSIVE BRAND PRESENCE FOR YOUR VERTICAL**
- **INCLUSION IN MARKETING CAMPAIGNS:**
 - **SOCIAL MEDIA: BRANDING ON EVENT PROMO POSTS & A DEDICATED POST FOR YOUR BRAND**
 - **EMAIL MARKETING: BRANDING ON EVENT PROMO E-BLASTS**
 - **CONFERENCE PROGRAM: FEATURED LOGO PLACEMENT**
 - **PRESS & MEDIA: INCLUSION IN POST-EVENT MEDIA FEATURE**
- **ACCESS TO INVITE AND ATTENDEE LISTS FOR POST-MARKETING**
- **ABILITY TO CONTRIBUTE TO GOODY BAGS**

BRONZE SPONSOR: \$1,000

5 PARTY INVITES (THIS TOTAL INCLUDES STAFF)

BRAND ACTIVATION:

- **SPACE ON THE VENUE TABLES FOR MARKETING MATERIALS & SWAG**
- **BRANDING ON VENUE TV SCREENS (15 SECONDS LOOPED)**
- **INCLUSION IN MARKETING CAMPAIGNS:**
 - **SOCIAL MEDIA: BRANDING ON EVENT PROMO POSTS**
 - **EMAIL MARKETING: BRANDING ON EVENT PROMO E-BLASTS**
 - **CONFERENCE PROGRAM: INCLUDED LOGO PLACEMENT**
 - **PRESS & MEDIA: INCLUSION IN POST-EVENT MEDIA FEATURE**
- **ACCESS TO ATTENDEE LIST FOR POST-MARKETING**
- **ABILITY TO CONTRIBUTE TO GOODY BAGS**

BRAND SPONSOR:

\$500

**** ONLY FOR CANNABIS RETAILERS, PRODUCT BRANDS, OR ACCESSORIES COMPANIES ABLE TO CONTRIBUTE TO ~200 GOODY BAGS**

2 PARTY INVITES (THIS TOTAL INCLUDES STAFF)

BRAND ACTIVATION:

- **SPACE ON THE VENUE TABLES FOR MARKETING MATERIALS & SWAG**
- **BRANDING ON VENUE TV SCREENS (10 SECONDS LOOPED)**
- **INCLUSION IN MARKETING CAMPAIGNS:**
 - **SOCIAL MEDIA: BRANDING ON EVENT PROMO POSTS**
 - **EMAIL MARKETING: BRANDING ON EVENT PROMO E-BLASTS**
 - **PRESS & MEDIA: INCLUSION IN POST-EVENT MEDIA FEATURE**
- **ABILITY TO CONTRIBUTE TO GOODY BAGS**

SPONSOR BENEFITS:

BRAND VISIBILITY:

- Reach 110,000+ cannabis industry decision makers, executives, and other professionals in both licensed and ancillary cannabis businesses.
- Create lasting brand credibility with exclusive media coverage, digital marketing, and brand activation.
- Be part of an event that will be talked about for years.

GENERATE NEW LEADS:

- Gain access to the party invite and attendee lists – including 250+ vetted cannabis industry contacts.

CLOSE DEALS:

- Impress current and prospective clients by inviting them as your VIPs
- Close deals on and off-site with increased brand visibility leading to increased sales
- Estimated 5-10 closed deals influenced by event sponsorship



THANK YOU!

INTERESTED IN SPONSORING?

CONTACT:

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