

# HANFPARADE



**HANF IST  
FÜR ALLE DA**



**13. August 2022**

**Alexanderplatz/Spandauer Str.**

**Start: 12 Uhr**

**Sponsor Informations  
2022**

Deutschlands grösste Demonstration für die Legalisierung  
von Cannabis als Rohstoff, Medizin und Genussmittel



# What is Hanfparade?

Since 1997 every year the Hanfparade (hemp parade) takes place in Berlin. It is the most traditional and biggest rally for cannabis legalization in Germany. Every year many thousands of pro-cannabis protesters and activists from Germany participate. Also about a hundred thousand tourists and citizens watch our event, see the information booths, listen to speeches and concerts - in the center of Berlin!

**The next edition of Hanfparade is scheduled on Saturday,  
13th August 2022**

**In the last years there has been a rise of interest in the plant hemp in all its facets.** This is especially noticeable as media starts to report a lot more and open-minded about the topic.



The organization team of the Hanfparade consists of volunteer activists who are planning the march together. The organizing team is supported by a nationwide network of interested individuals and organizations.

**You can find our freshly packed sponsoring packages with all sponsoring options on the next pages.**

Information booths on the opening and closing grounds as well as Parade floats are also available upon request outside of the packages.

**GET MOVING - GET ON THE PARADE - GET IN CONTACT!**

**Kontakt: Martin Steldinger, Phone: 0049 176 294 124 05 / [info@hanfparade.de](mailto:info@hanfparade.de)**

# Schedule of Hanfparade

The upbeat rally **starts at 12pm at Alexanderplatz**, the historical heart of Berlin. This is also the most important tourist route of Berlin, with hundreds of thousands visitors per day. We meet at Spandauer Street at the **central stage**, in front of the Mayors House and TV-Tower.

The start of the march and the closing party will be at the same place. So the **information booths, the forum for hemp medicine and the hemp mile** can stay open throughout the day and don't have to be reassembled. We will have a large stage that will be pretty impressive.

The **rally with the float trucks** starts at 3:00pm. Thousands of people will walk through well-established streets and most popular tourist regions in the city center of Berlin.

At 6:00 pm we will be back at Alexanderplatz with a glance at the well-known "Rote Rathaus" (red town hall). The **closing party with speeches and music concerts** will end at 10:00pm.

## PLAN B in case of an ongoing pandemic situation

If it is not possible to carry out a demonstration on the street, there again will be a live stream on the day of the Hanfparade. Paid grants will be refunded and replaced with an updated offer.



## Our Demands

It is well known that cannabis use poses fewer risks for the individual and society than the use of the legal drugs alcohol and nicotine. Regardless of this, politicians maintain the ban on hemp through the Narcotics Act. Allegedly to protect health. However, due to the lack of controls and education as well as contamination by extenders (such as synthetic cannabinoids), this protection is not given.

The ban policy failed miserably. Accordingly, despite the prohibition by law in Germany, more and more people, especially young people, are consuming cannabis.

The aim of the Hanfparade is to give as many activists as possible the chance to present their alternatives to the ban policy. Because meaningful education and prevention can only take place when cannabis is fully legalized.



# The Industrial Hemp Area

At the end of the rally, you can experience the raw material hemp with all senses. Thanks to our partners Hanf Museum Berlin and Hanffaser Fabrik Uckermark we show **hemp fibers, shives and seeds** on their way **from the field to German supermarkets**.

# Forum for Hemp Medicine

The forum for hemp medicine on the hemp parade is all about the medicinal plant cannabis. **Patients, physicians and active people** here answer questions about diagnoses, exemptions and assumption of costs.

# The Hemp Mile

The “Hanfmeile” - hemp mile - invites visitors to the Hanfparade to gain an overview of the German legalization movement at numerous **information stands**. Here you can get to know active people and **campaigns**, collect **information material** and become active yourself.

# The Stage

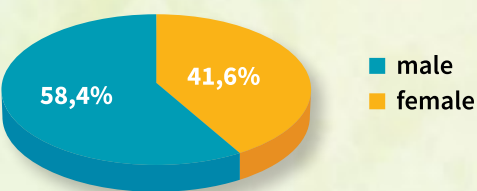
On the stage at the Alexanderplatz representatives of the international Legalization scene, artists and victims in interviews, speeches and musical performances show how they use hemp and promote its legalization.



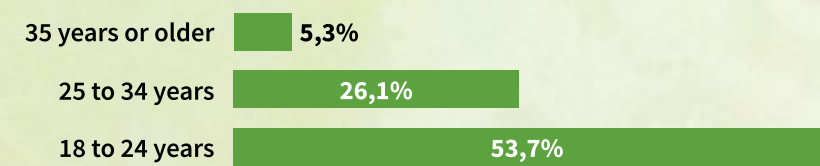
# Small Statistical Insight

## Scientific survey at the Hanfparade 2016

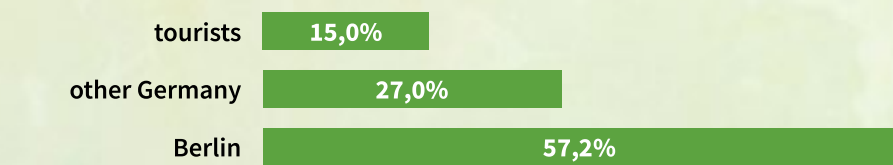
Gender of the Participants



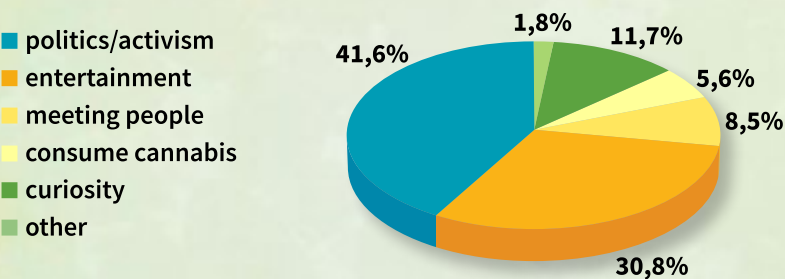
Age of the Participants



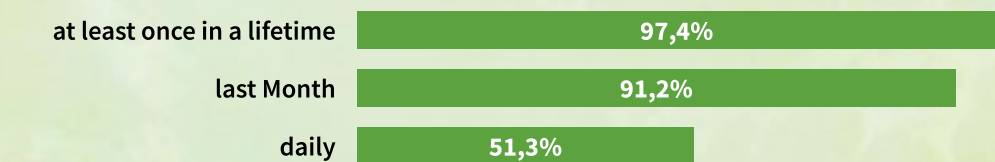
Origin of the Participants



Reasons for Participating in the Hemp Parade



Cannabis Use by Participants



K. Skliamis, D. J. Korf: Cannabis festivals and their attendees in four European cities with different national cannabis policies; International Journal of Event and Festival Management; Vol. 10 No. 2, 2019; pp. 138-154; DOI 10.1108/IJEFM-08-2018-0049



# Sponsoring Packages

## Platinum Sponsor



- **Choose a name for the stage** (at the start and closing rally area) including **Big advertising banner** at the stage and **Highlighting of your brand name** - „Supporter XY stage“
- **Logo on all flyers** for Hanfparade (more than 300.000 copies)
- **Logo on all posters** of the Hanfparade (more than 10.000 copies) placed prominently
- **Logo in the official Hanfparade after-movie**
- **4 pages in the Hanfparade magazine** (front inside + reverse inside + 2 pages; 10.000 copies)
- **Logo on the official T-Shirts**, back, 100% hemp, made in Germany
- **2 fence banners** on Hanfparade opening/closing area



- **Multiple mentioning (min. 5 times) as platinum sponsor** during the start of rally and closing
- **Multiple mentioning (min.20 times) as platinum sponsor in Facebook**
- **10 x Facebook advertising** (direct advertising)
- **Presentation on our website** as platinum sponsor including link to your website
- **Live promotion at multiple events, fairs and network meetings** (Flyers, merchant give-aways according to prior agreement possible)  
e.g. Cannabis normal! Congress of Deutschen Hanfverband, ICBC Berlin, 420 Patienten Smoke-In, Cannatrade Zürich, Global Marijuana March, CSD, ..

# Sponsoring Packages

## Gold Sponsor

### Package Forum for Hemp Medicine

- **Choose a name** for the forum for Hemp Medicine
- **Advertisement** in the patient's area
- **Head banner** outside the area
- **Top fence banner** inside the area

### Package Industrial Hemp Area

- **Choose name** of industrial Hemp Area
- **Advertising banner** at the Industrial Hemp Area
- **Head banner** at the area
- **Hemp show act**

### as well as:

- **Logo right and left side of the stage** (200x60cm)
- **Logo on all flyers** of the Hanfparade (more than 300.000 copies)
- **Logo on all posters** of the Hanfparade (more than 10.000 copies)
- **2 pages in the Hanfparade magazine** (10.000 copies)
- **1 fence banner** at Hanfparade opening / closing area
- **Mentioning as gold sponsor** during the upbeat rally and the closing party
- **Multiple mentioning (min. 5 times) as gold sponsor in Facebook**
- **5 x Facebook advertising** (direct advertising)
- **Presentation on our website** as gold sponsor including link to your website
- **Live promotion at multiple events, fairs and network meetings** (Flyers, merchant give-aways according to prior agreement possible)  
e.g. Cannabis normal! Congress of Deutschen Hanfverband, ICBC Berlin, 420 Patienten Smoke-In, Cannatrade Zürich, Global Marijuana March, CSD, ..





# Sponsoring Packages

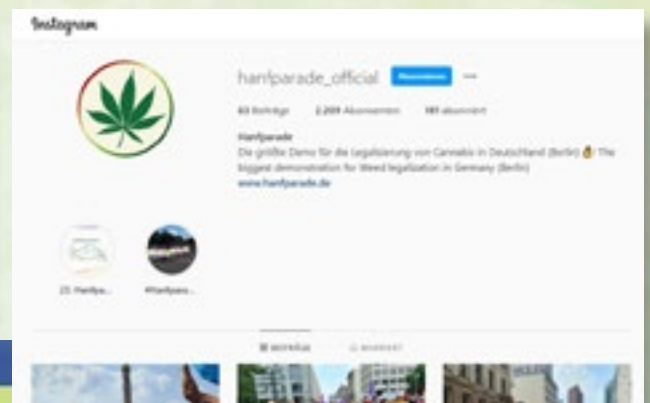
## Silver sponsoring

- **Logo on all flyers** of the Hanfparade (more than 300.000 pieces)
- **Logo on all posters** of the Hanfparade (more than 10.000 pieces)
- **1 page in the Hanfparade magazine** (10.000 pieces)
- **Advertising banner in a premium viewable spot** (200cm x 60cm) on the opening / closing area
- **Presentation on our website as a sponsor with logo and link**
- **2x Facebook post** „introduction as silver sponsor“



## Bronze sponsoring

- **Logo on all flyers** of the Hanfparade (more than 300.000 pieces)
- **1/2 page in the Hanfparade magazine** (10.000 pieces)
- **Mentioning of your company's name on our website and link**
- **1x Facebook post** „introduction as bronze sponsor“



# Sponsor contract for the Hanfparade 2022

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Company / Organization: \_\_\_\_\_

hereinafter referred to as "sponsor"

Name: \_\_\_\_\_

Address: \_\_\_\_\_

State: \_\_\_\_\_

City: \_\_\_\_\_

Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

E-Mail: \_\_\_\_\_

☐ **Platin - Stage partner** (only once available) **8.000,- Euro\***

Naming rights opening rally stage, Banner big stage back wall (c. 4m wide \* 4m high), big logo on flyer / poster, Logo in the documentary videos, Double page in the magazine, Logo on the T-shirt (15cm wide \* 7cm), 10x Facebook advertising, Link from Hanfparade webpages to sponsors page (Homepage, FB, Instagram), 2 fence banner

☐ **Gold - Medicinal area Partner** (only once available) **4.000,- Euro\***

Naming rights to the areal, Naming on flyers and posters, Logo on flyers, double page in the magazine, advertising in the patient area (6 times 3m wide \* 0.6m high), 1 fence banner on outside medicinal area (3m wide \* 2m high), 5x Facebook advertising, Link from Hanfparade webpages to sponsors page (Homepage, FB, Instagram), Banner on stage (200x60cm), 1 fence banner on area

☐ **Gold - Industrial hemp Partner** (only once available) **4.000,- Euro\***

Naming rights to the areal, Naming on flyers and posters, logo on flyers, double page in the magazine, 1 advertisement banner on Industrial hemp area (3m wide \* 2m high), 5x Facebook advertising, Link from Hanfparade webpages to sponsors page (Homepage, FB, Instagram), Banner on stage (200x60cm), 1 fence banner on area

☐ **Silver Sponsor** (only 10 times available) **3.000,- Euro\***

Logo on flyers front and posters, banner with good exposure near stage (200cm wide \* 60cm high), 1 page in the magazine A5, Link from Hanfparade webpages to sponsors page (Homepage, FB, Instagram), 2x Facebook ad

☐ **Bronze Sponsor** (only 6 times available) **2.000,- Euro\***

Logo on flyer backside, 1/2 page in the magazine A5, Link from Hanfparade webpages to sponsors page (Homepage, FB, Instagram), 1x Facebook ad

☐ **Fence banner € 1,000** (only 3 times available) **1.000,- Euro\***

advertisement banner on big fence (340x173cm)

☐ **Partner Magazine Hanfparade A5 entire page** **500,- Euro\***

☐ **Partner Magazine Hanfparade A5 half page** **300,- Euro\***

☐ **Partner Magazine Hanfparade A5 quarter page** **150,- Euro\***

Magazine will be printed with 10.000 copies.

\*All prices plus statutory VAT, including advertising materials (e.g. banner printing).

If you have any questions, feel free to contact our Hanfparade sponsor manager Martin Steldinger, Tel.: 0049 176 294 124 05 or contact by email [info@hanfparade.de](mailto:info@hanfparade.de).

\_\_\_\_\_  
Date / Signature of advertising partner

\_\_\_\_\_  
Date / Signature of Jakis e.V.

# Sponsor contract for the Hanfparade 2022

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## **§1 Contractual Partner**

This contract is an agreement between the association JaKiS e.V. (associations register entry VR 29275 B at the district court of Berlin Charlottenburg, Tax Id DE285186645 at the revenue office Kö I Berlin), hereinafter referred to as "Hanfparade", represented by its executive committee, JaKiS e.V., c/o Hanf Museum Berlin, Mühlendamm 5, 10178 Berlin, Germany and the company as filled in on the other page of this contract.

## **§2 Services**

The parties mutually agree, for the purpose of sponsoring, the following service benefit(s).

The sponsor provides committed financial resources (+19% VAT for companies within Germany) to support the live stream demonstration „**Hanfparade 2022**“

In return, the Hanfparade is obliged to place the company name/logo in a suitable and visible position and/or to mention in a duly appropriated way (advertising) as marked on page one of this contract.

## **§3 Payment Requirement**

The sponsor shall pay the amount within 14 (fourteen) days from the date of the invoice to the bank account of JaKiS e.V.

Account holder: Jakis e.V.

National Account number: 1113587500, BLZ: 43060967

IBAN: DE05430609671113587500 – BIC: GENODEM1GLS - Bank: GLS Gemeinschaftsbank eG Bochum

## **§5 Jurisdiction**

The court of jurisdiction is Berlin, respectively the registered office of the association JaKiS e.V.

## **§6 Translation Error**

In case of disputes the German version of this contract is binding, which can be found here:

<[www.hanfparade.de/downloads/foerdermappe-2022.pdf](http://www.hanfparade.de/downloads/foerdermappe-2022.pdf)>

## **§7 Severability Clause**

If a provision of this Agreement is or becomes illegal, invalid or unenforceable in any jurisdiction, that shall not affect:

1. the validity or enforceability in that jurisdiction of any other provision of this Agreement; or
2. the validity or enforceability in other jurisdictions of that or any other provision of this Agreement.

## **§8 Ancillary Agreements**

Supplements to the contract are not binding. For the validity of repeal, amendment or supplement to the contract this is required to be in written form.

## **§9 Contract Commencement**

The contract comes into effect with a written confirmation from the Hanfparade that the signed sponsor contract has been received.

## **§10 Contract Duration**

The obligations, under this contract, end on 01st September 2022.