



**SEVENTH  
ANNUAL**



# **SPONSORSHIP OPPORTUNITIES**

**CELEBRATING CANNABIS EXCELLENCE  
DEC. 12-13, 2025**



# ABOUT US



The Cowboy Cup is Oklahoma’s premier cannabis championship and arts festival. Now in its 7th year, it continues to celebrate excellence, innovation, and culture of the cannabis industry and community. We believe that cannabis has the power to connect people, spark creativity, and promote healing for the mind, body, and spirit.

### Cowboy Cup Sponsorship X CasedGod Media Management

The various sponsorship levels available for the Cowboy Cup, include media, marketing, and promotional opportunities and activations giving you maximum exposure and value leading up to and during the event. These offerings may include on-site visits to curate exclusive content: promo videos, and still shots of facilities and dispensaries, depending on the sponsorship level.

“ The Cowboy Cup truly has it all: incredible cannabis products, live bands, timely and relevant industry discussions, and even political conversations that matter. They leave no stone unturned, ensuring every attendee walks away feeling educated, entertained, and inspired. What makes this event even more special is its ability to bring together people from Oklahoma and surrounding states, uniting the community in a meaningful way. ”

Thunder Walker

ALIGN YOUR  
BRAND WITH  
OKLAHOMA'S  
PREMIER  
CANNABIS  
CHAMPIONSHIP

2 DAYS

5,000 Attendees • Tulsa Expo Square

NETWORKING

A growing audience of cannabis enthusiasts, professionals, and entrepreneurs.

ENTERTAINMENT

DJ, games, live bands, art, food, consumption areas

WORKSHOPS

Learn more about the industry through classes, topics from state legislation to yoga.

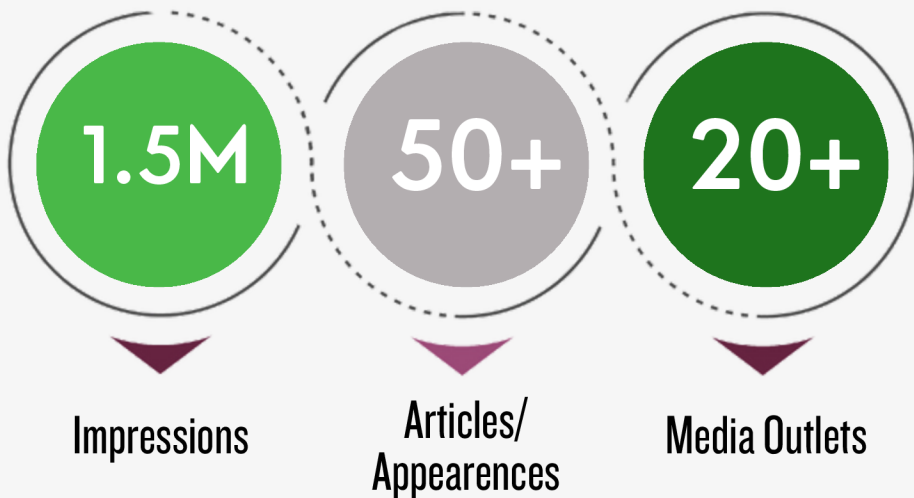
AWARDS

20+ Categories: Flower | Concentrates | Edibles  
Hundreds of brands competing.

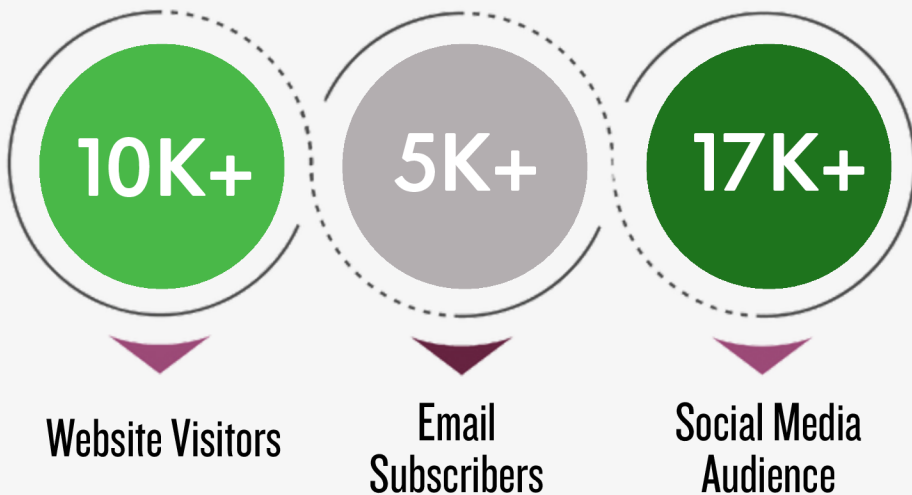
# EVENT MARKETING & PAST SPONSORSHIPS

Sponsors receive customized integrated brand exposure across a variety of platforms as well as opportunities to network with key decision makers in the industry.

## Media Exposure



## Digital Engagement





# SPONSORSHIP OPPORTUNITIES

PRESENTED BY YOUR BRAND

## Presenting Sponsor

Cowboy Cup presented by YOUR brand.

Co-branding on all marketing material.

Custom-Sized Booth in Premier Location. (30x30 Max)

20 Vendor Passes/20 Promotional Passes

*The Presenting Sponsor will receive the most extensive media and marketing support, ensuring year-round visibility and prominent promotion leading up to and during the Cowboy Cup. We offer the following activations, and we can customize the package based on your unique brand needs.*

• **Live Podcast** (30-minute run time)

Includes 2-4 sound bites to be used for social media promotion. A collaborative post will be shared on both the sponsor's and our accounts. You may use the full podcast at any point for their own promotion.

• **Facility Tour Content**

A detailed tour of the sponsor's facility, showcasing the space and telling their brand story. The tour will be captured in a reel posted to both the sponsor's and our accounts, along with 20-30 still images for cross-promotion.

• **Brand Videos Played at the Event**

Your brand's videos will be played on screens at the Cowboy Cup, ensuring exposure during the event.

• **Print Advertising**

Ad and story in the Nov. Issue of Herbage Magazine.

• **Your brand featured on Cowboy Cup website.**

• **Meet the Team Content**

Photos and brief descriptions of the sponsor's team members, highlighting key staff members. This content will be crafted and can be used by the sponsor on their personal and business pages. *No collaborative post is required for this.*

• **Social Media Posts**

Three (3) social media posts per month leading into the event, offering consistent promotion and brand visibility throughout the year.

• **Event Day Signage**

Prominent placement of the sponsor's logo on event signage, ensuring visibility at the event venue.

• **Radio Advertising**

Mentions on all spots on iHeart Radio stations and 97.5 KMOD

**\$25,000**



Call us today to take advantage of this exclusive opportunity! 405-612-5115



# SPONSORSHIP OPPORTUNITIES

PRESENTED BY YOUR BRAND



## Festival Tent Sponsor

Naming rights to the Festival Tent where magic happens with networking and celebrating the culture and community.

20x20 Booth at Premier Location  
Branding at Entrance to Tent

15 Vendor Passes/15 Promotional Passes

Enjoy significant media and marketing exposure leading up to the event and be a huge part of the excitement and good vibes throughout the weekend as the Festival Tent Sponsor.

- **Live Podcast** (30-minute run time)

As with the Presenting Sponsor, the Stage Sponsor will be featured in a podcast with 2-4 sound bites used for social media promotion. A collaborative post will be shared on both accounts.

- **Social Media Posts**

Two (2) social media posts per month leading into the event, showcasing the sponsor's involvement and build-up to the Cowboy Cup.

- **Radio Advertising**

Hundreds of mentions on iHeart Radio stations and 97.5 KMOD

- **Print Advertising**

Ad and story in the Nov. Issue of Herbage Magazine.

All sponsorships include tagging on all social media posts, logo and link on the Cowboy Cup website, logo on flyers, handbills, and banners.

**\$20,000**

- **Facility Tour & Meet The Team**

A brief facility tour for behind-the-scenes (BTS) video and still shots, which will be used for ongoing promotion across both parties' platforms.

- **Brand Videos Played at the Event**

The Festival Tent Sponsor's promotional videos will be played on screens during the event, ensuring visibility for attendees.

- **Event Day Signage**

Sponsor's logo prominently displayed on event signage.





# SPONSORSHIP OPPORTUNITIES

PRESENTED BY YOUR BRAND



## Festival Stage Sponsor

Naming rights to the stage. All eyes will be on your brand throughout the event during the seminars, live music, games and the awards show.

10x20 Booth near stage

12 Vendor Passes/12 Promotional Passes

The Stage Sponsor will receive significant exposure at the event itself, as well as receiving online exposure leading up to the event.

- **Live Podcast** (30-minute run time)

As with the Presenting Sponsor, the Stage Sponsor will be featured in a podcast with 2-4 sound bites used for social media promotion. A collaborative post will be shared on both accounts.

- **Social Media Posts**

Two (2) social media posts per month leading into the event, showcasing the sponsor's involvement and build-up to the Cowboy Cup.

- **Facility Tour & Meet The Team**

A brief facility tour for behind-the-scenes (BTS) video and still shots, which will be used for ongoing promotion across both parties' platforms.

- **Brand Videos Played at the Event**

The Stage Sponsor's promotional videos and logo will be played on screens during the event, ensuring great visibility for attendees.

- **Radio and Print Advertising**

Mentions on iHeart Radio stations and 97.5 KMOD. Half-page and story in the Nov. Issue of Herbage Magazine.

All sponsorships include tagging on all social media posts, logo and link on the Cowboy Cup website, logo on flyers, handbills, and welcome banner.

**\$12,500**



# SPONSORSHIP OPPORTUNITIES

PRESENTED BY YOUR BRAND



## Gold Buckle Sponsor

The Gold Sponsor level provides solid visibility with a focus on event-day promotion and pre-event social engagement.

10x20 Booth with premium location

10 Vendor Passes/10 Promotional Passes

- **Live Podcast** (15-minute segment)

Includes 1-2 sound bites to be shared on social media.

- **Social Media Posts**

One (1) social media post per month leading into the event.

- **Behind-the-Scenes Footage**

Exclusive BTS footage of the Gold Sponsor's facilities and operations for social media promotion.

- **Brand Videos Played at the Event**

Gold Sponsor videos will be played during event sessions or breaks.

- **Event Day Signage**

Logo displayed on event signage, ensuring visibility throughout the venue.

All sponsorships include tagging on all social media posts, logo and link on the Cowboy Cup website, logo on flyers, handbills, and welcome banner.

**\$10,000**



# SPONSORSHIP OPPORTUNITIES

PRESENTED BY YOUR BRAND

## Silver Spur Sponsor

The Silver Sponsor is ideal for brands looking for event-focused exposure with some online promotion leading up to the event.

8 Vendor Passes/8 Promotional Passes

- **10x20 Booth** with premium location
- **Live Podcast** (10-minute segment)  
Sponsor will be featured with a brief mention and sound bites.
- **Social Media Mention**  
One (2) social media mention prior to the event.
- **Event Day Signage**  
Logo featured on event signage, ensuring visibility throughout the venue.

**\$7500**

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The Bronze Sponsor provides event-day visibility with a focus on brand recognition at the Cowboy Cup.

4 Promotional Passes

## Bronze Bolo Sponsor

- **Live Podcast** (10-minute segment)  
Sponsor will be featured with a brief mention and sound bites.
- **Social Media Shout-Out**  
A thank you post on social media acknowledging the Bronze Sponsor's support.
- **Event Day Signage**  
Logo featured on event signage, ensuring visibility throughout the venue.

**\$2500**

All sponsorships include tagging on all social media posts, logo and link on the Cowboy Cup website, logo on flyers, handbills, and welcome banner.



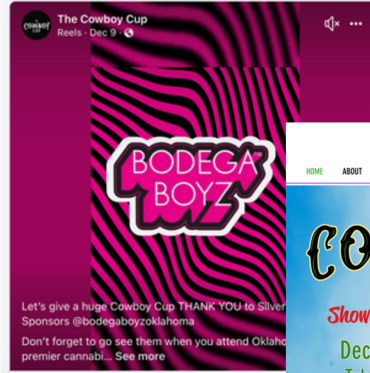


# PROMOTIONAL OPPORTUNITIES

## YOUR BRAND HIGHLIGHTED

### Digital Marketing

Social Media Monthly Posts	<b>\$500</b>
Dedicated Email Blast	<b>\$500</b>
Recap Video	<b>\$800</b>



### Print & Radio



Ads in Herbage Magazine	
1/4 pg	<b>\$250</b>
1/2 pg	<b>\$500</b>
Full pg	<b>\$800</b>
Mentions on Radio Spots	<b>\$1000</b>
Logo on all print marketing Handbills, flyers, banners	<b>\$1500</b>

You can mix and match and develop your own sponsorship package.

All sponsor/vendor weekend passes are \$50 pre-event. Passes needed on event day must be purchased at the gate.



# PROMOTIONAL OPPORTUNITIES

## YOUR BRAND HIGHLIGHTED

### On-Site Marketing

- Banner Placement \$250
- Logo on Video Screens \$250



- Joint Game Sponsor \$3500
- Wristband Sponsor \$3500
- Lanyard Sponsor \$3500
- Badge Sponsor \$3500

### Booths

- 10x10 Booth - Exchange Center \$1000  
includes 2 vendor passes
- 10x10 Booth - Festival Tent \$2000  
includes 4 vendor passes
- Premium locations available +500

You can mix and match and develop your own sponsorship package.

Additional sponsor/vendor weekend passes are \$50 pre-event. Passes needed on event day must be purchased at the gate.



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**WE LOOK FORWARD  
TO CUSTOMIZING YOUR  
SPONSORSHIP PACKAGE**

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