

Cannabis Industry Council

Sponsorship & Advertising
Opportunities 2026/27



Cannabis
Industry
Council

Partner with the CIC

The CIC exists to professionalise the industry, influence policy, and create a credible, collaborative platform for businesses shaping the future of cannabis in the UK and globally.

Our sponsorship & advertising partners play a critical role in supporting education, advocacy, and community building whilst gaining direct access to decision makers, innovators and influencers across the global cannabis ecosystem.



Whether you're seeking visibility at in-person events, influence through thought leadership, or exposure across digital channels, our customisable packages can help you meet your marketing & PR goals.



From in-person events, webinars & thought leadership opportunities to social media, email campaigns and podcasts, we'll work with you to build a strategy that aligns with your objectives and puts your brand in front of the right people.



The Cannabis Industry Council can also offer advertising & sponsorship bundles, incorporating multiple partnership options into one unified package.

Let's create something powerful together.

Sponsorship Enquiries: nicole.farah@americanapr.com



In-Person Events

Engage directly with your target audience at our highly anticipated in-person events.

Sponsoring or hosting an in-person CIC event offers your brand unmatched visibility, positioning you alongside industry leaders and decision-makers. From branded materials to speaking opportunities and exhibition space, our events offer immersive experiences to make your sponsorship stand out.

We can offer the following opportunities:



Frequency: Every other month (5-6 Per Year)

CIC Socials are informal, in-person networking events designed to foster meaningful connections across the cannabis industry. These events attract founders, executives, investors, regulators and service providers.

Sponsorship Opportunities Include:

- Event naming rights (CIC Socials Presented By...)
- Brand visibility on event signage and registration materials
- Dedicated sponsor acknowledgement during opening remarks
- Opportunity to provide branded materials or activations (subject to compliance)
- Inclusion in pre and post-event email promotions
- Social media promotion before and after the event



Frequency: Quarterly (3-4 Per Year)

CIC Master Classes are expert-led educational sessions focused on key industry topics including but not limited to regulation, compliance, investment, scientific research, communications and international markets.

Sponsorship Opportunities Include:










- Session sponsorship & co-branding
- Opportunity to shape discussion topics
- Speaking or panel participation
- Brand placement on presentation decks & educational materials
- Lead capture via attendee registration (GDPR compliant)
- Featured placement in follow-up resources and recordings

Webinars & Virtual Roundtables

Position your brand as a thought leader through dynamic virtual discussions.

The CIC's digital programming offers sponsors global reach and targeted engagement with professional audiences interested in real-time insights. Sponsors enjoy brand exposure across all promotional channels, plus opportunities to participate as speakers or panelists for maximum influence.

We can offer the following opportunities:

	Branded Series or Co-Branded Title: Receive prominent branding across a themed webinar series.
	“Presented by” Recognition + Logo Placement: Your logo appears on all webinar assets, slides, and landing pages.
	“Host or Panelist Seat for Sponsor: Feature your expert as a speaker to drive credibility and engagement.
	Sponsored Live Q&A or Poll Segment: Lead interactive elements that directly involve attendees with your brand.
	Post-Webinar Email Mention: Keep your brand top-of-mind in follow-up communications.
	Sponsored Webinar Polls with Data Recap: Gather audience insights and receive the data to reuse for marketing.
	Branded Follow-Up Resource Kit: Attach value-added content from your brand in the posts-event download package featured on the CIC's website
	Custom Landing Page with Video + Offer: Drive traffic to a sponsor-branded content hub with a clear call to action.
	Fireside Chat Style Roundtable: Offer a more casual, engaging format for thought leadership discussion.

Research & Thought Leadership

Elevate your brand by sponsoring authoritative research that drives industry and political conversation.

From custom surveys to white papers and data-rich reports, our research outputs offer high-value content that builds credibility and provides lead-generating assets for ongoing marketing efforts.



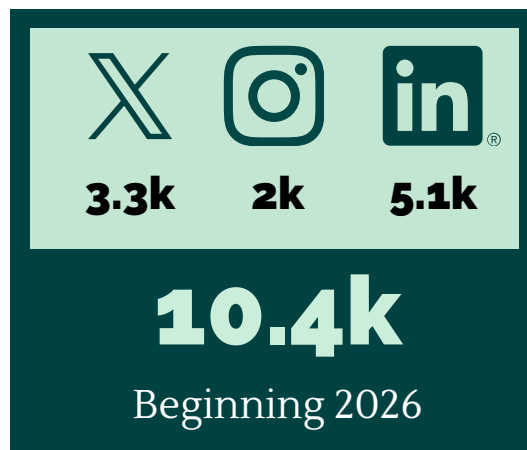
We can offer the following opportunities:

	Branded Survey with Shared Data Access: Get your branding featured on survey promotions and access exclusive results.
	Sponsored Benchmark or Industry Report: Position your brand alongside actionable insights and industry data.
	Report authoring: Build thought leadership and credibility by contributing to the content of the research, such as providing analysis or commentary.
	Lead Magnet White Paper: Attract and nurture leads through a co-branded, downloadable resource.
	Data-Driven Blog Series: Extend the impact of your research with multi-part editorial content.
	Live Data Briefing Webinar: Present key insights in a branded online session with interactive elements.
	Executive Summary Video with Sponsor Branding: Deliver highlights in a short-form video featuring your logo and message.
	“In Partnership With” Branding Throughout: Receive full branding across all research deliverables and promotions.

Social Media

Boost your brand visibility and engagement across our active social media platforms - LinkedIn, Twitter/X, and Instagram.

Our channels reach a growing, niche audience interested in curated insights, events, and resources. Social media sponsorship includes branded posts, video content, interactive campaigns, and takeover opportunities designed to drive engagement and build brand trust. We can offer the following opportunities:

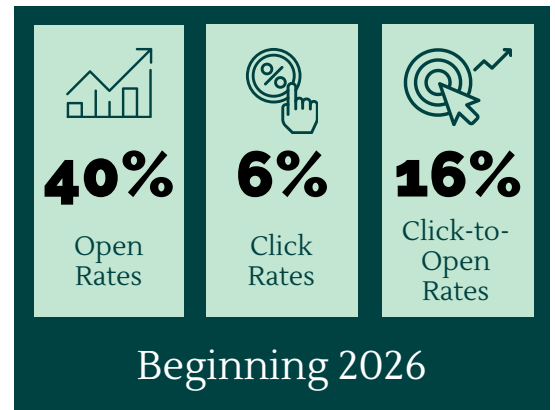





	Sponsored social posts: Promote your message natively to our professional audience on LinkedIn, or to our consumer audiences on X and Instagram.
	Carousel or Video Ad Feature: Tell a richer story through multi-slide or motion content.
	Campaign Hashtag Co-Creation: Gain traction with a custom, branded hashtag used in outreach.
	Monthly Brand Highlight: Be featured as our partner of the month across our social channels.
	Live Social Media Interview or AMA: Connect directly with followers in a real-time Q&A hosted on our platform.
	“Day in the Life” Instagram Reels from Sponsor: Offer a behind-the-scenes glimpse that humanises your brand.
	Co-Branded Giveaway or Challenge: Drive engagement and brand love with an interactive campaign.
	Countdown or Poll Sponsored Story: Boost awareness via short, visual sponsored story content.
	Short-form Explainer Video Collaboration: Educate and engage audiences with branded, shareable video content.

Newsletter & Email Blasts

Reach our engaged subscriber base directly through curated newsletters and email campaigns.

With open and click-through rates well above industry benchmarks, email sponsorships offer high-impact visibility and performance. Options include sponsored content, display ads, and dedicated email blasts aligned with your message and timing. We can offer the following opportunities:



	Top or Mid-Email Banner Placement: Get noticed with a visually strong ad placement in our email newsletters.
	Sponsored Section (“From Our Partner”): Deliver a short message and link in a trusted editorial format.
	Dedicated Email Blast: Send your own full-message email to our opt-in audience.
	Newsletter Takeover: Own an entire issue with multiple placements and high visibility.
	Drip Campaign or Email Series Sponsorship: Align your brand with a multi-part education or content series.
	Sponsored Survey Email with Results Recap: Engage users and gain market insights through branded outreach.
	Special Edition Email (e.g. “2026 Trends”): Attach your brand to timely, high-value editorial editions.
	Branded Download or Offer Link: Share tools, resources, or lead magnets via a sponsored call to action.
	Partner Testimonial Feature: Highlight your success story or client win within a trusted format.

CIC Podcast

Align your brand with thoughtful conversations and loyal listeners through podcast sponsorship.

Our show features in-depth interviews and topical episodes that attract a growing, professional audience. From audio ads to branded segments or full-series partnerships, our podcast platform offers creative, trusted exposure for your brand.



We can offer the following opportunities:

	Pre-roll/Mid-roll/Post-roll Ad: Reach listeners with audio spots during key moments of the show.
	Branded Episode Segment: Feature your brand in a recurring or custom podcast segment.
	Guest Interview Slot: Highlight your expertise or leadership in an engaging podcast conversation.
	Co-Hosted Special Episode: Collaborate on a tailored episode to showcase your brand's narrative.
	Listener Q&A Segment: Support interaction with a branded audience question section.
	Branded Sound Effect or Intro Tagline: Subtly insert branding into the rhythm of every episode.
	"Brought to You By" Series Title: Receive ongoing mention and name placement across an entire series.
	Cross-Promotion in Show Notes & Social: Extend podcast exposure across web, newsletter, and social platforms.

About The CIC

The Cannabis Industry Council (CIC) is the leading membership organisation representing the UK's regulated cannabis sector. The CIC brings together more than 100 member organisations spanning the full supply chain, alongside charities, clinical bodies and research institutions working to advance the industry responsibly.

Dedicated to evidence-based policy and public education, the CIC works to raise the profile of the cannabis sector, improve patient access to medical cannabis prescriptions, and support the sustainable growth of the CBD and Hemp markets. Through collaboration, research and advocacy, the CIC believes that responsible access to medical cannabis can deliver meaningful benefits for public health, the environment, and the UK economy.

A Collective Voice for the Medical Cannabis, CBD and Hemp Sector Across the UK

LEARN MORE



Join the Cannabis Industry Council

Find out more about the benefits of membership

[Become a member →](#)

