

About Us Landing Page - Oaksterdam University

Trusted Leaders in Cannabis Education & Certification

Recognized worldwide for our leading-edge academics, Oaksterdam certifications are respected by professionals in every segment of the cannabis industry around the globe.

Our courses are crafted by the entrepreneurs who shape the industry and the advocates who launched the medical cannabis movement, offering students an education with historical context that no other school can match.

From the earliest days of the medical cannabis movement, Oaksterdam University has been committed to our mission of providing students with the knowledge and skills they need to lead and succeed in the industry.

With more than 50,000 alumni worldwide, we are the most recognized name in cannabis education. Our cross-disciplinary curriculum covers the most recent developments in cultivation, business, and policy and is grounded in the legacy of the cannabis legalization movement.

As a student, you will join our vast community of successful entrepreneurs, experienced professionals, and seasoned advocates who set the tone and pace of the modern cannabis industry.

Courses Landing Page - Oaksterdam University - Business Certification

Our Business Semesters enable students to become responsible patients and employees, prepared advocates, and able business owners. Whether you're looking to find a job, begin a career, start a business or invest in one, completing this program gives you a better understanding of the needs and concerns of patients and consumers, and a solid grasp on the overall business behind the plant.

Seminar Promotion - Oaksterdam University

Oaksterdam's Horticulture Seminar Returns to Los Angeles!

The Most Trusted Cannabis Curriculum Hits the American Road

We're back, Los Angeles!

We got your texts. We read your messages. And we heard you calling. So we are proud and excited to announce Oaksterdam's return to the City of Angels, offering for the first time in southern California our world-renowned Horticulture Seminar.

Prepare yourself for five days of the most comprehensive horticultural education and hands-on training available for the cannabis industry. Designed for both beginners and seasoned growers, this seminar is for anyone who wants to learn everything from seed to harvest to cultivation law.

Classes consist of slide presentations, lectures, and demonstrations led by industry leaders and professional growers with decades of experience. DIY projects will give you the knowledge to build grow environments, and Q&A sessions will lead you to develop personal business goals.

Sharpen your competitive edge in the industry, and jumpstart the cannabis career you've always wanted. Enroll today — because while it's never too late to turn over a new leaf, spots for this year's seminar will disappear fast.

Thank you for keeping us in your hearts, L.A. Let's make this a beautiful reunion.

And always remember to **learn, grow, and inspire.**

About Us Landing Page - MedMen

MedMen was founded with the vision to de-stigmatize cannabis by offering an accessible and welcoming shopping environment. Because a world where cannabis is legal and regulated is safer, healthier, and happier. Our mission is to provide high-quality products to all with education, curation, and transparency. As the premium cannabis retailer of the United States, we have been leading with new developments for over a decade. Our product experts offer an unparalleled shopping experience at all of our 25+ stores across 6 states — California, Nevada, Illinois, Arizona, New York & Florida.

**The second half of the last sentence is updated, post employment at MedMen.*

Event Email - Project [BLANK]

Dear Patron,

Project [BLANK] is returning in the new year, and it wouldn't be a party without you. Our sophomore season will feature three performances, beginning with a vocal and piano duet of French composer Olivier Messiaen's final song cycle, *Harawi: Song of Love and Death*.

Synthesizing symbolist poetry with Peru's indigenous Quechua language of the Andes mountains, Messiaen weaves together his lifelong fascinations for Wagner's love-death in *Tristan und Isolde* and non-western music. In his Andean love song, two relentless lovers eagerly embrace their deaths, hoping for their reunion in the next life.

It would be our honor to have you as our esteemed guest for this one-night concert event on February 8th at St. James Episcopal in La Jolla. The performance begins at 6:00 p.m. and is followed by a fundraising gala in the courtyard.

Mark your calendar for an elegant evening of extraordinary music and voice, champagne and culinary delights, and a chance to support San Diego's very own world-class, interdisciplinary performance art series. We hope very much to see you there.

With love,
[The artistic directors]

Event Promotion - The LGBTQ Masquerade

**Written in the tone of RuPaul's Drag Race*

Casa Loto presents the LGBTQ Masquerade!

Prepare for a ballroom extravaganza the likes of which San Diego has never seen.

Strut and sashay the night away in a metal wonderland.

Dazzle in shades of gold and silver.

Shimmer and shine in chrome.

And polish your masks for an unforgettable evening where the category is everything *METALLIC*.

It's a party so fabulous that you just might forget it's benefiting the San Diego LGBT Community Center's youth programs.

So do it for the children.

Do it for yourself.

And whatever you do, don't forget your mask!

Limited tickets [on sale here].

Marketing - Advertising Copy and Slogans

“Madness? How about Wellness?”

MedMen ad campaign referencing the 1936 propaganda film “Reefer Madness”

“From black market to the new global market.”

MedMen

“The symbol of counterculture is, at long last, just culture. Welcome to the new normal.”

MedMen

“Turn over a new leaf. Enroll today.”

Oaksterdam University, New Year enrollment special

“Give yourself the gift of a cannabis career.”

Oaksterdam University, holiday enrollment special

“Parents, it’s time we got schooled.”

Oaksterdam University, parents night education and discussion event

“Did you know...?”

Oaksterdam University, a series of cannabis factoids

“It’s not how much you practice. It’s how you practice.”

Masterful Musician

Marketing - Brand

Learn. Grow. Inspire.

Oaksterdam University (adopted motto)

A Flawless Foundation for Musical Mastery

Masterful Musician

Community. Love. Celebration.

Casa Loto