



SUPPORTING AMERICA'S HEROES HAS NEVER BEEN SO REWARDING



CULTIVATING HOPE SINCE 2011



PROMOTE YOUR BRAND WHILE MAKING A DIFFERENCE.

Supporting HeroGrown® Foundation is a Win-Win. The *Warrior AirDrop™* program delivers CBD products for free to HeroGrown members. As our Official Partner you will not only enjoy the satisfaction of helping heroes, but your products will find a new customer base with HeroGrown's tens-of-thousands of members. Your brand will also benefit from its association with HeroGrown, a nationally recognized organization fighting for veterans since 2011.

We accept donations of capsules or gummy CBD products containing less than .3% THC, including products nearing expiration and items with defective labels/packaging. Donating these items allows you to take a tax-deduction on the **retail value** of inventory that would otherwise be destroyed.* **Official Partners are the backbone of the program by committing to donate 500+ units several times per year.**

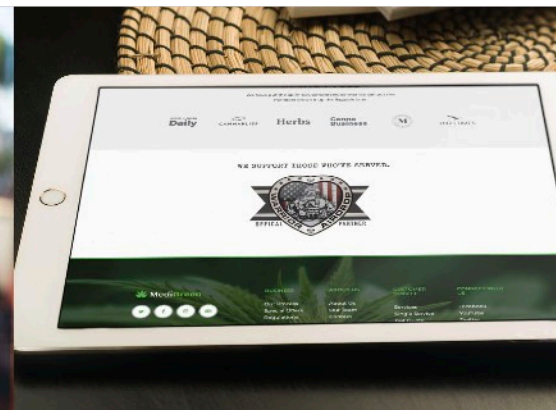
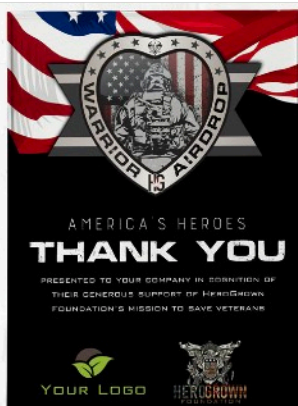


- Show consumers you care about those who've served
- Promote your products to HeroGrown's loyal members
- Take a tax-deduction on the full retail value*
- Test new products and run focus group surveys with our help
- Place a coupon in our shipments to encourage orders

AS OUR THANK YOU

FOR DONATIONS OF AT LEAST 500 UNITS OF A 30+ DAY SUPPLY

- ★ Personalized premium glass 'Thank You' award
- ★ Weatherproof 'We Support Veterans' stickers
- ★ Promotion on our Website and social media posts
- ★ Use of our logos in your marketing



WE DO MORE THAN JUST TALK ABOUT HELPING VETERANS.

Unlike “nonprofits” that take donations and merely talk about helping vets, HeroGrown has been in the trenches giving cannabis and CBD to veterans since 2011 — **\$4,000,000 worth to date.**

There are over 20 million military veterans and tens of millions of active and retired first responders. In the shadows, a countless number of these heroes are desperately struggling with addiction to deadly drugs prescribed for service related injuries and psychological disorders. HeroGrown Foundation is the preeminent organization fighting for their right to choose cannabis as a safe alternative.

American Heroes deserve the right to use the medicine of their choice without risking their job, medical benefits, or freedom. In addition to providing direct assistance to thousands of veterans and first responders, we work to stop employers, health insurers, and the government from discriminating against cannabis & CBD.

AMERICANS CHOOSE COMPANIES THAT CARE

61 Percent

of Americans have an immediate family member who served in the military

75 Percent

of Americans support the increase of spending on Veterans' Benefits

HEROGROWN IS THE TIP OF THE SPEAR IN THE FIGHT TO LIBERATE CANNABIS AND CBD... LIBERATE THEM FROM ANTIQUATED LAWS, UNFAIR EMPLOYMENT RESTRICTIONS, AND NEGATIVE STEREOTYPES. AMERICA'S HEROES ARE UNIQUELY QUALIFIED TO BE ON THE FRONT LINES IN CHANGING THE PERCEPTION OF CANNABIS & CBD USERS.

GIVE YOUR BRAND AN EDGE IN A HIGHLY COMPETITIVE MARKET

91 Percent

of HeroGrown® members purchase CBD products at least once per month

94 Percent

of consumers will switch brands to support a cause they believe in

Our Roots

HEROGROWN® WAS CO-FOUNDED BY A FATHER AND SON DEVOTED TO EASING THE SUFFERING OF MILITARY VETERANS.

Nick Martin — a medical cannabis advocate and cultivator based in Northern California — convinced his father, Roger Martin, to try cannabis as an alternative to prescription pain medicines. As a conservative U.S. Army veteran and former law enforcement officer, Roger was reluctant — but he recognized the toll the deadly opioids were taking on his body. Aided by his son's support and home-grown cannabis, Roger was able to detox from VA-prescribed Oxycontin and Ambien in 2010. He credited cannabis with providing him a new lease on life.



Roger Martin, co-founder

Troubled by encounters with veterans suffering from post-traumatic stress and other serious medical conditions, the family began giving their home-grown

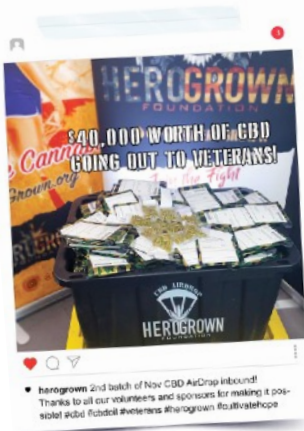
medical cannabis to veterans in 2011. And in 2014, the group made national headlines by holding the world's first cannabis giveaway event for veterans. Roger Martin served as director from 2014 until his death in June of 2020. Roger estimated he oversaw the distribution of \$4,000,000 worth of medical cannabis and hemp CBD products to veterans.



Nick Martin, Director

In October of 2020, Nick Martin picked up the flag as Executive Director of HeroGrown Foundation. Nick has over a decade of experience in the cannabis industry as a cultivator, security consultant, and general manager. The proud son of an Army vet, and brother of two Navy vets,

Nick also has a passion for helping America's heroes. Nick, along with the entire HeroGrown team, is steadfastly committed to liberating cannabis & CBD.



\$4,000,000

WORTH OF CBD AND CANNABIS GIVEN TO VETERANS

