



## MISSION

**Spark The Vote (STV)** is working to increase voter participation by educating dispensary customers on the power of civic engagement and providing COVID-safe tools for citizens to take part in the electoral process.

## WHAT DOES SPARK THE VOTE DO?

Building on the industry's legacy of corporate social responsibility, STV is activating cannabis retailers, employees, and public figures nationwide to promote the 2020 voter registration effort through customer engagement and Get Out the Vote (GOTV) Ambassador recruitment. The campaign is driven by a coalition of like-minded organizations committed to increasing voter participation and education surrounding cannabis consumer policy issues, improving civil rights, and advancing social justice.

Cannabis consumers have the potential to be a powerful constituency, and their participation in the electoral process are needed now more than ever. Spark the Vote fosters local, in-person engagement and digital outreach to make sure cannabis consumers are properly represented in the democratic process. STV is a nonpartisan, grass-roots voter-education campaign that promotes local engagement and civic participation.

## WHAT ARE OUR PRIORITIES?

- Educate consumers on the importance of participating in the democratic process, and voter recruitment with a strong focus on local engagement.
- Empower consumers to be effective advocates on social media and make an impact at the local level.
- Mobilize consumers to Get Out the Vote!

## HOW CAN YOU GET INVOLVED?

**Get the word out by becoming a Media Partner/Ambassador:** Ambassadors are the backbone of the Spark The Vote campaign. By mobilizing their own social media network and contacts they help to ensure that everyone's voice is heard in our country's elections!

**Become a Partner Organization:** The STV Partners Program is an opportunity for companies and organizations to support the mission of the Spark The Vote campaign through financial and in-kind action. Our partners range from allied nonprofit organizations to corporate sponsorships.

**Join the Advisory Board:** The Spark The Vote advisory board is composed of community leaders and policy experts who give their time to support the mission of the Spark The Vote campaign.



## ADVISORY BOARD

The Spark the Vote Advisory Board is composed of community leaders and policy experts committed to the mission of Spark the Vote and inspiring cannabis consumers to participate in the democratic process.

**Ron Brown**

Retired All-Pro NFL Player & Olympic Gold Medalist

**Kristin Heidelbach,**

Cannabis Division Director - International Brotherhood of Teamsters

**Jerred Kiloh,**

Board President - United Cannabis Business Association

**Brandon Browns**

Executive Director - Cannabis Equity Alliance

**Lauren Kimzey**

Senior Manager of US State Government Relations, PayPal

**Evan Nison**

Founder and owner - NisonCo PR.

NORML Board of Directors

**Jimmy Fremgen**

Former Senior Consultant - California Assembly Committee on Business and Professions

Former Senior Policy Advisor to Rep. Elijah E. Cummings

President, Catuli Consulting

**Sabrina Fendrick**

Chief Public Affairs Officer - Berkeley Patients Group (BPG)

Founder - NORML Women's Alliance

**Susan Soares**

Director - State of Cannabis Conferences

Founder - Just Say C.A.R.E

