



**CANNABITION  
CANNABIS  
MUSEUM**

# Experiential Attractions

# What Is Cannabition

Cannabition is the first attraction in the world to offer **immersive experiences** designed to entertain, educate and connect brands with engaged audiences about the culture, history and celebration of cannabis.



## Why Las Vegas?

Las Vegas is positioned to become the first major U.S. travel destination to legalize and license social consumption venues.



Higher Education - [Click Here](#)  
“Las Vegas could soon become the second U.S. city to allow standalone marijuana consumption businesses.”



## Location #1

The Fremont Street Experience attracts 18+ million visitors a year and is the second busiest street in North America after Time Square.

Neonopolis (450 Fremont St) is a massive retail center located in the heart of downtown Las Vegas.



# Cannabition Experience

- Experiential
- Educational
- Artistic
- Multi-Sensory
- 21+ Entertainment
- Social Cannabis Experience
- Dynamic Event Space





# Museum

Cannabition takes guests on a journey from “seed through celebration” in an elaborate series of larger-than-life exhibits along with an event center featuring:

- The Pax Life Tree
- Green & Gold’s Grow Room
- Leafly’s slide into a pool of “nugs”
- Hunter S. Thompson’s, “The Red Shark” in Fear & Loathing in LV
- The now famous 24-foot tall, world’s largest bong, “Bongzilla”
- 15+ Interactive exhibits and art installations



## Venue Rentals



- Cannabition hosts up to 550 people
- 10,500 Sq/Ft of usable space including a large central area for small concerts, dinners, speaking engagements and breakout areas
- Full bar, catering & entertainment options
- Great profit margins



## Retail & CBD Sales

- ‘The CBD Store’ will have the world’s largest selection of CBD products
- Customer Satisfaction Guarantee – We will double test products to ensure potency and product accuracy
- Given the incredible demand for trustworthy CBD products, ‘The CBD Store’ presents a massive revenue stream instore and online.





## Sponsorship Sales



- Cannabition contracted over \$260,000 (6-8 month contracts) in sponsorships
- Current Sponsors include Leafly, Pax, Raw Papers, Jerome Baker, The Clear Concentrates, CannAmerica, WVapes, Linx, Thrive, Green & Gold Supply Co.
- Cannabition provides a platform for brands to engage with consumers through installations, events, pop-ups, social influencer marketing, and product placement.

## Revenue Streams



- Daily Tours - \$24.20-\$42.00 (Per Ticket)
- Private Events - \$5,000 - \$100,000+ (Per Event)
- Sponsorships - \$2,500 - \$7,000+ (Per Month)
- Retail Store - \$4-\$7 (Per Head Average)
- CBD Store - \$35+ (Per Head Average)
- Consumer Data - \$2++ (Per Head)



# Comparables



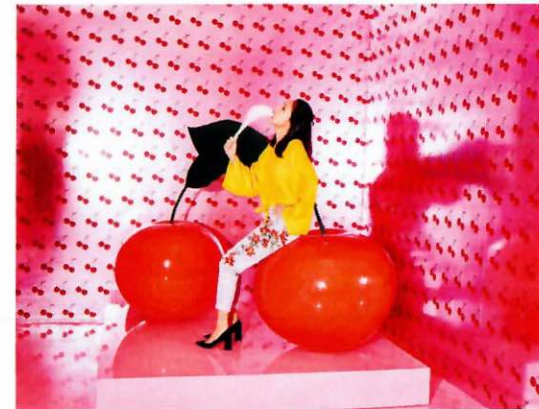
Downtown Las Vegas Experiences

- Mob Museum - \*280,000
- Neon Museum - \*220,000
- Zipline (located 50ft From Cannabition) - \*500,000+



Immersive Experiences

Meow Wolf attracted over one million (1M) visitors in the last 18 Months. Raised \$64M to Expand to Denver & Las Vegas in 2019



Instagrammable Attractions

Museum Of Ice Cream grossed \$18 Million 2017. Expanded to 3 Locations. Launched Brand with Target.

(\*2017 Attendance Numbers)



# Cannabition in the News



- 1,700 news stories & 4.9 Billion Media Impressions in 6 weeks - [see here](#)
- Mentions on Late Night James Corden, Conan O' Brien & Craig Ferguson
- Daily requests for media coverage from around the world.



Vox Communication PR Agency

# Cannabition Reviews

TripAdvisor (5 Stars)  
 Currently #11 Top Attract  
 in Las Vegas

- Google (4.8 Stars)
- Yelp (4.5 Stars)
- Facebook (5 Stars)


**Cannabition**  
 345 Reviews #11 of 306 Fun & Games in Las Vegas Other, Fun & Games, Tours, More  
 Open today, Closed Save Share

**Traveler Overview**  
 5.0 345 reviews

|           |     |
|-----------|-----|
| Excellent | 95% |
| Very good | 2%  |
| Average   | 1%  |
| Poor      | 1%  |
| Terrible  | 1%  |

TRAVELERS TALK ABOUT

- "tour guide" (33 reviews)
- "awesome tour" (12 reviews)
- "interactive museum" (6 reviews)



## Executive Team



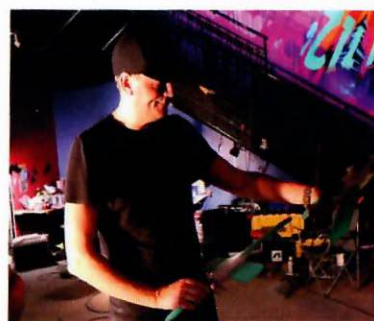
### **JJ Walker Founder**

Walker's lifelong mission to create a space like Cannabition is backed by 20 years of success in events and 10 years in the cannabis industry. JJ sold 2 cannabis companies, The Health Center Dispensary & My 420 Tours.



### **Greg Lombardo Space Design**

A 20th Century Fox Senior Executive with 25 years of experience designing and planning production themed event experiences. Previous projects include Avatar, Simpson's Land, Guinness Storehouse, and more.



### **Eli Williams In-House GC**

A third-generation GC with over 20 years construction experience, Eli is a premier builder, asset manager, and consultant with over \$500 Million in project management on his resume.



### **Mark Strazisar COO**

With experience in nightlife & restaurant ownership and management for 30 years, Mark is a leader, motivator, and deliverer of experiences. He has achieved the highest levels of success in the hospitality industry.



### **Ryan Vincent Designer**

A lifetime entrepreneur, Ryan's experience in marketing & cannabis includes opening one of the first dispensaries in CO. A dynamic jack of all trades, he is the creative behind Cannabition merch.



# Leadership Team



## Keneh Ventures Investor

A team of Real Estate, Cannabis, Nightlife, and Marketing professionals hyper-focused on investments in the fast-growing ancillary cannabis space. KV has continued to provide mentorship and top quality resources to ensure Cannabition's long-term success.



## Kevin Fox Video Agency

Video producer with experience generating massive visibility and PR through organized video content. Kevin is the force behind Cannabition's millions of video impressions and has a track record for doing the same for several cannabis industry brands.



## In The Weeds Marketing

Local marketing industry experts and consultants, ITW has helped launch and market the first dispensary Las Vegas and is the content machine propelling Cannabition's digital presence and connecting with audiences online.



## Wick & Mortar Agency

An award winning team of marketing and business savvy cannabis industry leaders who shaped the look and feel of Cannabition's brand. W&M has been reshaping the way people look at cannabis since 2009



## Scot Rutledge Lobbyist

An experienced cannabis lobbyist, Rutledge has been involved in dozens of successful electoral, issue advocacy, and legislative campaigns throughout his career. His work truly makes him the political voice of the Cannabis industry in Las Vegas