



PR / Communications Agency Request for Proposals

ABOUT WEEDMAPS

[Weedmaps](#) is the largest technology company in the legal cannabis economy. We connect consumers to retailers and brands and advocate for accessible cannabis for all patients and adults. Today, we're building the operating system for the industry, with software that helps businesses thrive within the complex cannabis economy.

The company was founded in 2008 with a strong belief in the power of cannabis and the importance of enabling safe, legal access to consumers worldwide. Since then, Weedmaps has worked tirelessly, not only to be the most comprehensive platform for consumers, but to build the software solutions that power businesses compliantly in the space, to advocate for legalization, social equity, and licensing in many jurisdictions, and to facilitate further learning through partnering with dozens of subject matter experts on providing detailed, accurate information about the plant.

Headquartered in Irvine, California, Weedmaps employs more than 400 professionals around the world, including in Denver, Tucson, New York, Barcelona, and Toronto. Given our strong global footprint, deep relationships with participants at all layers of the supply chain, and unparalleled understanding of the policy landscape at the federal, state, and local levels, Weedmaps is uniquely positioned to continue its role as the leading technology provider serving the cannabis economy.

OUR MISSION

To power a transparent and inclusive global cannabis economy.

OUR PRODUCTS

Our signature consumer-facing platform (available on the web at www.weedmaps.com, as well as through native Android and iOS apps), provides consumers with information regarding cannabis products, including online ordering, local retailer and brand listings, product discovery, and consumer education on cannabis and its history, uses, and legal status.

In addition, Weedmaps provides the broadest suite of cloud-based software as a service (SaaS) and data solutions for the cannabis industry. Weedmaps' product suite includes [point of sale](#), [logistics](#), [wholesale](#), and [ordering solutions](#), in addition to its advertising solutions, enable clients to scale their businesses while complying with the complex and disparate regulations applicable to the cannabis industry.

LEGALIZATION, SOCIAL EQUITY & EDUCATION

We work every day to advance cannabis causes, such as adult-use legalization, access for all patients, justice for those who've been impacted most by the War on Drugs, education for all, and social equity in the marketplace.

[WM Policy](#)

Decades of propaganda have seeded misconceptions and misunderstandings about cannabis. WM Policy — the “think tank” within Weedmaps — provides data-driven research, analysis, and guidance to elected and appointed government officials and public sector leaders, industry executives, advocates, the news media, and others seeking to understand the wide range of cannabis issues.

[Social Equity Support](#)

As part of our long-standing commitment to support thriving, legal cannabis marketplaces in the United States and beyond, and to encourage minorities and economically-disadvantaged individuals to participate in the cannabis economy, we rolled out a variety of free services and in-kind offerings to ensure that social equity entrepreneurs have the opportunity to compete in the industry.

[Cannabis Education](#)

[WM Learn](#) — with built-in collaboration by doctors, researchers, and other industry specialists — is one of the most comprehensive and accurate online destinations for learning about all aspects of cannabis. Additionally, we host educational workshops and develop programs for the industry to deepen the understanding of plant science and how cannabis works in the body.

SITUATION ANALYSIS

Weedmaps is uniquely positioned to be the true operating system of the cannabis economy as the once nascent industry continues to evolve and diversify. Early on, the organization was oftentimes affectionately described as the ‘Yelp of weed,’; however, Weedmaps has broadened its scope and has grown exponentially. No longer simply a database for consumers to locate cannabis retailers, Weedmaps is the optimal cannabis marketplace, connecting consumers to retailers and brands, with software that enables cannabis businesses to thrive in a complex cannabis economy. While Weedmaps often appears alongside Leafly, Eaze, and other cannabis e-commerce platforms, the company’s annual revenue and its more than 8 million monthly active users (and growing) make it the unequivocal leader in the space and the gateway to the most engaged cannabis consumers, making it the optimal solution for brands and retailers to connect with consumers at the moment of purchase intent.

We are at a critical moment in the company’s growth as the cannabis industry continues to expand and additional markets open. As such, we are looking for an agency to support our US & CA Communications/PR efforts and work alongside both our Consumer Marketing and Government Relations teams to move our business forward.

WEEDMAPS COMMUNICATION OBJECTIVES

- Increase Weedmaps’ brand awareness and SOV in consumer, business, tech, lifestyle and cannabis media
- Reinforce Weedmaps as the prevailing cannabis industry thought leader, educational resource and de facto operating system of the cannabis industry
- Position Weedmaps as the leading consumer brand that advocates for safe, legal and well-regulated access to the plant, as well as an inclusive cannabis economy
- Secure endemic and non endemic media opportunities (earned & op-ed) and speaking engagements (e.g., panels, keynotes, etc.) for Weedmaps executives, elevating thought

leadership on behalf of the organization, including:

- Chris Beals, CEO
- Steven Jung, President & COO
- Juanjo Feijoo, CMO
- Arden Lee, CFO
- Justin Dean, CTO & CIO
- Bridget Hennessey, Head of Government Relations
- Cedric Haynes, Director, Public Policy & Partnerships

AGENCY REQUIREMENTS

- Agency team must have a mix of senior strategic thinkers as well as tactical / executional managers and publicists
- Agency team must have geographic presence in California; Representation in New York preferred, but not required
- Exceptional media relationships, demonstrated through secured coverage, across business, consumer, tech, and lifestyle segments; Relationships with cannabis media preferable, but not required
- Demonstrative ability to turn storytelling pitches into media coverage and the ability to secure coverage outside of corporate announcements or marketing activations
- Must proactively identify pitch angles, story ideas, and a proven ability to generate PR ideas that will ‘create news’
- Must have working knowledge of the ever-changing, yet highly regulated cannabis industry
- Admin: Coverage Tracking, Monthly/Quarterly coverage recaps, competitive landscape scoping, source speaking opportunities and award submissions (when relevant)

REVIEW PROCESS

For full proposal requirements or if you have any additional questions, please reach out to Weedmaps’ Communications Director, Travis Rexroad (traxroad@weedmaps.com).

Agency Search Calendar:

Engage Prospective Agencies	Wednesday, July 15th
Distribute NDA & RFP	Upon receipt of NDA
Declare intent to respond	Friday, July 24th
Schedule / facilitate Q&A exploratory sessions	Week of 7/27/20
Pitch decks to be received by Weedmaps for review	Friday, August 14th
Select agencies notified for participation in virtual presentations	Week of 8/17/20
Selected agencies give virtual presentations	Weeks of 8/24/20 & 8/31/20
Agency(ies) selection	Tuesday, September 8th
Agency(ies) work to commence*	Monday, September 21st

**After three (3) months, agency work will be reviewed and a one year contract extension added with a satisfactory evaluation; Agreement will be subject to mutually agreeable contract terms*

