



Retail Partnership Action

As a socially responsible operator, we would like to invite you to be a part of the **SPARK THE VOTE GOTV campaign** joining other *civically responsible* retailers -- with the primary mission of encouraging everyone to...

Register to Vote, Be Educated and Engage

Locally.

There is no fee to be listed as an official Retail Partner. The only requirement is to actively promote GOTV by displaying a QR code sign directing individuals to register to vote with access to local election education.

WHAT IS SPARK THE VOTE

Spark The Vote (STV) is a coalition of organizations -- working in the name of increasing voter registration, reforming consumer-focused cannabis policy, improving civil rights, and advancing social justice.

Reaching individuals to provide voter education and encourage engagement has become even more challenging in the time of COVID-19. To ensure effective engagement, we are rolling out various campaigns, including celebrity partnerships, educational webinars, and our Retail Partnership Program.

Participants in the Retail Partners Program are essential to reaching voters, being one of the very few in-person interactions our local communities are currently encountering.

We will provide a detailed guide overviewing the program and displaying signs to promote Voter Registration including all the "print and post" tools you need!

- Image File with QR code to register to vote, (half and full page)
- Postcard file promoting the importance of getting engaged in local elections

We will promote all Retail Partners through the *Regional Partner Map*, distributed on weekly emails, our website, social media outlets, and multiple press releases distributed throughout the campaign.

We also would be glad to hear from you if you are interested in getting more engaged with Spark the Vote and our other programs.

Get more info at sparkthevote.org or email ben@sparkthevote.org