



# *The Unicorns Journey to Rosebud Bowl*



**Partnership Package**





# *The Unicorn Music Festival Featuring Rosebud Bowl*



Known as Unicorn Cup, The Unicorn Music Festival featuring Rosebud Bowl is BC's Premiere 3 Day Music & Camping Festival, including Canada's first Cannabis Comparison to provide a platform for LP and Micro's legal participation. We are a music festival celebrating the Spirit of Cannabis, regenerative farming practices and bridging the gap between governance, legal producers, consumers and the transitioning legacy market.



## *Location,*

Our unique BC event combines the best of the DJ and Live music scene, breathtaking natural wonders of the Kootenay Mountains and Rosebud Lake mixed in with cannabis education and culture. Music, nature and cannabis have always gone hand in hand to be combined seamlessly at The Unicorn Music Festival.

## *Vision,*

We believe that only through the connection between casual and experienced consumers to cannabis industry participants will there be a better understanding of what today's Canadian cannabis consumer demands. Connecting the consumer to producers in meaningful ways, and empowering industry participants with knowledge to help them understand better purchasing objectivity is The Rosebud Bowl's main vision.





# New to The Unicorn

- This year, our third day of activities highlighting International and Local Music and Cannabis headliners (ANNOUNCING SOON!), along with our brand new lakeside floating stage will bring The Unicorn to the next level, so we invite you to be a part of it!

## New Partnerships

Our cannabis education is led by our media partner London of YouCannaGrow, who produces and hosts The Dank Hour, along with Future Cannabis Project. This year we we are happy to announce,

### ***“The Unicorns Trail to Rosebud Lake”!***

Our series will highlight cannabis culture, community, science, and business through North America for the Summer leading up to Unicorn Cup 2023.





# *The Unicorns Journey to Rosebud Bowl*

This series will highlight cannabis culture, community, science, and business through North America for the Summer leading up to Unicorn Cup 2023. These nine jam packed episodes will take a tour starting in Eastern Canada, and highlighting pioneering people and places in cannabis. We will start with cannabis science in New York, following that we head to a Colorado town trying to change their name to Kush, then we visit the community of The Emerald Triangle, before heading north to the Dragonfly Earth Medicine (DEM) Pure Farm in Canada, where they will gallop down to The Unicorn Music Festival for magic to be sparked at the Unicorn Speaker Sessions this year.





# The Platform

## FUTURE CANNABIS PROJECT



## *Who is Future Cannabis Project?*

Future Cannabis Project (FCP) is a media collective that showcases the cultivation, science, health, community, and culture behind the cannabis plant.

Whether its casual smoke sessions and conversations, or scientific presentations on cannabis and human health, plant and soil biology, and breeding and genetics, we have something for everyone.



# The Team



**Che' Le Blanc**  
FOUNDER



**Dennis Park**  
EXECUTIVE PRODUCER



**Krystal Autumn**  
EXECUTIVE DIRECTOR



**London Niro**  
EDUCATION DIRECTOR



**Mark Okoth**  
COMPARISON DIRECTOR



# The Community



**Chad Westport**

POST PRODUCTION PRODUCER



**Kevin Jodrey**

ADVISOR



**Josh, & Kelley**

DEM PURE CAMP



**Jamie & Matthais**

MEDIA PARTNER



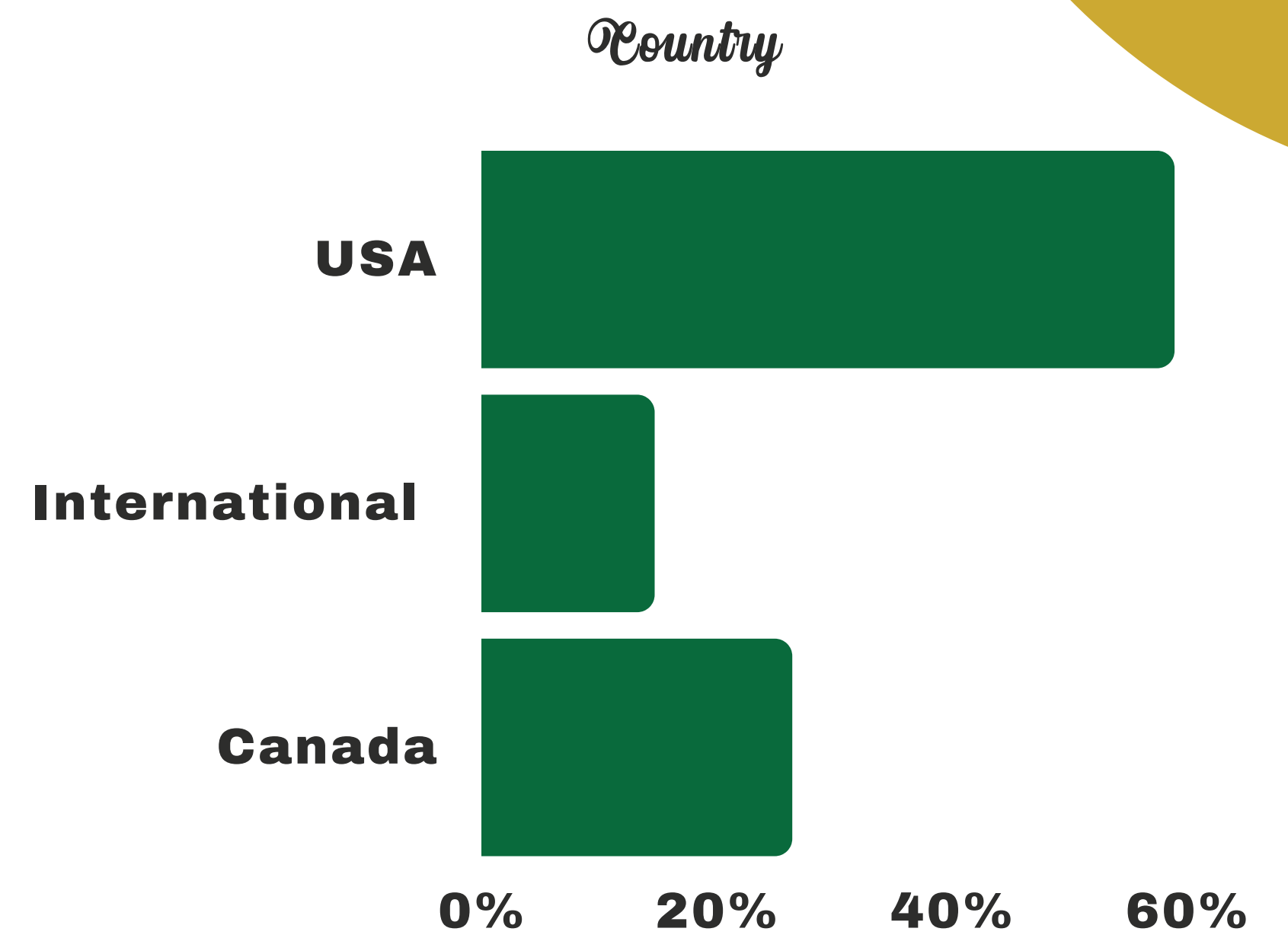
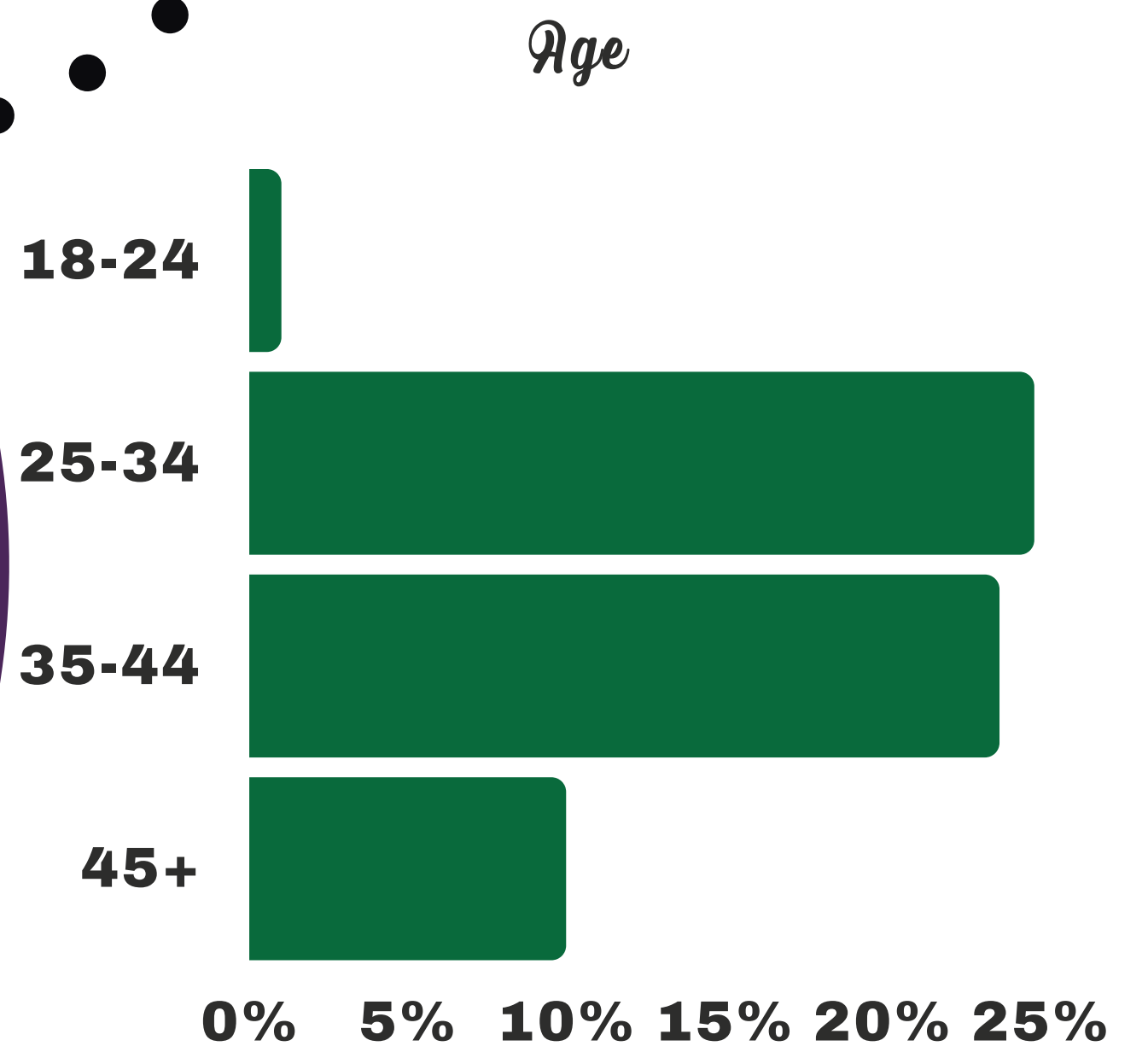
**Anna Schwebe PhD**

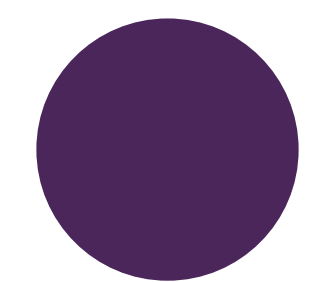
SCIENCE ADVISOR



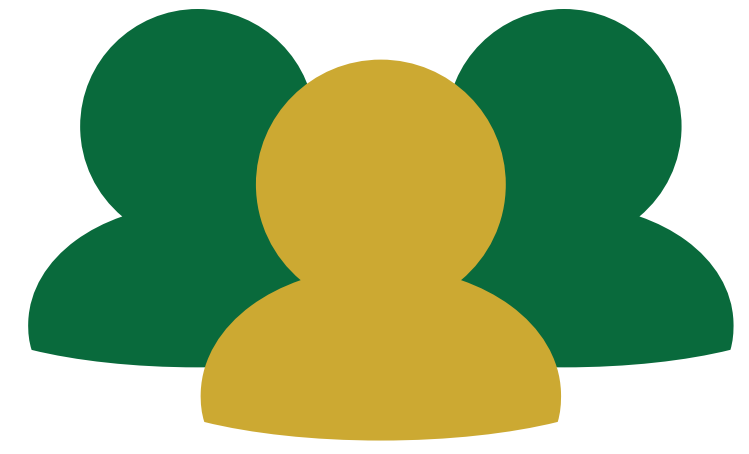


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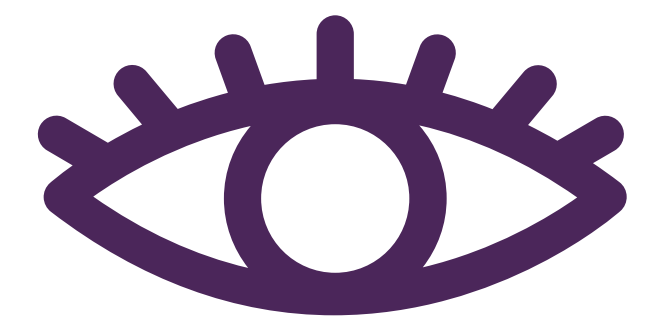




# *some numbers...*



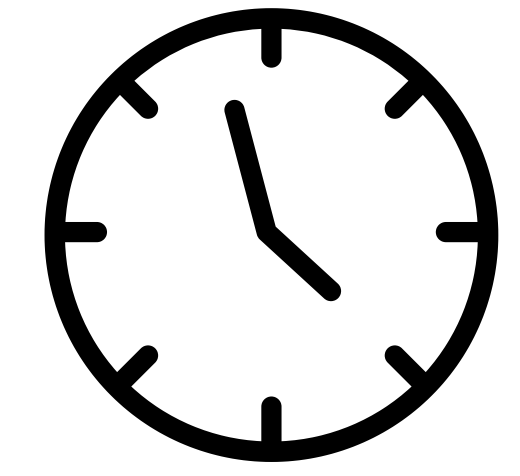
**80,000+**  
Followers



**10,000**  
Daily Views



**4,000,000**  
Average Monthly  
Impressions



**20+**  
Minute  
Listening Time

**\*All Stats Provided By YouTube**



# Be Part of the Adventure - The Unicorns Journey To Rosebud Bowl

Most thumbnails Clickable Live Episodes featuring either a part or full coverage of previous content featured on Future Cannabis Project. Consider them the 0 budget pilot episodes.



Cannabis Culture in Canadas Largest Market



Cannabis Science in North Eastern USA



Cannabis Development The Town TO be Named Kush - Moffit Colorado



Cannabis Culture in the Legendary Emerald Triangle



Cannabis Heritage DEM Pure, and Canadian Craft Cannabis Kootenays



No Link Live

Day 1 - Live on Location Main Stage Unicorn Cup



*No Link Live*

Day 2 - Live on Location Main Stage Unicorn Cup



*No Link Live*

Day 3 - Live on Location Main Stage Unicorn Cup



Award Ceremony Rosebud Bowl, and Music Festival



Award winning Canadian Cannabis Farm



Award Winning Canadian Cannabis Farm



Award Winning Canadian Cannabis Farm

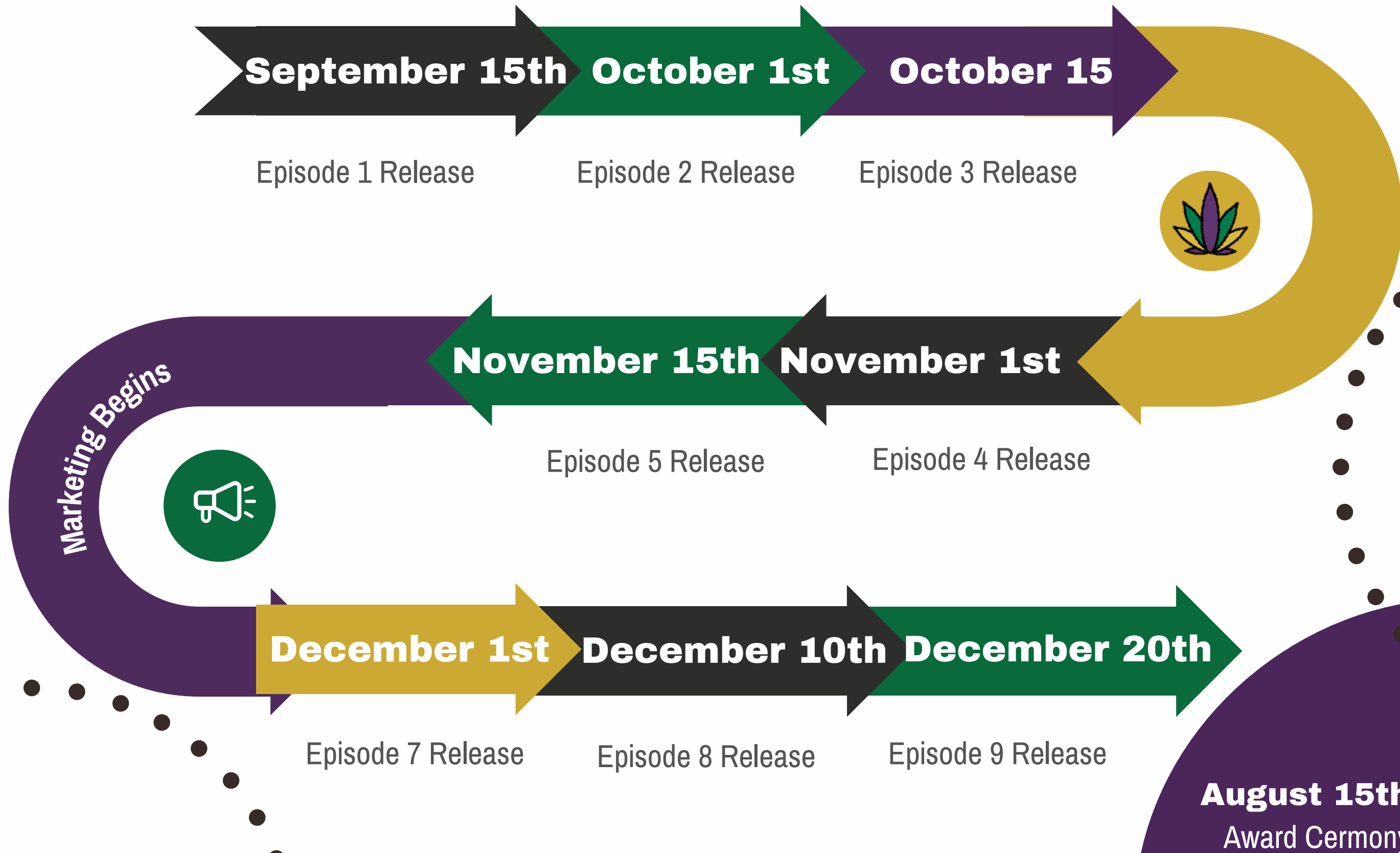
# Production, & Marketing Timeline



# Production, & Event Timeline



# Production, & Event Timeline





# The Message

We are founded by Che LeBlanc, a standard license holder and expert grower of Rosebud Farms, with the philosophy of collaboration, regenerative farming practices, protecting and supporting the Cannabis community as they transition from the legacy to legal marketplace. Compliance and Camaraderie is the utmost priority of The Unicorn Music Festival featuring Rosebud Bowl for our participants and guests. We are pleased to join with you in partnership to drive this message into the future.







# Join us on the Journey

## **Sponsorships General Management**

Krystal Autumn & Che Le Blanc  
SPARKLES@UNICORNCUP.CA

## **Education / Sponsorships**

London Niro  
YouCannagrowTube@Gmail.com

