



CONTENT CREATOR PR KIT



CREATOR PR KIT



THANKS FOR EXPRESSING AN INTEREST IN JOINING CHARLIE'S CONTENT CREATOR PROGRAM. WE'RE EXCITED TO HAVE YOU HELP SPREAD THE WORD.

What you get:

- 2 packs of Charlies Classics
- 2 packs of Charlies Infused
- 1 Dogs Smoking Weed Coloring Book @dogssmokingweed
- 1 Charlies lighter
- 1 Charlies Tshirt
- 25 pack of Charlies stickers



EXPECTATIONS:

2 TIMELINE POSTS AS COLLAB WITH
@SMOKECHARLIES, ONE DELIVERED WITHIN FIRST 14
DAYS

4 STORY POSTS WITH LINK TO JOIN CHARLIES BFF
HOTLINE (BIO.SITE.COM/SMOKECHARLIES)

TAG @SMOKECHARLIES, @GLITZNDABZ,
@JUSTGURIAN.AI, @QUINNGOLDS IN ALL STORY
POSTS



Charlies

CONTENT IDEAS

WE PICKED YOU BECAUSE WE LOVE YOUR CREATIVITY!

(BUT HERE ARE A FEW IDEAS TO GET YOU ROLLIN')

Place a sticker somewhere and take a picture and tag the location

Create a timelapse of you coloring in a page of the @dogssmokingweed coloring book

Create reel of you holding the Charlie's packaging in your hands while walking around the city

Do a photoshoot with your Charlies tshirt on and create a carousel

Create an art project using your Charlie's tin

Take a picture with a dog and a pack of Charlies

Take Charlie's with you hiking or something outdoors

GUIDELINES FOR CHARLIES INSTA COLLABORATION



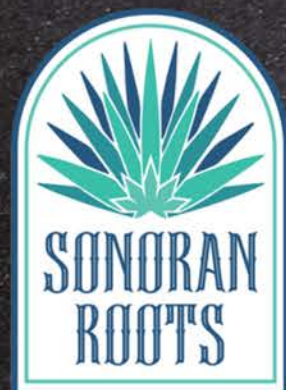
- JUST SHOW THE PACKAGING!!!
- NO PREROLLS IN YOUR MOUTH OR VISIBLE
- DO NOT CONSUME PRODUCT ON CAMERA
- NO SHOWING LIGHTER OR ACTUAL PRE ROLLS/FLOWER/CANNABIS
- DON'T SAY THE WORD SALE
- NO HEALTH CLAIMS
- NO CANNABIS HASHTAGS
- NO CANNABIS WORDING IN THE TEXT BOX IE WEED, STONER, PREROLLS, DISPO
- NO KIDS IN THE CONTENT
- NO SMOKING IN AREAS THAT ARE CONTROVERSIAL IE PARKS, SCHOOLS, PUBLIC CROWDED AREAS





1

Every pack of Charlies sold contributes to Soldier's Best Friend, a 501c charity that pairs rescue dogs with veterans that have PTSD and/or TBI. Our awareness campaigns helped them **DOUBLE** their numbers and the program is entirely **FREE!** Sidenote: Charlie is a rescue herself! SoldiersBestFriend.org



2

We only use whole nug Sonoran Roots flower- no trim, no stem, no shake (aside from sometimes Charlie's paw!)



3

Charlies Classics are on sale **EVERYDAY** for 2 for \$50 at Ponderosa, Nirvana, The Good, and Curaleaf dispensaries in Arizona!

4

Charlies was voted **BEST PRE ROLL IN PHOENIX** two consecutive years in the reader's poll of **PHOENIX NEW TIMES**.

TALKING POINTS



ADDITIONAL PERKS

WE'RE LOOKING FOR CREATIVITY AND EXCELLENT CONTENT. BY BEING PART OF OUR BFF PROGRAM YOU CAN EARN MORE PRODUCT AND PERKS BY CONTINUALLY CREATING.

GIVEAWAYS

CLOTHING/SWAG/APPAREL

FREE SAMPLES

EXCLUSIVE STRAIN DROPS

FREE CONTENT PHOTOSHOOTS

EVENT INVITES



LINK IN BIO

WE'RE GIVING EVERYONE A CHANCE TO WIN FREE CHARLIES!
PLEASE POST THIS LINK IN YOUR STORY POSTS TO HELP SPREAD
THE WORD. IT IS FREE TO SIGN UP!



Click here and sign up for a chance to
win FREE CHARLIES FOR A YEAR!



WOOF WOOF!
(THANK YOU FROM CHARLIE)