



BRAND DECK





FESTIVAL OVERVIEW

WHAT: Three (3) Day Festival showcasing
Rastafari Lifestyle and Ganja Culture

WHEN: December 9-11, 2016

WHERE: Long Bay Beach Park, Negril, Jamaica

WHY: Showcase Rastafari & Indigenous Lifestyle Culture
Ganja | Wellness | Creativity | Livity | Philosophy

Host Jamaica Ganja Awards Competition
Educate | Connect | Mobilize | Showcase | Lobby

WHO: Calling Rastafari & Indigenous People
Global & Grassroots Ganja Community
Health & Wellness Community
Reggae Lovers Worldwide





FESTIVAL THEMES

- Ø Indigenous Rights
- Ø Rastafari Movement
- Ø Rastafari & Cannabis
- Ø Women & Cannabis
- Ø Jamaica Ganja Cup
- Ø Science, Technology & Innovation
- Ø Responsible Use
- Ø Wellness Lifestyle
- Ø Jamaican Culture





BRAND STRATEGY

RASTAFARI IN INITY is working with its partners and stakeholders in the Rastafari community, the Government of Jamaica and civil society, to make **Rastafari Rootzfest™ Jamaica Ganja Cup**, the most authentic, informative and sought after Rastafari cannabis event in the world.

The annual lifestyle festival will establish a path for Jamaican tourism and grassroots farmers to **evolve with the law**.

The building of Jamaica's capacity to compete in the global market will be Fostered through the Jamaica Ganja Cup which will encourage and enable research & development of Jamaica's indigenous ganja strains by intended strategic alliances

Bureau of Standards
Scientific Research Council
Cannabis Licensing Authority
University of the West Indies
University of Technology Jamaica





BRAND FORMAT

Work with partners and stakeholders in the Rastafari community, the government of Jamaica and civil society, to make Rastafari Rootzfest™ the most authentic, informative and sought after Rastafari cannabis event in the world.

RASTAFARI ROOTZFEST experience includes:

- EDUCATION - seminars, workshops, educational forums and panel discussions on Rastafari, ganja, responsible ganja use, drug abuse, medicinal cannabis and the new legal regime under the Dangerous Drugs (Amendment) Act 2015
- COMMUNITY - participation of the wider Rastafari, grassroots and indigenous communities in the festival event
- STAKEHOLDERS - benefit sharing plan, including the majority of Rastafari mansions and organizations in Jamaica
- EXHIBITS - displays of traditional cannabis cultivation techniques and discussion of new and emerging techniques
- NETWORKING - business forums and networking opportunities in the cannabis and related industries for Rastafari and grassroots communities in Jamaica
- ENTERTAINMENT - Roots rock Reggae concerts including musical celebration of Ganja





BRAND CONCEPT

The three-day festival, consumer expo, trade show and competition will be centered at and around Negril, itself one of Jamaica's most famous tourist resort towns. We envision up to 500 tourists coming to this event as well as a dozen to twenty booths from the US and Canada. The Event would also feature a similar number of educational and information booths for Jamaican business and government interests (the Ministry of Industry, Investment & Commerce, Ministry of Science, Technology, Energy & Mining). The Rastafari Rootzfest™ Jamaica Ganja Cup would include a dozen to twenty entries of exclusively Jamaican ganja judged, finally and significantly on its own terms, by local and international experts.

The process of the Rastafari Rootzfest™ Jamaica Ganja Cup will quantify and qualify the traditional Jamaican ganja strains that will become classic commercial products with the relaxation of Jamaica's ganja law. This event will establish a path for Jamaican tourism and farmers to evolve with the law. The event will have a music component each night and will climax with the Rastafari Rootzfest™ Jamaica Ganja Cup Awards Ceremony that will celebrate Jamaica's historical connection to ganja and announce the winners of the 1st Annual Rastafari Rootzfest™ Jamaica Ganja Cup Awards.

The Expo will include booths covering the commerce, the culture and cultivation of cannabis. Expo booths will be donated to strategic groups and national entities while seminars will include presentations from government agencies, including Ministry of Education, Ministry of Health, Ministry of Tourism & Entertainment, National Council on Drug Abuse, to market their messages as well. In that way the Jamaican Government can air its concerns and national discussion and awareness can be effectively promoted.





COMPANY PROFILE

Rastafari In Inity Limited (RII) is a limited liability company established with a mandate to use non-exploitative business strategies to build a Rastafari friendly and grassroots oriented social enterprise that is transparent, accountable and respected in the global cannabis industry. RII collaborates with like-minded groups in the Rastafari, grassroots, and business community, to unlock economic opportunities from which we give back for the social and economic development of Rastafari and grassroots communities.

In November 2015, RII staged the inaugural Rastafari Rootzfest™ in Negril, Jamaica and will be staging the 2nd Annual Rastafari Rootzfest™ in Negril, Jamaica from December 9-11, 2016. The goal is to produce a comprehensive, educational and well-organized Rastafari event that celebrates Rastafari ideology, livity and culture, tells the story of Rastafari and grassroots struggle for the legalization of ganja, while celebrating the decriminalization of ganja in Jamaica. Rastafari Rootzfest™ is an Annual Ganja Festival, Consumer Expo, Trade Show, Ganja Conference and Competition.

RII aims to encourage innovation and the application of science and technology to the cannabis industry in Jamaica by and for the benefit of Rastafari and grassroots communities, through the Rastafari Rootzfest™ Ganja Conference, Rastafari Rootzfest™ GanjaBiz Network and the Rastafari Rootzfest™ Jamaica Ganja Cup competition, bringing cannabis enthusiasts and business persons together to advance the emerging ganja industry in Jamaica. In that way, Rastafari Rootzfest™ continues to create significant economic opportunities for Jamaica through increased brand visibility, tourism, foreign exchange and investment.





JAMAICA GANJA CUP

RASTAFARI ROOTZFEST was established in 2015 as part of the ongoing lobby in Jamaica fighting for the political legitimacy of the ganja plant and will host the **JAMAICA GANJA CUP**

As a centerpiece of the flagship festival event to showcase Jamaica's ganja farmers and lifestyle culture.

The festival has initiated **strategic alliances with Jamaican institutions** to assist in **building the country's capacity** and improve its competitive advantage in the global cannabis economy based on its own **indigenous strains and ganja legacy**.

The **JAMAICA GANJA CUP** will stand as the **foremost gathering place** for the local cannabis community to showcase, network and celebrate.

The **JAMAICA GANJA CUP** will celebrate the best of Jamaica's ganja through the competition and awards, educational seminars, exhibits and product showcases.

Judging Opens - November 12, 2016

Awards Presentation – December 11, 2016





FESTIVAL OBJECTIVES

Rastafari Rootzfest™ will provide a greater level of appreciation of Rastafari culture and highlight the movement's relationship with herb

Rastafari Rootzfest™ will play its part in educating and informing the public about the proper and traditional uses of herb, while creating economic opportunities for Jamaica and Jamaicans in the process.

Rastafari Rootzfest™ is committed to working with all concerned to make the event balanced with spiritual and material progress for all.

DEVELOP SUSTAINABLE BRAND TEMPLATE
Format | Experience | Strategic Partnerships

PROVIDE AUTHENTIC INDIGINIOUS CELEBRATION
Music | Ital Cuisine | Arts & Craft

CREATE ECONOMIC OPPORTUNITIES FOR JAMAICA
Increase Brand Visibility | Tourism | Foreign Exchange Earnings

PRODUCE JAMAICA GANJA AWARDS COMPETITION
Jamaican Growers Competition | Judging | Awards

ENCOURAGE EDUCATION INNOVATION AND BEST PRACTICES
Seminar Speakers | Panels | Q&A

HIGHLIGHT THE HISTORY OF RASTAFARI & GANJA
Reasonings | Exhibits | Marketing





BRAND VISION

Recognize the Role of Rastafari as Advocates for Ganja and Wellness and as Promoters of its Spiritual and Economic Value whose soundtrack has continued to Fuel the growing Ganja & Wellness Movement Worldwide.

The Jamaica Ganja Cup will signal Jamaica's intent to be a serious player in the emerging international cannabis market, while maintaining the cultural integrity and grassroots legitimacy that Rastafari and Jamaica have to offer the world.

Forum to educate, network and mobilize the Rastafari Community to Connect with Ganja & Wellness Consumers and Entrepreneurs worldwide



JA Ganja Awards Competition | Lifestyle Expo | Seminars | Concerts | Ganja Tours



FESTIVAL AUDIENCE

Over 25 Rastafari Lifestyle and Food Exhibitors

12-50 booths from Jamaica and U.S. Cannabis related companies

3000 Jamaicans expected to attend over the four days

500 tourists coming to this event in the off-season

10 Jamaican and International Cannabis Industry Speakers | Panalists

EXHIBITORS

Educational and information booths for Jamaican business and government

(Ministry of Justice | Ministry of Health |

Ministry of Industry, Investment & Commerce |

Ministry of Science, Technology, Energy & Mining |

Scientific Research Council | National Council on Drug Abuse etc).

JAMAICA GANJA CUP

Jamaica Ganja Cup competition would include entries from exclusively traditional and grassroots Jamaican ganja farmers, judged finally and significantly on its own terms, by world-class experts.

The process of the Jamaica Ganja Cup will quantify and qualify the traditional Jamaican ganja that will become classic commercial products with the implementation regulation of Jamaica's ganja.





DECEMBER 9-11, 2016

Friday, Dec. 9 @ 2pm-12am

- Ø Opening ceremony at 2pm (1 hour)
- Ø High profile panel discussion
- Ø Cultural acts
- Ø Indigenous groundation / ceremony/ Indigenous experiences, exchanges and ceremonies – Rastafari, Maroon, Taino, Kumina, Aboriginal
- Ø Pitch to investors / networking opportunities
- Ø 8pm-12am - 2 headliner artistes



Sat., Dec. 10 @ 12pm- 2am

- Ø Haile Selassie I School of Vision Saturday morning Sabbath Service
- Ø Healing Circle – Saturday evening
- Ø Seminars/panel discussions – 12pm
- Ø International speaker
- Ø 8-pm-2am - 5 headliner artistes

Sun., Dec. 11 @ 12-5pm

- Ø Sunday closing ceremony/Ganja Awards Ceremony 3pm





RASTAFARI LIFESTYLE EXPO

Ital Cuisine & Natural Juices

Arts & Crafts

Music & Visual Arts

Beauty & Hair

Fashion & Apparel

Health & Wellness

Attractions & Tours

Spirituality & Philosophy

Merchandise & Memorabilia





GANJA EXPO & SEMINARS

SEMINARS

International Speakers | Jamaican Speakers | Panels

EXHIBITORS

Mansions | Parish Associations | Products | Services

JAMAICA GANJA CUP

Displays | Consumer Voting | Judging





RASTAFARI LIFESTYLE EXPO

FOOD VENDORS

Ital Food | Fruits | Raw Foods | Farmers Market
Coconuts | Water | Natural Juices | Roots

EXHIBITORS

Art | Craft | Books | Fashion | Footwear | Jewelry
Carvings | Furniture | Photography | Services
Beauty & Hair | Health & Wellness | Herbs & Spices

DRUMMING | ACOUSTIC PERFORMANCES

Lunchtime-Sunset Performances

RASTAFARI LIFESTYLE

Daily Reasonings | Beach Yoga | Cooking Demonstrations



EVENT MARKETING PLAN

OCTOBER

BILLBOARDS

Half Way Tree Digital Board | Montego Bay Billboard | Sign Boards

SOCIAL MEDIA | WEBSITE



FLIERS | POSTERS – LIFESTYLE SPACES | RASTA EVENTS | STRATEGIC ALLIANCES

Rastafari Mansions | Dub Club | Dub Wise | Ashanti | Mi Hungry | Sankofa

Veggie Meals on Wheels | Bob Marley Museum

Gas Stations | Pharmacies | Retail | Sponsors | Media Houses

ADVERTISING CAMPAIGN



NOVEMBER

MEDIA LAUNCH

Kingston (Nov 9) | Negril (Nov 11)



STRATEGIC INTERVIEWS & PRESS RELEASES

TVJ Smile Jamaica | TVJ Intense | TVJ ER | CVM Sunrise

IRIE FM Cutting Edge - Music News - The Buzz

BESS FM Exodus | MELLO FM Barry G - Ron Muschette

The Gleaner | Jamaica Observer | Western Mirror

OUTSIDE BROADCASTS

IRIE FM – MUTABARUKA

BESS FM – GARY I & MITZIE

SMS MESSAGING | MEDIA GIVEAWAYS



PRESENTING SPONSOR PACKAGE

U\$250,000 | J\$31,250,000

Brand Venue

Product Sampling

Branded Giveaway of Choice

Branding Backstage

Presenting Credits on Electronic and Print Ads

Presenting Credits on Media Broadcasts

Logo on TV Commercial and Print Ads

Social Media Mentions

Press Release on Association

Brand Mentions Daily during 3 day festival

Logo on Website (one year)

Logo on All Collaterals – flyers | posters | billboards | digital invitations





VIP SPONSOR PACKAGE

U\$100,000 | J\$12,500,000

Brand VIP Tent (20x20)

Host VIP Activities

Product inclusion in VIP Munchie Station | Ital Bar

Product Sampling

Branded VIP Accessory of Choice

Logo on VIP Digital Invitations

Branding Backstage

Logo on TV Commercial

Social Media Mentions

Inclusion in Press Release

Brand Mentions Daily during 3 day festival

Logo on Website (9 months)





CONCERT SERIES SPONSOR PACKAGE

U\$100,000 | J\$12,500,000

Brand VIP Tent (20x20)

Host VIP Activities

Product inclusion in VIP Munchie Station | Ital Bar

Product Sampling

Branded VIP Accessory of Choice

Logo on VIP Digital Invitations

Branding Backstage

Logo on TV Commercial

Social Media Mentions

Inclusion in Press Release

Brand Mentions Daily during 3 day festival

Logo on Website (9 months)





SEMINAR SERIES SPONSOR PACKAGE

U\$100,000 | J\$12,500,000

- Brand Exhibit Space (20x20)
- Branded Seminar Giveaway of Choice
- Logo on all Seminar Collaterals (flyers | programme)
- Branding in Seminar Area
- Logo on TV Commercial
- Product inclusion in VIP Munchie Station | Ital Bar
- Product Sampling
- Social Media Mentions
- Press Release on Sponsorship
- Brand Mentions Daily during 3 day festival
- Logo on Website (9 months)





EXHIBIT SPONSOR PACKAGE

Brand VIP Tent (20x20)

Host VIP Activities

Product inclusion in VIP Munchie Station | Ital Bar

Product Sampling

Branded VIP Accessory of Choice

Logo on VIP Digital Invitations

Branding Backstage

Logo on TV Commercial

Social Media Mentions

Inclusion in Press Release

Brand Mentions Daily during 3 day festival

Logo on Website (3 months)





GANJA CUP SPONSOR PACKAGE

- Brand VIP Tent (20x20)
- Host VIP Activities
- Product inclusion in VIP Munchie Station | Ital Bar
- Product Sampling
- Branded VIP Accessory of Choice
- Logo on VIP Digital Invitations
- Branding Backstage
- Logo on TV Commercial
- Social Media Mentions
- Inclusion in Press Release
- Brand Mentions Daily during 3 day festival
- Logo on Website (3 months)





MEDIA SPONSOR PACKAGE

- Brand VIP Tent (20x20)
- Host VIP Activities
- Product inclusion in VIP Munchie Station | Ital Bar
- Product Sampling
- Branded VIP Accessory of Choice
- Logo on VIP Digital Invitations
- Branding Backstage
- Logo on TV Commercial
- Social Media Mentions
- Inclusion in Press Release
- Brand Mentions Daily during 3 day festival
- Logo on Website (3 months)





HOSPITALITY SPONSOR PACKAGE

Brand VIP Tent (20x20)

Host VIP Activities

Product inclusion in VIP Munchie Station | Ital Bar

Product Sampling

Branded VIP Accessory of Choice

Logo on VIP Digital Invitations

Branding Backstage

Logo on TV Commercial

Social Media Mentions

Inclusion in Press Release

Brand Mentions Daily during 3 day festival

Logo on Website (3 months)





AFFILIATE SPONSOR PACKAGE

Brand VIP Tent (20x20)

Host VIP Activities

Product inclusion in VIP Munchie Station | Ital Bar

Product Sampling

Branded VIP Accessory of Choice

Logo on VIP Digital Invitations

Branding Backstage

Logo on TV Commercial

Social Media Mentions

Inclusion in Press Release

Brand Mentions Daily during 3 day festival

Logo on Website (3 months)





STRATEGIC ALLIANCES





PRODUCTION TEAM



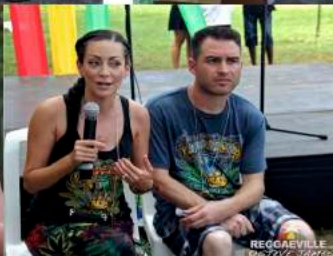
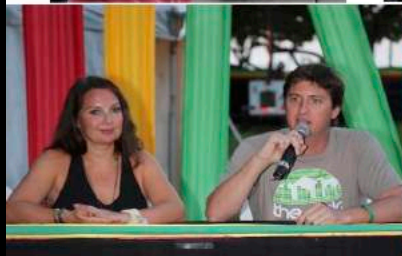


2015 HIGHLIGHTS





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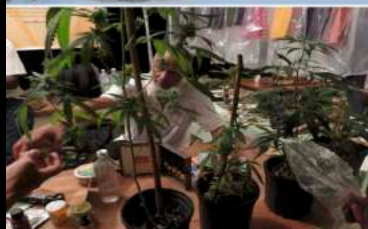
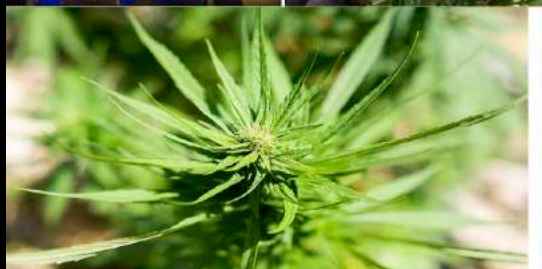
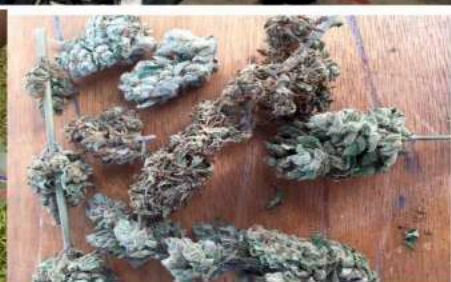
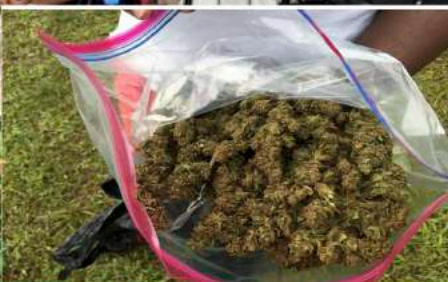


2015 HIGHLIGHTS





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2015 HIGHLIGHTS





NEGRIL JAMAICA

DECEMBER 9-11

**AN EXEMPT GANJA EVENT
MUST BE 18 OR OLDER TO ATTEND**

WWW.RASTAFARIROOTZFEST.COM