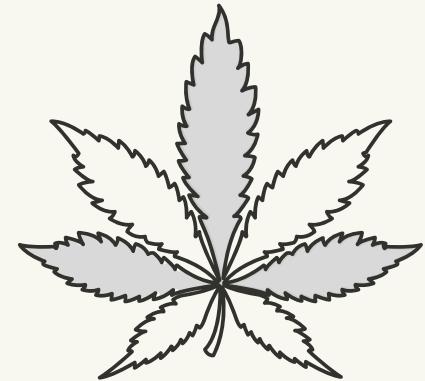


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# Psychedelic Creative

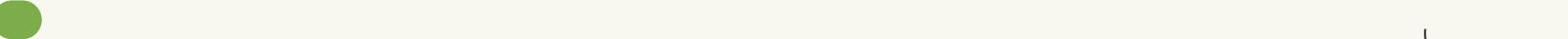
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Faith Buttrick & Kate Ruddy  
CM417 Fall 2022



# Table of contents



## 01 Problem

---

Addressing inequality in  
marijuana possession  
arrests

## 02 Solution

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Drawing attention to the  
issue, raising money, and  
encouraging people to  
push for social justice

## 03 Artists

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List of artists for the  
festival

## 04 Promotional Campaign

---

Our ideas for this event





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# 01

## Problem

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Decriminalization of  
Marijuana

# Decriminalization of Marijuana Possession

Marijuana possession charges have negatively affected many people's lives and torn families apart. There is inequality in enforcement of these laws largely related to race. Many states allow marijuana to be consumed recreationally so there is no reason for states to still have people in jail for something that is legal.

This is an important social issue that affects many people from all walks of life and it is important to get people talking about this issue. BIC wants to do our part to create social change by spreading awareness of this issue, donating money to people who have been affected, encouraging people to get in touch with their representatives, and vote to change these unjust laws.

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“In every single state, Black people were **more likely to be arrested for marijuana possession**, and in some states, Black people were up to **six, eight, or almost 10 times** more likely to be arrested.”

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\*<https://www.aclu.org/report/tale-two-countries-racially-targeted-arrests-era-marijuana-reform>



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# 02

## Solution

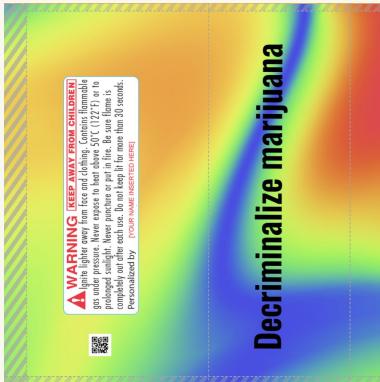
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Our proposal for  
bringing attention to  
this issue

# Concepts Explored

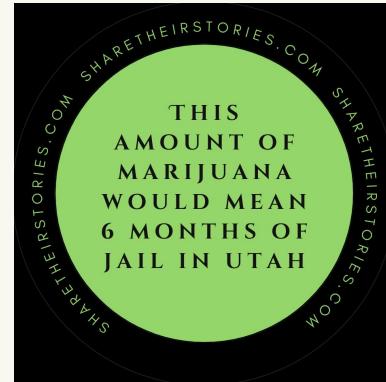
01

## Light the Way



02

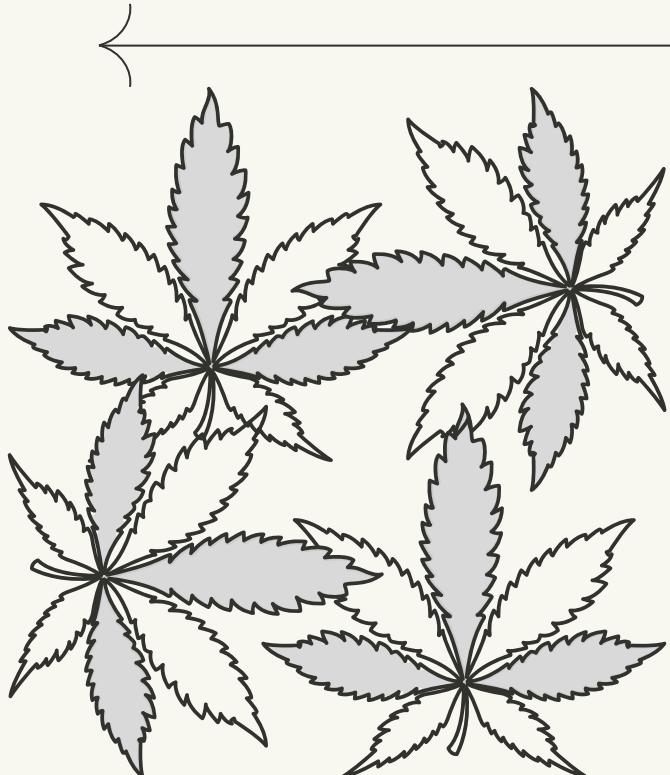
## The Truth About Your Purchase



03

## Weedstock





# WEED STOCK

# Objectives

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01

## Raise \$200k for Bail Funds

This money will directly help people who have been affected by marijuana possession laws



02

## Reach 3M Americans

Through the event and social media we want to bring attention to this issue

## 03 Register 5k new voters

It is important to pair this event with real social change because we want to bring an end to these unjust laws



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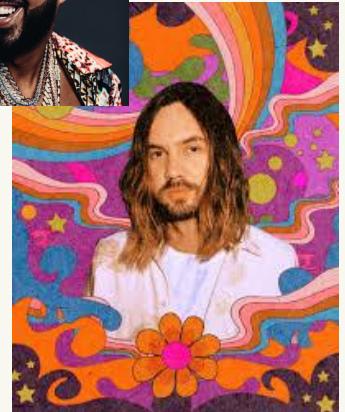
# 03

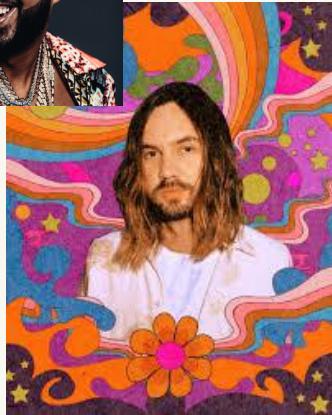
## Artists

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Performers for Weedstock

# Artists Performing







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# 04

## Promotional Campaign

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Bringing attention to this issue in person as well as through social media

# Advertising (Print/Social)



This poster would be used as promotional material for the event on social media as well as for out of home advertisements



# Advertising (Print/Social)



# Collaborations/PR Packages



Weedstock PR Package  
Recipients

Pete Davidson

Willie Nelson

@imcannabess

Seth Rogen

Post Malone

@thevicstyles



# Participatory Promotion



Snapchat Filter



#Weedstock, #SmokeOn,  
#LightTheWay, #LegalizeMary,  
#Lightupforjustice



Large inflatable  
bong as photo op

# Booths

Voter  
Registration



Emphasis on black-owned & small dispensaries

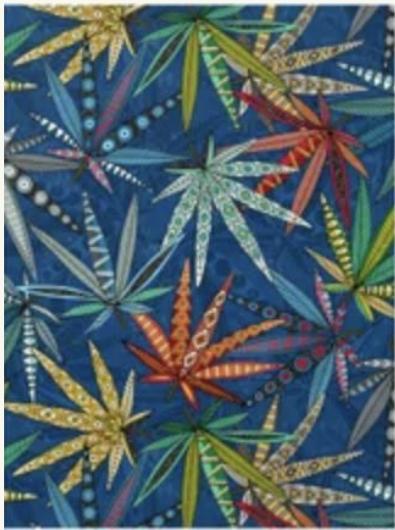


Marijuana Education



# Booths

Artists that use hemp



CBD Products



“Munchies Corner” with food trucks



# Visualization



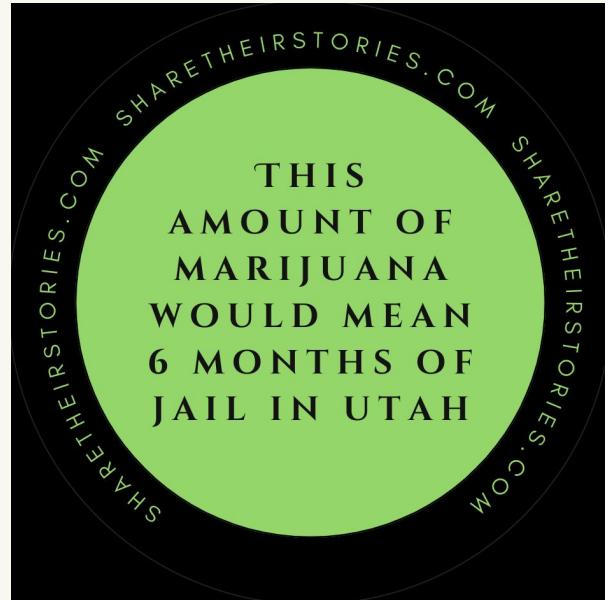
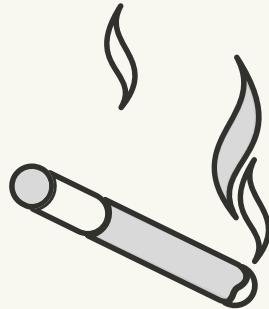
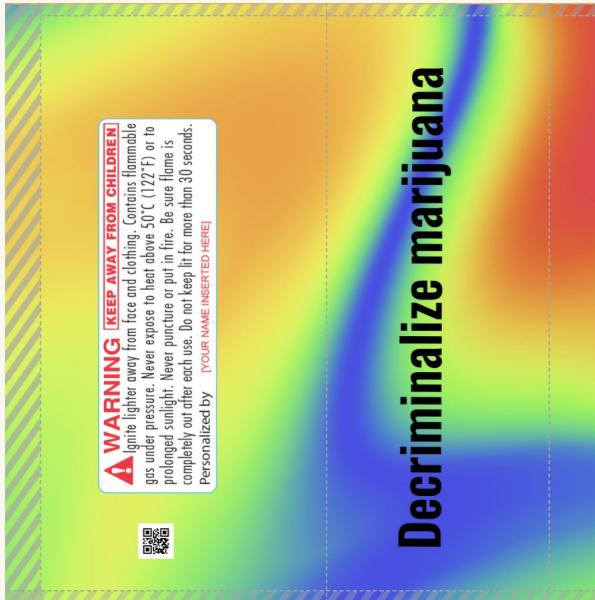
- Large inflatable bong at the center of the festival says Weedstock
- Branded Inflatable joints
- Inflatable smoke spot (Hotbox tent)
- Large sign that says Weedstock on the stage so all photos are branded  
Branded lighters, grinders, bongs, joint holders, rolling papers, bags





Merch  
Merch  
Merch

# Incorporation of other ideas



Branded Weedstock lighters and stickers for weed would be sold/given out at the event



Thanks!