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LAST
PRISONER
PROJECT

PARTNERSHIP OPPORTUNITIES

“We will not rest and we will not stop until the last cannabis prisoner has been set free.”

- Steve Deangelo, The Cannabis Manifesto

THE PROBLEM

- 1 While thousands are profiting from the cannabis industry, there are currently **over 40,000 prisoners incarcerated for marijuana-related charges** in the U.S. alone.
- 2 Despite marijuana law reforms, there are still **more arrests for cannabis possession each year than for all violent crimes combined**.
- 3 Communities of color are subject to **disproportionate marijuana enforcement** practices.
- 4 Many affected individuals **lack the knowledge or financial resources to seek relief** through clemency and/or expungement.



EVELYN LACHAPELLE,
Last Prisoner Project Advisor

What We Do

RELEASE

It's unfair and immoral for people to be in prison for acts others now legally do in order to build income and wealth. We work for changes in cannabis laws and the release of cannabis prisoners.

RECORD CLEARING

Until former prisoners have their record cleared, they are not free to gain employment and housing due to the restrictive state and federal laws. As cannabis is legalized, we work to have released prisoners' records expunged.

REENTRY

Post-prison jobs programs result in greatly diminished recidivism rates. Our "Prison to Prosperity" program offers training in the legal cannabis industry through our corporate partners.

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BRAND PARTNERSHIPS

Partners For Freedom

It is because of supporters like you that the Last Prisoner Project is able to work to release every cannabis prisoner from unjust incarceration and to rebuild their lives through our reentry programs.

Our **Partners for Freedom Program** is a nationwide group of our most committed and generous partners in our mission to free cannabis prisoners and promote restorative justice in the cannabis industry. Through their support, financially and beyond, Partners for Freedom get us closer to the day when every last cannabis prisoner is set free.



Why Be A Brand Partner?

- You have the opportunity to create personalized brand awareness campaigns that signal to consumers that your company is socially responsible and dedicated to restorative justice.
 - You learn about the impact of your support through strategic communication and tailored outcome reports from LPP staff.
 - You can connect with other supporters and LPP's work through intimate program events and volunteer opportunities.
 - You receive prominent recognition in LPP publications, on our website and at events.
 - Most importantly, you will make a lasting difference in the lives of those who have suffered the devastating effects of the criminalization of cannabis.
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The Partners for Freedom program offers increasing levels of membership, with additional benefits at each level.

BRAND PARTNERSHIP | \$12,000-\$29,000

Supporter Benefits

- Name/logo badge listed on LPP website and in the LPP annual report
- A designated LPP liaison who acts as your organization's point of contact
- Social media acknowledgement of your support



BRAND PARTNERSHIP

Support PLUS

Commit to donating \$1000/month and you are eligible to use the LPP logo on product packaging.

Particularly in the cannabis industry, consumers and employees expect companies to take a leadership role in creating a restorative industry and improving communities disproportionately impacted by the War on Drugs.

Not only does our logo signal to consumers that a percent of the company's profits goes to LPP's efforts to repair the unjust harms of the criminalization of cannabis, but it also comes with a consumer data report provided by BDS Analytics which analyzes consumer response to this corporate social responsibility initiative.



92% of customers say that they have a more positive image of a company when it supports a philanthropic cause. In other words, doing good is good for business.



BRAND PARTNERSHIP | \$25,000-\$49,000

Advocate Benefits

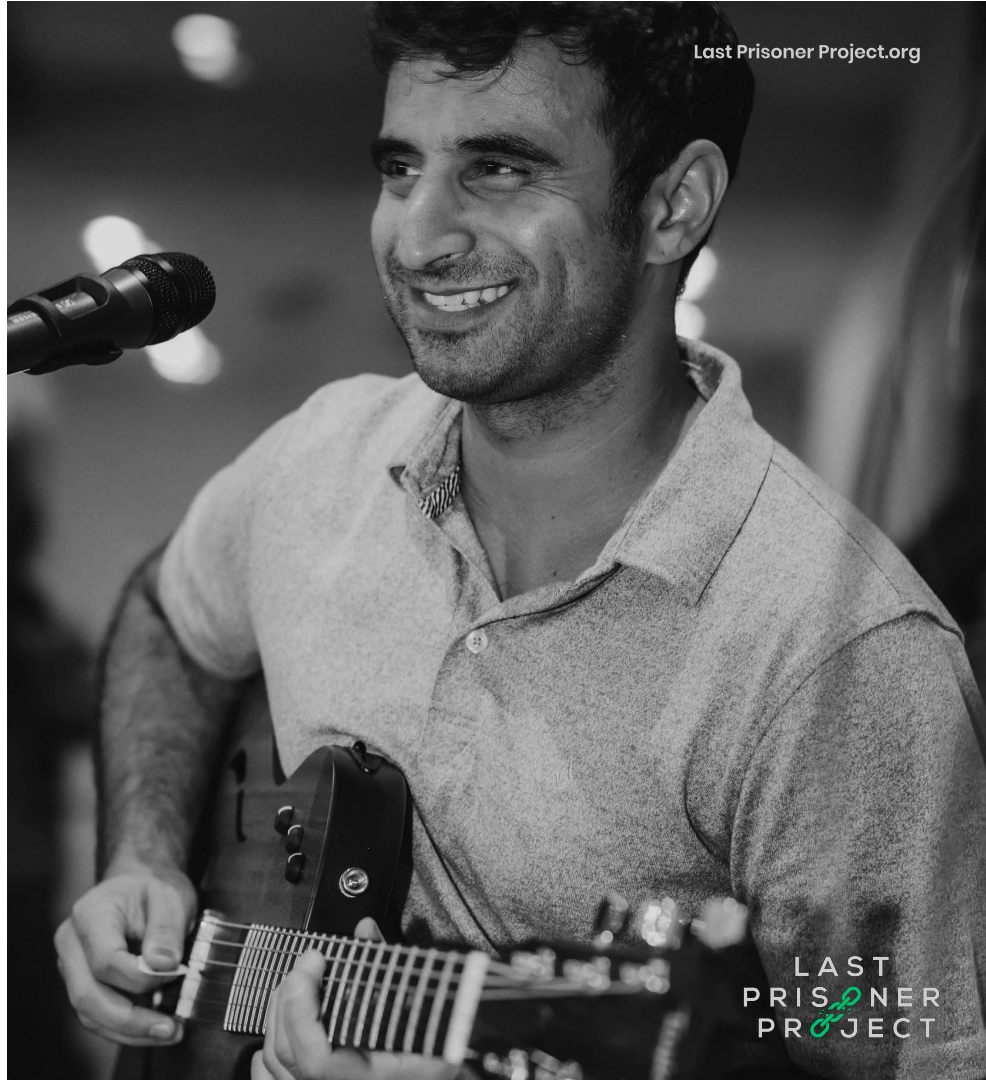
- All Supporter level benefits PLUS
- Personal thank you video from an LPP Ambassador
- Promotional activation area at one LPP event.



BRAND PARTNERSHIP | \$50,000-\$99,000

Reformer Benefits

- All Advocate level benefits PLUS
- Two (2) backstage VIP passes to a Rebelution concert
- Dinner with LPP founders
- Profile piece of your relationship with LPP on our website.



BRAND PARTNERSHIP | \$100,000+

Champion Benefits

- Any sponsor that donates \$100,000 or more annually, either through a one-time contribution or a sustained commitment, will receive all of the above
- **PLUS** the opportunity to sponsor and to have naming rights of an LPP initiative or scholarship fund

Not only will this show your organization's commitment to social justice, but also allows for continued press coverage and content generation for your organization as the initiative progresses year after year

RETAIL PARTNERSHIPS

Roll It Up For Justice

Our **Roll It Up For Justice Program** is a nationwide campaign encouraging cannabis businesses to give customers the opportunity to donate to the Last Prisoner Project at check out.

A small change can make a big impact, and every cent raised through the program gets us closer to the day when every last cannabis prisoner is set free.



Giving back is good for business.

According to a recent Clemson University Study:

71%

of U.S. consumers
have made a
charitable donation
at the register

55%

of consumers
actually like being
asked to support a
charity at checkout.

60%

of consumers said they
felt positive about a
company after being
asked to donate at the
register.

That positive sentiment translates into increased customer loyalty & higher sales.

HOW TO PARTICIPATE

Digital Retailers

It's easy! Our dedicated program managers will work with you to set up the program for your e-comm platform. This can be both through a charity based webstore app on your POS system. We'll provide training materials for staff, as well as consumer-facing informational materials. We will also help to onboard and train digital marketing reps as needed.

We Support Digital Retailers with:

- **Consumer Educational Materials**
- **Digital Marketing Reps Onboarding & Training Materials**
- **Promotional Marketing**
 - Social Media Assets & Announcement on Last Prisoner Project accounts
 - Logo featured on LastPrisonerProject.com

DIGITAL RETAILERS

Roll It Up For Justice Ways to Participate

	Donation Type	Donation Submission Type	Types of Donations	Some Facts
Shopify: Give & Grow	Shopify Free App	Automatic	Round Up Flat Rate% Flat Fee	Over a two year period, 50% of Americans made “Round Up” donations
Squarespace Donation Blocks	Squarespace Block	Automatic	Flat Fee Customer Choice	92% of consumers have a more positive image of mission-driven companies
Flat Rate Donation On Your Websites	Your POS	Automatic	Flat Rate	87% of consumers would buy from a company that supports a cause they care about

HOW TO PARTICIPATE

Dispensary Retailers

It's easy! Our dedicated program managers will work with you to set up the program at your business. This can be both through cash roll-ups, as well as through credit or debit card processing depending on your POS system.

There is little to no cost associated with implementing the Roll It Up For Freedom at the Dispensary level.



We Support Dispensaries with:

- POS Donation Boxes
- Consumer Educational Materials
- Staff Onboarding & Training Materials
- In-Store Activations or Displays
- Promotional Marketing
 - Social Media Assets & Announcement on Last Prisoner Project accounts
 - Logo featured on LastPrisonerProject.com
 - Local ad buy on social media, targeting cannabis consumers your zip code. The ad notifies consumers that the partner dispensary is supporting the Last Prisoner Project

DISPENSARY RETAILERS

Roll It Up For Justice Ways to Participate

	Donation Type	Donation Opportunity	Available with Mobile Pickup	How to Submit Donation
Donation Box	Physical	Any Spare Change, Option to Donate More	No	1. Count Change 2. Deposit at Bank 3. Send Digital Transfer
Your POS (Round Up)	Digital	\$0.01 - \$0.99	Yes	- Digital Transfer - Automatic Transfer
Your POS (Round Up)	Digital	\$1, \$4.20, \$5 \$10+	Yes	- Digital Transfer
DipJar	Digital	Any Amount	No	- Automatic Transfer
QR Code	Digital	Any Amount	Potentially	- Directs to Our Page

A black and white photograph of Steve DeAngelo, founder of the Last Prisoner Project. He is wearing a dark fedora and a patterned shirt, holding a microphone and speaking. The background is dark and out of focus.

Please support our mission to free every cannabis prisoner, it's our duty as an industry

Anyone fortunate enough to be profiting off of this industry has a moral obligation to give back to those still suffering due to the devastating effects of prohibition. All proceeds from the Roll It Up For Justice Program go directly back towards our clemency initiative which works to release cannabis prisoners and help them to rebuild their lives post-incarceration.

RECENT PRESS FOR LAST PRISONER PROJECT

[Variety](#)

[Hollywood Reporter](#)

[Forbes](#)

[Ganjabpreneur](#)

[High Times](#)

[Atlanta Magazine](#)

[Cheddar](#)

[Billboard](#)

Ready to Partner with the Last Prisoner Project?

To sign up or to get more
information please contact:

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CURRENT PARTNERS

kixloko

wana

OPEN BOOK
EXTRACTS

CANNA CRAFT



PLAYBOY

HARBORSIDE

PUFFCO

EMERALD
SCIENTIFIC



PLEASANT TREES
EST. 2016 - MADE IN MI

Herb

Ocean Grown
EXTRACTS

HARVEST

SKYMINT
PREMIUM CANNABIS

sovereignty.

X
TWO JOINTS™

GRAV®

PUFFCREATIV

NGW



mission



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