The Hood Incubator is a community-centered, nationally focused nonprofit organization based in Oakland, CA.

Our mission is to increase the participation of Black and Brown communities in the legal cannabis industry.

Since 2017, we've been creating an ecosystem of cannabis industry access, resources, and support that benefits, rather than harms, communities most affected by the drug war.

HOODINCUBATOR.ORG
WHO WE ARE

Lanese Martin
Co-Founder and Co-Executive Director

Gender pronouns: she/her

Lanese is a political organizer dedicated to racial justice in cannabis. She spearheads The Hood Incubator’s political strategy, including base-building, community organizing, and policy advocacy work.

Ebele Ifedigbo
Co-Founder and Co-Executive Director

Gender pronouns: they/them or Ebele

Ebele is a Yale MBA graduate committed to creating sustainable economic foundations and wealth building opportunities for Black communities. Ebele spearheads The Hood Incubator’s economic development and fundraising work.

Biseat Horning
Co-Founder and Community Organizer

Gender pronouns: she/her

Biseat is passionate about organizing communities and providing access to education and equity for Black and Brown people in the underground cannabis industry.
WE USE COMMUNITY ORGANIZING TO ENGAGE and galvanize Black and Brown communities to recognize the power and opportunity we have in this moment, and to foster a sense of community that heals the isolation and stigma we have experienced as a result of the war on drugs.

WE USE POLICY ADVOCACY AS A TOOL TO MOBILIZE Black and Brown communities as advocates in the fight for progressive marijuana laws and practices that address the needs and interests of communities most impacted by the drug war. Our goal is to amplify community voices to educate and guide lawmakers.

WE PRACTICE ECONOMIC DEVELOPMENT AS A CORE COMPONENT OF our vision for collective empowerment through cannabis equity. We support Black and Brown communities in building sustainable futures as investors, entrepreneurs, and workers in the burgeoning marijuana industry. Our goal is to ensure the new industry benefits all Black and Brown communities.

OUR PROGRAMS INCLUDE:
- Open Houses
- Wellness Clinics
- Legal Clinics
- Policy & Market Briefing Webinars
- Financial Webinars
- Annual Cannabis Business Accelerator
- Annual Business Pitch Day
- Annual 420 Gathering
IN OUR FIRST YEAR OF OPERATION, WE REACHED OVER 5,000 PEOPLE & BUILT A MEMBER BASE OF NEARLY 2,000 NATIONWIDE.

Some of our key milestones include:

- Graduated 10 startups from our 1st Annual Cannabis Business Accelerator
- Over 150 attended our 1st Annual Business Pitch Day
- Nearly 250 attended our 2nd Annual 420 Community Gathering
- Over 50 served at our Legal Clinics
- Played key role in shaping Oakland's Cannabis Equity Permit Program - the first of its kind in the nation
- Launched Cannabis Industry Apprenticeship program
- Won a contract from the City of Oakland to implement the Cannabis Equity Permit Program
- Recognized for our groundbreaking work by major national media outlets like *Forbes*, *Entrepreneur*, *Rolling Stone*, and *Washington Post*
WE PLAN TO ENGAGE 15,000 PEOPLE OVER THE NEXT 3 YEARS WITH THE INTRODUCTION OF OUR:

- State & National Coalitions for Cannabis Equity
- National Membership and Base Building campaign
- Programs in new cities, including Los Angeles, D.C., and Philadelphia

by 2020

3 MORE CITIES
30 MORE STARTUPS
3k MORE MEMBERS

Our innovative model galvanizes diverse stakeholders to build a movement for social equity & economic empowerment that will positively shape the future of the marijuana industry & tangibly improve life outcomes in Black and Brown communities.
BECOME A FOUNDING 100 SPONSOR OF THE HOOD INCUBATOR!

At The Hood Incubator, we envision a world where cannabis is no longer weaponized to cause harm in Black and Brown communities—instead, it is a tool for creating political and economic opportunity for all.

We are excited to partner with 100 businesses to support the growth of The Hood Incubator model and scale our cannabis equity work nationwide.

Our Founding 100 Business Sponsors will have a permanent place in the history of establishing The Hood Incubator and supporting the meaningful pursuit of racial and economic equity in the legal cannabis industry.

When you partner with us, you elevate your brand by taking a stand for equity in the cannabis industry.

Our Founding 100 Sponsors are CHANGING THE COURSE OF HISTORY.
Black Americans are:

**Nearly 4x**
more likely to be arrested for marijuana possession

**Less than 5%**
of marijuana industry business founders & owners nationwide

**YOUR SPONSORSHIP WILL:**

**SUPPORT** the full execution of all Hood Incubator programming

**EXPAND** our impact by supporting the replication of our model in cannabis markets around the country

**CHALLENGE** the legacy of the drug war by supporting an ecosystem of equitable opportunity for negatively impacted communities
FEATURED IN ...

VICE
LAND
THE ROOT
San Francisco Chronicle
AFROPUNK
Rolling Stone
The Atlantic
Entrepreneur
dopeco
The Washington Post
NPQ
KQED
COLOR LINES
AP
Associated Press
Cannabis Now
FOURTUNE
EAST BAY EXPRESS
Forbes 30 Under 30 Class of 2018
# Sponsorship Packages

<table>
<thead>
<tr>
<th>The Hood Incubator</th>
<th>Partner ($100,000+)</th>
<th>Sustainer ($50,000 - 99,999)</th>
<th>Supporter ($25,000 - 49,999)</th>
<th>Collaborator ($5,000 - 24,999)</th>
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<tbody>
<tr>
<td><strong>Newsletter Features</strong></td>
<td>Quarterly (4x)</td>
<td>Quarterly (4x)</td>
<td>Bi-Annually (2x)</td>
<td>Annually (1x)</td>
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<td><strong>Your Logo in Event Programs</strong></td>
<td>Premier Events + Two (2) Other Events</td>
<td>Premier Events</td>
<td>Two (2) Events</td>
<td>One (1) Event</td>
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<td><strong>Complimentary Event Tickets</strong></td>
<td>Premier Events + Two (2) Other Events</td>
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<tr>
<td><strong>Booth or Table at Events</strong></td>
<td>Premier Events + Two (2) Other Events</td>
<td>Premier Events</td>
<td>Two (2) Events</td>
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<tr>
<td><strong>Your Signage at Events</strong></td>
<td>4x</td>
<td>2x</td>
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<td><strong>Social Media Shoutouts</strong></td>
<td>4x</td>
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<td><strong>Your Logo on Founding 100 Webpage</strong></td>
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For more information: sponsor@hoodincubator.org