



# URTH SMOKE

A CANNABIS EXPERIENCE





**THROUGHOUT HISTORY, CULTURES HAVE VIEWED SMOKE  
AS A VESSEL FOR TRANSFORMATION.  
FROM ANCIENT RITUALS TO SPIRITUAL CEREMONIES, SMOKE  
EMBODIES CONNECTIONS TO DIVINE SPHERES AND  
ANCESTRAL SPIRITS AND OFFERS DEEP INSIGHTS INTO  
GROWTH, HEALING, AND RENEWAL.**

**BY TAKING PART IN SMOKE RITUALS, YOU'RE JOINING A LONG  
TRADITION THAT BELIEVES SMOKE CAN TRANSFORM AND  
RENEW THE SPIRIT.**

# URTH SMOKE

**A CANNABIS CONSUMPTION  
AND SALES EXPERIENCE**

March 28-29, 2026



**Urth Smoke is a truly unique 2-day experience delivering a consciousness expanding, educational and healing journey by combining cannabis, music and art in a spiritual location in the Santa Rosa Mountains in Southern California. The journey begins under the sun and continues into the starry night under a full desert moon.**

Set on 30+ acres of permitted tribal land, URTH SMOKE EXPERIENCE is a 21 and over event that offers an authentic and spiritually connected cannabis shopping and consumption experience on beautiful, flat terrain. This sovereign land provides a unique and legal framework for licensed CA cannabis sales and consumption and activities while honoring natural beauty and spiritual healing. And the vast size of the land allows us to scale almost infinitely in size as the event grows every year. The venue offers expansive outdoor spaces, parking and a 27,000 square foot temperature controlled indoor facility making for a perfect location for cannabis sales.

In addition to music, this rain or shine farmer's market style event offers excellent food, arts, crafts and merchandise. Festival goers will be able to legally purchase and enjoy onsite some of the world's best cannabis from California's legacy craft farms. The Urth Smoke transformative experience continues with a variety of curated indoor and outdoor experiences such as VIP tents, educational talks, and wellness experiences such as meditation, sound baths, spiritual readers and massage. This is a rain or shine event, however March usually only receives 3 days of rain on average.

**[www.urthsmoke.com](http://www.urthsmoke.com)**

# URTH SMOKE 2026

7500<sup>+</sup>

attendees

130

cannabis vendors

22

lotus tent experiences

10

live bands

66/41

average high/low March temp  
plus 3 average rainfall days

1

main stage

164

merchant vendors

1

side speaker stage

4

DJ's

28

food trucks



# URTH SMOKE

The Urth Smoke executives have decades of experience in the music and cannabis industries. The event is further supported with all the necessary resources such as graphic design and marketing experts, a full financial/compliance/legal team as well as highly experienced music production and coordination professionals. We also have full security and medical staff.

Our meticulous planning process ensures the seamless alignment of cannabis, music and wellness with the preferences of our target audience, as well as our valued partners, who play a pivotal role in the event's triumph.



MUSIC  
PRODUCTION



COMPLIANCE  
EXPERTISE



GRAPHIC  
DESIGN



FINANCIAL  
EXPERTISE



PROFESSIONAL  
MCs



PROFESSIONAL  
DJs



SECURITY  
& MEDICAL



LEGAL

# LEADERSHIP TEAM



## **MATTHEW GEDDES / URTH SMOKE CO-FOUNDER**

Matthew Geddes, known professionally as Holly NuRock, is a music producer, artist, and cannabis entrepreneur with over 20 years of experience in branding, product development, and culture-building. He was the Co-Founder and CEO of Ohana Chem Co, the largest hemp extraction supply company in the U.S., and has helped build some of the most recognized cannabis brands in the nation.

With deep roots in both entertainment and cannabis, Matthew brings visionary leadership and high-level industry credibility to every partnership.



## **BETH LONG / URTH SMOKE CO-FOUNDER**

With over 35 years in the cannabis space, Beth is a true pioneer in California's cannabis industry. She is a fifth-generation farmer and the first in her family to cultivate cannabis. As a legacy farmer, Beth has now shifted her focus to branding, advocacy, and fulfillment for legacy craft cultivators.

Beth is deeply rooted in the California cannabis community, with a special love for the Emerald Triangle. She is the founder of Lion Eye Farms and co-creator of The Urth Smoke Experience to empower California cannabis farmers by connecting them directly with consumers in a vibrant, music-driven, healing environment.



## **LYNN SHAVER – EVENT PRODUCER & COORDINATOR**

With over 20 years of experience in live events, Lynn Shaver has honed her expertise across a wide spectrum of event types, from intimate small-town festivals to large-scale music festivals hosting over 30,000 attendees. Lynn's hands-on approach to event planning and production ensures every detail is meticulously crafted, resulting in unforgettable experiences that exceed expectations.

Her diverse background spans from nonprofit events to large-scale productions, where she excels in coordinating all aspects of event execution. Lynn's ability to seamlessly integrate creative vision with logistical precision ensures each event runs smoothly and successfully. Passionate about crafting experiences that bring people together, Lynn and her team are dedicated to producing events that leave a lasting impression and deliver maximum enjoyment for all attendees.



## **MATTHEW HUFSCHMIDT / TECHNICAL DIRECTOR/PRODUCTION MANAGER**

- 40 years of Production experience including Production Design, Tour and Stage Management, Audio, Lighting, Video  
- Live events including festivals/concerts, conferences, political campaigns



**63145 State Hwy. 74  
Mountain Center, CA 92561**

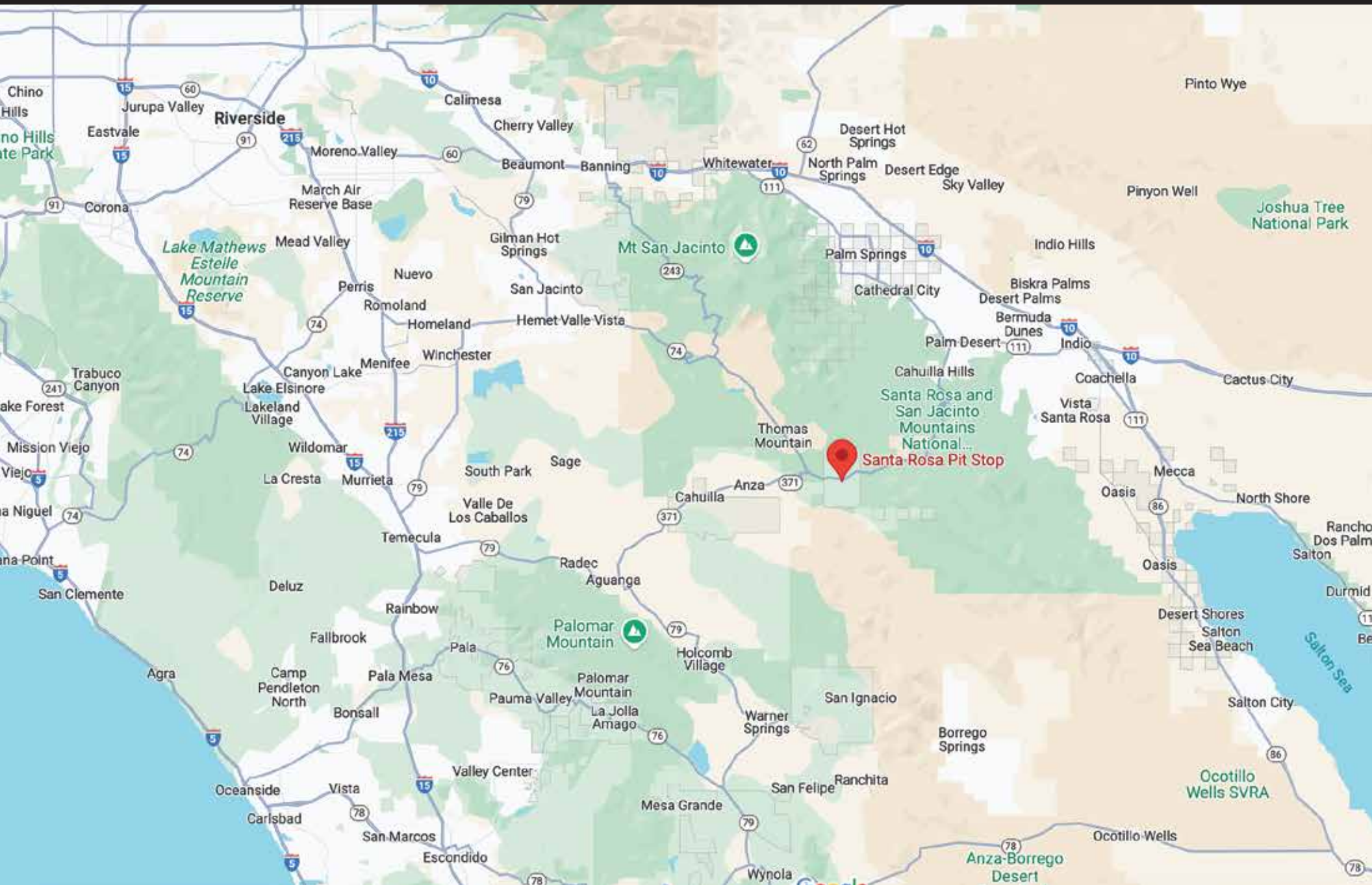
-Ticket Admission is \$25 (early bird pricing), Vehicle Parking is \$10 and Motorcycle Parking is \$5.

-No Animals; no tobacco sales; 21 and over event only.

**-The Santa Rosa Pit Stop Gas Station and Mini Mart** Is right on the highway and marks the turnoff/exit to the venue.

-Closest EV charging station is at the Cahuilla Hotel and casino 13 miles away.

-No camping onsite and no overnight parking.





# THE VENUE

The Santa Rosa Indian Reservation is located off Highway 74 along the Palms to Pines Scenic Byway, an officially designated scenic drive by the Bureau of Land Management. As you drive 74 you will enjoy beautiful views and ample opportunity to take them in. Once you arrive at the venue, the flat landscape dotted with Pinyon Pines and Coastal Live Oak trees is flat desert surrounded by mountain wilderness

# ADDITIONAL SITE LOGISTICS

➤ **567,355 PEOPLE RESIDE WITHIN AN APPROX 30 MILE RADIUS AND 16 NEARBY TOWNS WITH ACCOMODATIONS AND AMENITIES**

## SURROUNDING CITIES

|                 |                    |                    |
|-----------------|--------------------|--------------------|
| Mountain Center | 18 mins / 15 miles | population 50      |
| Anza            | 10 mins / 9 miles  | population 1842    |
| Palm Desert     | 34 mins / 22 miles | population 52,000  |
| La Quinta       | 47 mins / 31 miles | population 39,000  |
| Rancho Mirage   | 36mins / 23 miles  | population 18,000  |
| Indio           | 48 mins / 32 miles | population 93,000  |
| Coachella       | 56 mins / 36 miles | population 44,000  |
| Thousand Palms  | 44 mins / 28 miles | population 7662    |
| Palm Springs    | 50 mins / 32 miles | population 45,000  |
| Cathedral City  | 40 mins / 27 miles | population 52,000  |
| Indian Wells    | 38 mins / 24 miles | population 4800    |
| Lake Riverside  | 22 mins / 18 miles | population 1445    |
| Idyllwild 2     | 6 mins / 20 miles  | population 3800    |
| Aguanga         | 28 mins / 23 miles | population 756     |
| Temecula        | 54 mins / 42 miles | population 111,000 |
| Hemet           | 49 mins / 34 Miles | population 93,000  |

## ON-SITE AMENITIES

The Santa Rosa Pit Stop Gas Station and Mini Mart Is Right On The Highway and the gateway to the festival. They have ice, cheap gasoline and diesel but no Electric Vehicle Charging. They in addition to a mini market, the Pit Stop has three food places inside. Fried chicken, Pizza and a Deli. For more info go to <https://santarosapitstop.com>



Store Hours  
Store: 6AM–9PM  
Deli: 10AM–7PM  
Gas Pump: Open 24 hours



# HOTELS



**CAHUILLA CASINO HOTEL** – 13 miles / 15 minutes (\$120 - \$170). This casino has gaming, hotel accommodations and Ribbonwood Grill for a place to experience great food in a casual environment. Enjoy outstanding value from the down-to earth, home cooked recipes. The chefs are serving up everything from classic breakfast favorites to their famous Cahuilla Burgers, premium steaks to small bites and plenty in between. Ribbonwood Grill is located on the main floor near the casino. <https://cahuillacasinohotel.com>



**PECHANGA RESORT CASINO** – 27 miles / 45 minutes (\$200 - \$300)  
Pechanga Resort Casino is owned and operated by the Pechanga Band of Indians. Opened in 2002, Pechanga is one of the largest resort/casinos in the United States. As a guest at Pechanga Resort Casino, you will find luxurious Southern California accommodations in any of the 1,100 rooms and suites; a luxury, two level 25,000 square foot spa; The Cove - a pool complex the size of 5 football fields; 275,000 square feet of indoor and outdoor event and meeting space; a 200,000 square foot casino open 24/7 featuring the top table and slot games; 12 restaurants; a 1,200 seat theater; a 3,000 seat events center; an 18 hole, championship golf course. Pechanga Resort Casino offers the best resort and casino experience in California, without a long drive. <https://www.pechanga.com>



# HOTELS



**GRAND IDYLLWILD LODGE** - 20 miles / 28 minutes (\$275 per night )

A Mountain Luxury Boutique Bed and Breakfast Lodge

With respect for the natural landscape, vast open spaces, and its post-and-beam construction, The Grand Idyllwild Lodge integrates California Craftsman Style architecture of the early 1900's with a modern edge. The Craftsman, or Arts and Crafts Movement was an international design movement that flourished between 1860 continuing until the 1930's. This style features traditional craftsmanship using simple, elegant, forms, clean lines, and handcrafted wood, glass, and stone.

<https://grandidyllwildlodge.com>



**LA QUINTA RESORT & CLUB**

30 miles / 48 minutes ( from \$250 per night )

The original and quintessential Palm Springs resort, now a famed retreat and home to championship golf. Historic architecture, secluded patios, hot tubs, and private pools are waiting.

<https://www.laquintaresort.com>



# CAMPING

## **ANZA GOLD - ANZA VALLEY FAMILY FARM**

15 miles / 19 minutes

Enjoy the beauty of nature and find peace among the local flora and fauna we are preserving on 100 acres. Anza Gold has camping for tents, travel trailers, 5th wheels, toy haulers, pop-up campers and campervans.

A privately-owned farm where responsible consumption is allowed, to help you relax, disconnect from society, and reconnect with the natural world.

<https://anzagold.com>



**NOTE: NO OVERNIGHT CAMPING ON FESTIVAL SITE**

## **LAKE HEMET**

12 miles / 14 minutes

Lake Hemet is one of the most popular spots in Southern California for camping and fishing. Surrounded by the majestic beauty of the San Jacinto Mountains, in Mountain Center, near the charming town of Idyllwild, the scenery is splendid no matter which direction you look. Tall pines, manzanitas, sage, and giant pine trees abound!

Remember to pack a camera and binoculars, and keep a watchful eye as majestic eagles, hawks, and other wildlife are often seen soaring throughout the forest and campground. Come and enjoy camping, fishing, boating, and the breathtaking scenery all year round.

<https://golakehemet.com>



# PALMS TO PINES



➤ **GREATER PALM SPRINGS IS KNOWN FOR ITS BEAUTIFUL SCENERY AND WARM WEATHER, BUT JUST A FEW MILES TO THE SOUTH IS A SCENIC DRIVE THAT OFFERS HIGH MOUNTAIN WILDERNESS AND SERPENTINE ROADS—ALL UNDER TWO HOURS, PROVIDED YOU DON'T STOP AT SOME OF THE GORGEOUS SIGHTS ALONG THE WAY.**

➤ **NATIONAL MONUMENT VISITOR CENTER** - Begin your trip at the Santa Rosa and San Jacinto Mountains Visitor Center, located on Highway 74 in Palm Desert. Pick up a map and some visitor information but take note: the Visitor Center is closed Tuesdays and Wednesdays.

➤ **HIGHWAY 74 SWITCHBACKS** - As you depart the Visitor Center heading south on Highway 74, you'll almost immediately begin winding your way up the mountain in a series of switchbacks. There are beautiful views spanning the Greater Palm Springs area and ample opportunity to take them in.

➤ **COACHELLA VALLEY VISTA POINT** - Part way up the mountain is this large viewpoint with plenty of parking. Definitely plan on a stop here to take in the sights and snap a few photos. As you continue up the mountain, the road begins to unwind itself and you'll start to notice a change in vegetation. Short gangly pinyon pine trees begin to emerge from out of the rocks, so as the highway unfurls through the small towns of Pinyon Pines and Pinyon Crest, you'll see how these places got their names.

➤ **PINYON PINES TO RIBBONWOOD** - The highway through this region begins to unfold like a roller coaster with a series of wide ripples. Again, the vegetation changes and you'll notice more pine trees as the land becomes less rocky.

➤ **PARADISE VALLEY - HIGHWAY 74 & HIGHWAY 371** - Where these two highways meet is a good spot to stop for a break. The Paradise Valley Cafe is a popular place for travelers, and you'll almost certainly see motorcyclists and families lunching here. Hikers with massive packs abound here too, since the Pacific Crest Trail passes nearby. When you're ready to move on, stay on Highway 74 south.

➤ **LAKE HEMET** - One of the few water stops on this scenic drive, Lake Hemet is a tiny lake surrounded by campgrounds, picnic areas and RV parks. While it's a bit swampy around some of the edges, it's an ideal spot to fish, and there are gravelly beaches to splash around in.

➤ **MOUNTAIN CENTER / HIGHWAY 74 & HIGHWAY 243** - The perfect spot for a fill-up, whether you need a bite or a tank full of gas, Mountain Center is a busy little town with some shops and services located in the crook of these highways. As you head out, make sure you choose to go west on Highway 243 towards Idyllwild.

➤ **IDYLLWILD** - A few miles on from Mountain Center is the larger town of Idyllwild. This well-known mountain mecca is a popular stop for day-trippers, since it's got plenty of restaurants, cafes, and loads of small local shops. You won't find chain stores here, and the town is easily walkable. Park the car and explore! Find lunch at the small homey Red Kettle, or try the chunky corned beef hash at The Mile High Cafe. If you're craving something sweet, head for Idyllwild Ice Cream and Jerky.

➤ **INDIAN VISTA VIEWPOINT** - Indian Vista Viewpoint is built around a giant boulder and has sweeping views to the south over the green valleys. There's plenty of parking here but as you begin to descend again, you'll also find many other turnouts along the highway if you want to stop for photos. Somewhat quickly, the forest appears to end. The trees thin out rapidly, and there's a splash of greenery on the mountains as they become less sharp and more rounded. Just as quickly, the desert starts to reclaim the landscape and the edges get steeper and the road starts to wind again.

➤ **BANNING** - As you approach Banning, the road knots itself back up in a series of switchbacks, and if you can take your eyes off the drops, you'll see the Morongo Casino in the distance. The highway eventually deposits you onto Interstate 10. Take the interstate east to return to Greater Palm Springs.

# DEMOGRAPHICS

## ATTENDEES

Age: 21+  
Income: \$75K+ annually  
Education: College graduates+  
Location: 85% SoCal residents  
Gender: 60% female, 40% male  
90% purchase premium cannabis  
80% integrate cannabis with wellness  
75% interested in cannabis education  
85% value sustainable consumption  
90% participate in wellness activities



## EXHIBITORS

Due to the combination of cannabis farms, business owners and wellness professionals, the sponsorship opportunities are varied and support a wide variety of business goals. Everything from banking, to wellness products to business professionals will benefit. The exhibitors are heavily into social media and are often influencers themselves and promote extensively. Many are podcasters with a large following.

**2 DAY FESTIVAL**

# **MARKET COMPARISONS**

## **CANNABIS EVENTS:**

Emerald Cup - Northern California - 25,000+ attendees

Cannabis Cup - Various locations - 15,000+ attendees

Hall of Flowers - Industry trade show - 5,000+ attendees

Cannafest - Northern California - 8,000 attendees



# PARTICIPANTS



- RICKER - Co-Owner and Chief Creative Officer of Leaf Magazine, the largest cannabis publication in the world. Ricker is extremely well connected and is a popular "Leaf Life" Podcaster with a loyal following and fan base.



- KIDD CONEZ - Recording Artist, Host MC, Marketing professional for Raw, over 65k Instagram followers and a popular you tube channel. "Conez" as we call him will be performing, hosting and promoting the event.

# MUSICAL TALENT

**TBA SOON**

**URTH SMOKE SITE PLAN AND MAP**

Palms Hwy

Santa Rosa Pit Stop

1500 FEET

Santa Rosa Band of Cahuilla Indians

SANTA ROSA RESERVATION

PARKING

PARKING

**THE URTH SMOKE MUSIC EXPERIENCE**

SPONSOR LOGO

URTH SMOKE  
A CANNABIS EXPERIENCE

MAIN STAGE

SPONSOR LOGO

URTH SMOKE  
A CANNABIS EXPERIENCE

## Santa Rosa Pit Stop

**Santa Rosa Band  
of Cahuilla Indians**

**SANTA ROSA  
RESERVATION**



**PARKING**

## THE URTH SMOKE MUSIC EXPERIENCE

SPONSOR  
LOGO



**URTH SMOKE**  
A CANNABIS EXPERIENCE

## MAIN STAGE

SPONSOR  
LOGO

**URTH SMOKE**  
A CANNABIS EXPERIENCE

Entrance/Exit Road for VIP  
Ticket Holders, Security,  
Staff, Bands, Booth Renter,  
All Access Ticket Holders

**General Entrance/Exit Road**  
**everyone else**

## Parking Areas

### Indoor Area

### Outdoor Booths/Main Floor

### Main Entrance

## Security

## Medical

### Lotus Tent Village


**Food Truck Village**

### Main Stage



### Under the Desert Sky

**PARKING FOR  
315 VEHICLES**

HANDICAP (50)  
CANNABIS VENDORS (130)  
SECURITY GUARDS  
FIRE/EMT (10)  
STAFF (50)  
VOLUNTEER (50)  
EVENT OPERATORS (20)



**SECURITY**  
**FOR EASY**

— HANDICAP PARKING —

**PORT-A-POTTY AREA**  
(NO SLAM DOORS)

### 3 INDOOR AREA



ONLY

ALL AC  
TRAILER  
SEMIS  
BAND/C  
HOLLYW

10

- 80' - EMI TR  
PARKI

REENED FENCE

VIP ARTS  
LYWOOD  
RT-A-PO

NG

FOOT PA



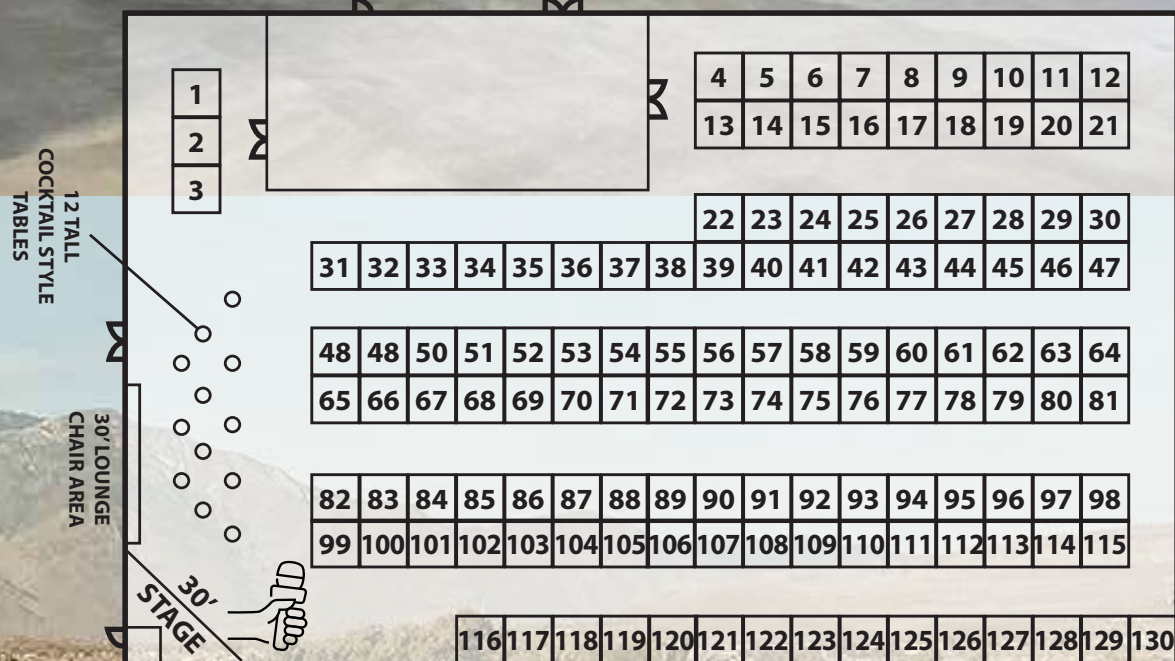
FENCED AREA WITH SECURITY  
MOTORCYCLE PARKING  
VIP PARKING 

**MAIN ENTRANCE**  
OPEN SPACE  
(APPROX  
4500 sq ft)

FENCED AREA WITH SECURITY  
MOTORCYCLE PARKING  
VIP PARKING

# THE INDOOR SPACE

The venue is located on beautiful, expansive, flat outdoor terrain but the 130 10' x 10' cannabis booths will be located inside this 27,000 square foot metal building.



# LOTUS TENT VILLAGE



**The Urth Smoke Lotus Tent Village is a curated collection of experiences such as meditation, sound baths, spiritual readers and massage.**

# UNDER THE DESERT SKY



The Urth Smoke transformative experience continues with informative seminar talks such as Cannabis & the Endocannabinoid System, Healing with Cannabis, Clone Coach, Sustainability and Cultivation, Terpenes, Music and Cannabis, the Art of the Roll and Legacy Farmer Stories.



# ★VIP ACCESS



- Complimentary 1/2 gram pre rolls in the Smokers Lounge
- Complimentary water in the VIP area
- \$30 credit in Food Truck Bucks
- One Urth Smoke Hoodie
- One Urth Smoke Hat
- One Urth Smoke Canvas Bag
- One hour early entry into the venue to privately enjoy all the experiences
- VIP road for easy entry and quick exit to and from event
- Private VIP parking
- Private VIP trailer bathrooms
- Private VIP area in the Pit in Front of the Stage
- Private access to VIP side stage lounge for viewing music
- Private access to the VIP smokers lounge with live monitors
- VIP pass to rent high end glass pieces to smoke out of with option to purchase

# \$100,000 EVENT SPONSORSHIP

- Two 10' x 10' outside pop-up tents with your logo and business name on a banner to meet patrons and hand out information about your company.
- Access to 6000-8000 patrons, over 150+ Cannabis Companies and 150+ arts and crafts and clothing vendors over two days to advertise and educate festival event attendees about your business.
- One large banner with your company name and logo posted on the side of the highway right next to the exit to the venue for two weeks before the event.
- One Flag with your company name and logo flying in each (3 of them) parking lots.
- Twelve 8' x 3' banners with your name and logo hung throughout the festival. They will be hung in these locations. At the main entrance/exit, on the main stage, the small stage inside the main building, in the food truck area, on the under the desert sky side stage, on the outside of the big building above the outdoor booths for everyone to view while shopping, the VIP area, halfway down the road to the venue, as well as halfway down the road that the VIP ticket holders, all access ticket holders, all booth rental, staff, security, bands and DJ's will be taking. Two other banners hung on the perimeter fence. (all sites marked on the site plan).
- Your company name and logo on all directional signs all over the festival.
- Fourteen complimentary VIP passes for your company per day at a \$600 value per pass. Need to reserve passes at least 28 days before the event.
- Your company name and logo will be posted larger and towards the top of our website, social media pages as well as posters and flyers.
- Your company name will be mentioned as a "Thank you for your sponsorship" at the end of every podcast that was recorded at the event. These podcasts will be edited and available for the public masses to listen to.
- Your company name will be mentioned as a "Thank you for your sponsorship" from the headlining band as well from the headlining DJ on both days of the event.
- Your Company name will be thanked for your sponsorship throughout both days by both of our in house MCs.



## URTH SMOKE SPONSORSHIP

# BENEFITS

- ▶ This event will be professionally documented and distributed across multiple platforms.
- ▶ Extensive PR coverage from Buzz Music LA, a cannabis and music-focused PR company.
- ▶ Many social media influencers with followings from 50,000 to 2.5 million and are very proactive in promotions.
- ▶ Enhanced visibility - maximize your brand exposure to a captivated audience through our event's extensive marketing channels.
- ▶ Professionally photographed event using drone, video and digital photography.

# LET'S CONNECT

To grow your brand's presence, and make some beneficial connections, let's talk and see how we can walk you through next steps. But time is of the essence so please reach out soon as certain opportunities have limited spaces available. Let us help to maximize your exposure not just AT the event but in the timeleading up to it!

**For music and general sponsorship inquiries, please contact:** Matthew Geddes  
**For cannabis sponsorship inquiries, please contact:** Beth Long

**[matthew@urthsmoke.com](mailto:matthew@urthsmoke.com)**  
**[beth@urthsmoke.com](mailto:beth@urthsmoke.com)**



**FARM SPONSORS** LICENSED CALIFORNIA CRAFT LEGACY FARMS

**FARM  
LOGOS**

**TBA SOON**

# **MERCHANT SPONSORS**

**MERCHANT/VENDOR  
LOGOS**

**TBA SOON**

WHEN YOU RECOGNIZE SMOKE AS A DIVINE SIGN, IT  
HELPS YOU TRUST YOUR SPIRITUAL JOURNEY



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