



## OVERVIEW

“LADY BUDS” is a documentary film that tells the story of cannabis legalization in California through the eyes of six courageous women. As farmers, entrepreneurs and activists, they battle government bureaucracy, corporate interests and risk financial ruin to preserve an industry they helped create and for the survival of their community.

**CASH BUDGET**  
**\$ 600,000**

**FUNDED**  
**\$ 362,040\***

**CURRENT RAISE**  
**\$ 237,960**

*\* Combination of non-recoupable sources, deferred in-kind labor, non-interest bearing loan and private equity.*

## CO-INVESTORS

Shauna & Mike Harden, Joyce Cenali (Big Rock)

## BRAND DONORS

LEVEL, LEEF Organics, Garden Society, Plant Therapy, Puff Cannabis, Emerald Pharms, Moonmade Farms, Hearrock Mountain Farm, Bloomfield, Emerald Exchange

**Trailer:** <https://vimeo.com/280457726>  
[www.ladybudsmovie.com](http://www.ladybudsmovie.com)

## SALES STRATEGY

- Sundance Jan 2020 Premiere brings the most opportunity for sales & prestige: \$1M+
- Other top-tier film festivals also bring great opportunities: SXSW (March 2020), Tribeca (April 2020), Cannes, Berlin, Toronto, Hot Docs
- Pre-sale is possible, with series potential
- Upon completion, if not acquired for exclusive distribution (ie. Netflix, Hulu, etc.), the film will exploit US and WW territories and can be equally/more lucrative given multiple platforms to monetize

## HIGHLIGHTS

- Premium documentary made on low budget, great financial potential
- \$121,390 raised in non-recoupable funds (grants, donations, Kickstarter)
- Award-winning filmmaking team
- Documentary content in demand on multiple platforms
- Extremely timely topic, both cannabis and women’s stories
- Built-in audience
- Conversations with top sales agents
- Supporting the film supports women in cannabis and women in film
- Partnering with the film allows you to attach yourself to content that will go wide with a powerful message
- Brand potential to include line of women’s cannabis products



the HARNISCH FOUNDATION



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