



## Purpose & Membership





2024

# What is the Purpose of 3MA?

- 1. Unify the voice of the industry**
- 2. Promote members**
- 3. Normalize cannabis as medicine**

# Our Pillars

**The four pillars of a quality medical marijuana program**

-  **Broad patient access**
-  **Free market system**
-  **Decision rights for certifying healthcare providers**
-  **Sustainable revenue model & reasonable regulations**

# How we got here

## A quick summary of the past 5 years

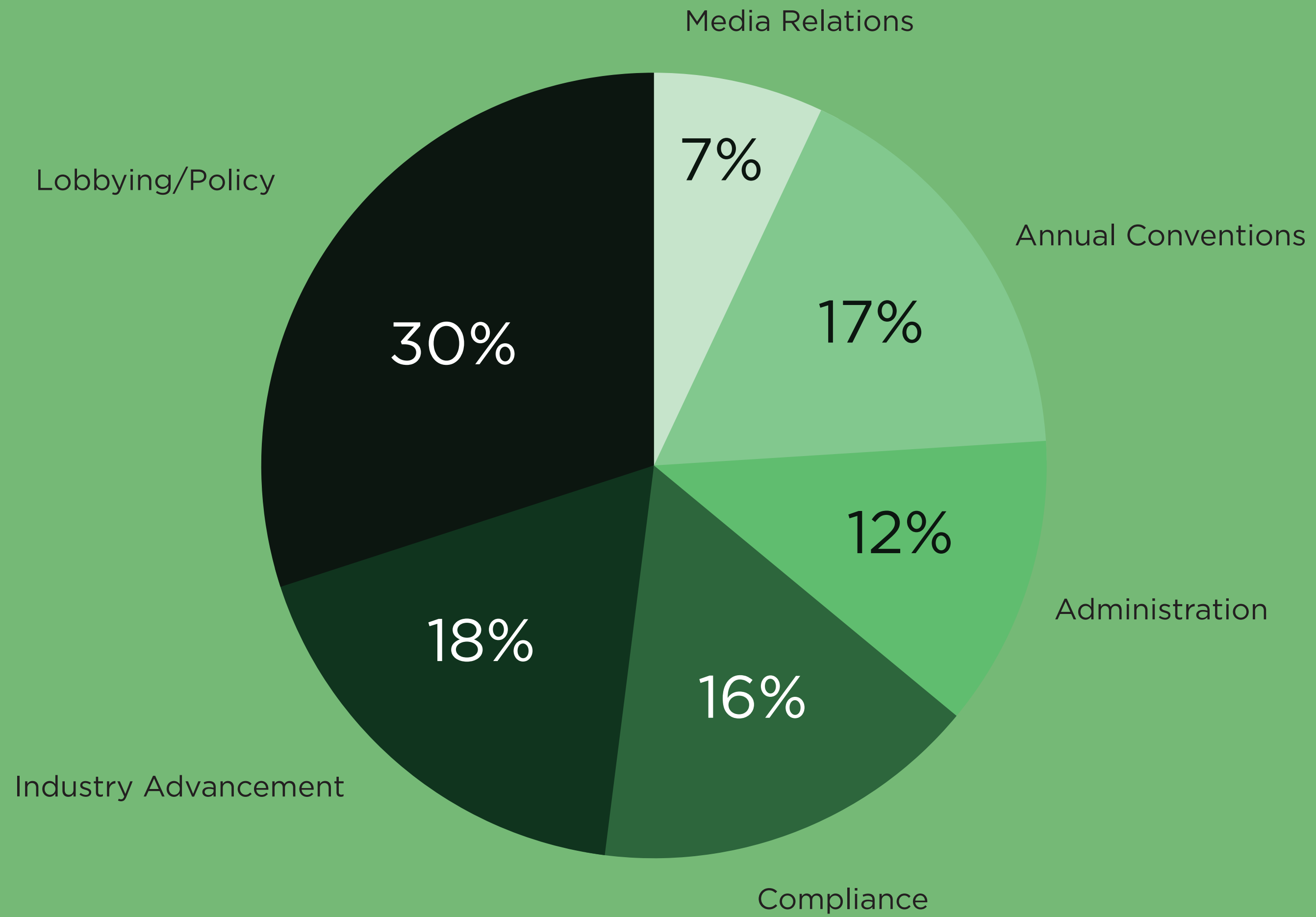
- **May 2018:** Mississippians for Compassionate Care formed to advocate for patients
- **2019 - 2020:** More than 200,000 signatures gathered to put Initiative 65 on ballot
- **November 2020:** 74% of MS voted for Initiative 65
- **January 2021:** Cannabis is being tested for patient consumption
- **May 2021:** Initiative 65 overturned by MS Supreme Court
- **June 2021 - Jan 2022:** 3MA assists in passage of MS Medical Cannabis Act
- **February 2022:** MS Medical Cannabis Act signed into law
- **July 2022:** MS business licenses begin to be granted
- **November 2022:** Cannabis is being grown and harvested in Mississippi
- **February 2023:** The first sales to patients
- **Present:** Over 32,000 patients active in the Medical Cannabis Program.

# Membership Benefits

## General benefits for all 3MA Members

- ✦ **Robust and strategically coordinated industry advocacy**
- ✦ **Listed on print materials**
- ✦ **Social media shout outs**
- ✦ **Coordinated Leaflet plug**
- ✦ **Traditional media coverage when appropriate**
- ✦ **Access to membership directory**
- ✦ **Networking consultation**
- ✦ **Coordinated association access to health department regulators**
- ✦ **General memos, studies, and analyses from key players such as VS Strategies**
- ✦ **Two tickets to annual convention**

# Resource Allocation



# Membership for Licensed Entities

(For cannabis operators licensed through the MMCP)

**\$2,500.00 Per license (Maximum 5 licenses) for 2024**

Contributions made before February 15th, 2024 will be discounted \$500.00 per license.

Contributions can be made on an Annual, Bi-Annual, or Monthly basis,  
and can be made via check, credit card or ACH transfer.

# Happy Hour Sponsorships (\$300.00)

- Booth Display at the event
- An opportunity to speak at the event regarding your business
- Branding/logo inclusion for all social media and newsletter announcements regarding the event.



# Membership for non-license holders

**Annual Membership - \$500.00**

3MA offers membership opportunities for businesses that do not hold a medical cannabis license.

## **Membership Benefits:**

- **Industry/Legislative Updates**
- **Access to Industry Networking Events**
- **Newsletter Spotlights**
- **Social Media Business Highlights**
- **Speaking/Webinar Opportunities**
- **Access to membership directory**
- **Logo placement on 3MA website**
- **Advertising/Marketing Opportunities**

**Thank you for considering 3MA Membership!**

**We hope you will join us.**