



Request For Proposal

U.S. Corporate Communications Support
High Tide Inc.
PROPOSALS DUE BY: July 30th, 2021



Company Background

High Tide is a retail-focused cannabis company enhanced by the manufacturing and distribution of consumption accessories. The Company is the most profitable Canadian retailer of recreational cannabis as measured by Adjusted EBITDA, with 89 current locations spanning the Canadian provinces of Ontario, Alberta, Manitoba and Saskatchewan. High Tide's retail segment features the Canna Cabana, KushBar, Meta Cannabis Co., Meta Cannabis Supply Co. and NewLeaf Cannabis banners, with additional locations under development across the country. High Tide has been serving consumers for over a decade through its numerous consumption accessory businesses including e-commerce platforms Grasscity.com, Smokecartel.com, CBDcity.com, FABCBD.com, Dailyhighclub.com and its wholesale distribution division under Valiant Distribution, including the licensed entertainment product manufacturer Famous Brandz. High Tide's strategy as a parent company is to extend and strengthen its integrated value chain, while providing a complete customer experience and maximizing shareholder value. Key industry investors in High Tide include Tilray Inc. (TSX: TLRY) (NASDAQ:TLRY) and Aurora Cannabis Inc. (TSX:ACB) (NASDAQ:ACB).



Project Overview

As of June 2nd, 2021, High Tide became the first major publicly traded cannabis retailer to list on the Nasdaq under the ticker symbol "HITI", while also retaining its listing on the TSX Venture Exchange under the symbol "HITI".

The Nasdaq listing is expected to increase access to investment in High Tide from retail and institutional investors around the world. Furthermore, with access to a much larger capital market, High Tide expects to improve liquidity for its Common Shares and, in turn, optimize its cost of capital.

Being a Canadian based company with a current market capitalization of just under US\$400 million, High Tide is looking to retain a reputable U.S. based investor or public relations firm that has experience working with similar sized publicly traded companies, to help develop and execute a communications strategy that will boost its profile with U.S. investor focused media (TV, print, online), and include social media content and thought leadership plans aimed at building awareness amongst U.S. retail and institutional investor audiences.



Project Goals

The goals of this project include:

Enhanced corporate profile amongst U.S. institutional and retail investor audiences through:

1. Senior Executive appearances or company references on mainstream business media like CNBC, Bloomberg Business, MarketWatch, Financial Times, CNNMoney, The Wall Street Journal, etc.
2. Enhanced thought leadership profile for senior executives through U.S. based speaking opportunities and opinion pieces targeting investor audiences.



Scope of Work

- Working with the High Tide team, develop and facilitate an initial deep dive session to better understand High Tide's history, strategic vision and corporate strategy.
- Develop an overarching corporate narrative document, including key messages, that will be used to frame social media content, pitch media and drive thought leadership.
- Develop a strategic communications plan that will outline key 3, 6 and 12-month milestones and will include a social media, thought leadership and media relations strategy to boost High Tide's corporate profile with investor audiences.
- Provide ongoing U.S. media relations and social media support around major company press releases and executive thought leadership opportunities.
- Bi-weekly check in with High Tide Team to review progress against deliverables outlined in the strategic communications plan.
- Engagement will be for a period of 12 months with both parties retaining the option to terminate work with 60 days of notice.

Target Deliverable Schedule

Deliverable	Timeline
Deep Dive Session	Within 2 weeks of engagement
Corporate Narrative Document	Within 4 weeks of engagement
Strategic Communications Plan	Within 6 weeks of engagement
Execution Support	Ongoing



Evaluation Metrics

High Tide will evaluate bidders and proposals based on the following criteria:

- Proposed account team composition and experience.
- Proposed approach to project goals and deliverables.
- Previous experience/past performance history with publicly traded companies of a similar size.
- Case studies from previous projects.
 - Bidders are requested to submit at least 2 relevant case studies demonstrating experience working within the cannabis, cannabis ancillary or other emerging regulated industry sectors.
 - Each case study submitted should involve at least one of the proposed account team members.
- Proposed Budget
 - Proposed budget should reflect that High Tide is a growth phase company.
 - Various pricing options can be presented for consideration.
- Responsiveness and answers to questions in the next section.



Questions Bidders Must Answer to Be Considered

1. Describe the considerations and processes that inform how your firm develops a corporate narrative.
2. Describe the proposed account teams relationships with relevant U.S. based media outlets and business reporters.
3. Describe the process used by your firm in evaluating potential thought leadership opportunities for senior executives.

Submission Requirements and Timelines

Bidders must adhere to the following guidelines to be considered:

- Only bidders who meet all metrics in the evaluation section should submit a proposal.
- Bidders interested in submitting a proposal must confirm their intent in writing by 5PM EST on Friday July 16th, 2021.
- Questions related to this RFP will be entertained but must be submitted in writing by 5PM EST on Monday July 19th, 2021.
 - All questions and responses will be shared anonymously with each interested bidder by 5PM EST on Friday July 23rd, 2021.
- Final proposals must be submitted by 5PM EST on Friday, July 30th, 2021.
- Proposals must include at least 2 client references.
 - Only references from clients for whom the firm has done work within the past 2 years will be accepted.
 - Contact information for each reference must be included.
- Shortlisted bidders will be invited to a virtual pitch the week of August 9th, 2021.
 - Pitch presentations will be limited to 30 minutes followed by 30 minutes of Q&A
- Final decision to be made by Friday August 20th, 2021.



What We are Looking for in Potential Partners

We at High Tide take pride in running a lean operation. We don't need or want bells and whistles. We want to work with an agency partner who can present a concise proposal that includes some outside of the box thinking. Lastly, we pride ourselves on our diversity and like working with partners who can demonstrate a commitment to equity and diversity within their firm.



Contact Information

All communications related to this RFP should be sent in writing to:

Omar Khan

Senior Vice President for Corporate and Public Affairs

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