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

URTH SMOKE 2026

7500+
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

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.

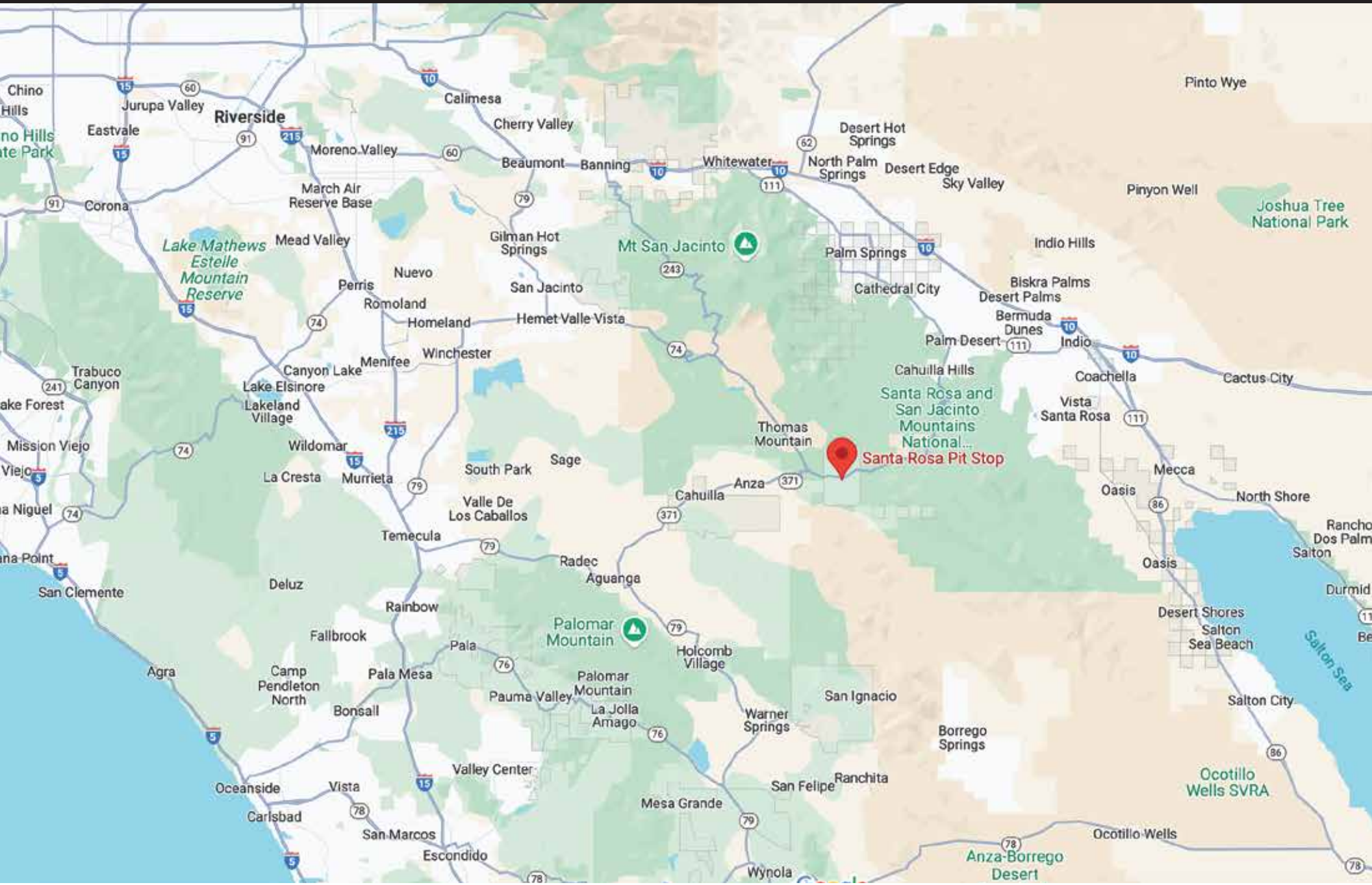
Her diverse background spans from nonprofit events to large-scale productions, where she excels in coordinating all aspects of event execution. Lynn's ability to seamlessly integrate creative vision with logistical precision ensures each event runs smoothly and successfully. Passionate about crafting 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.

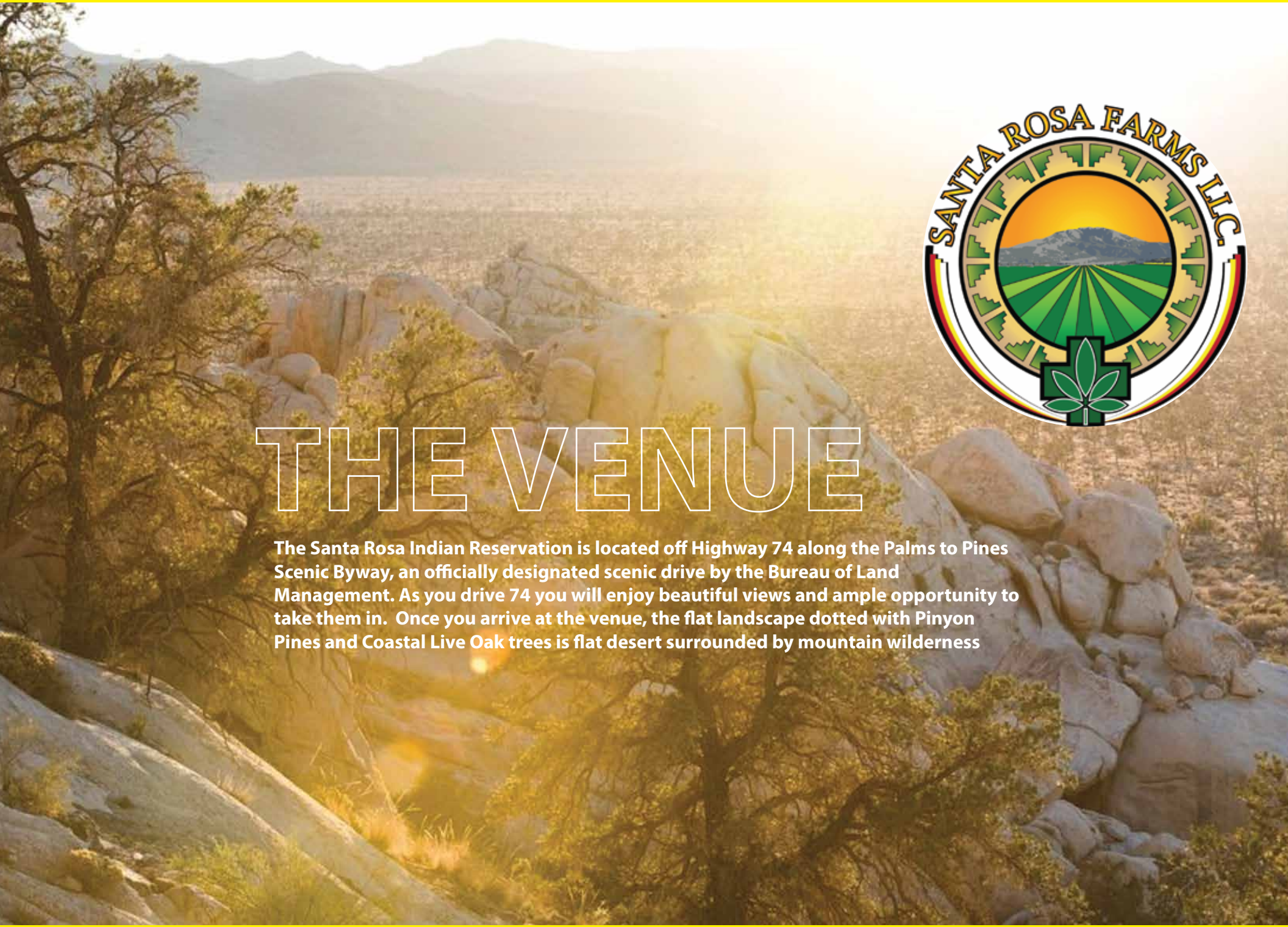
MATTHEW HUFSCHMIDT / TECHNICAL DIRECTOR/PRODUCTION MANAGER
- 40 years of Production experience including Production Design, Tour and Stage Management, Audio, Lighting, Video
- Live events including festivals/concerts, conferences, political campaigns

FESTIVAL LOCATION

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 AMENITES

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 Ribboonwood 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.

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

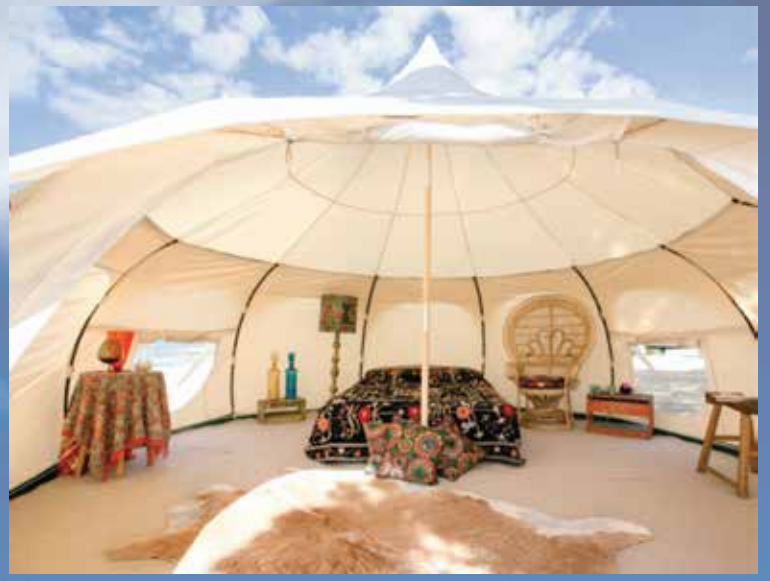
THE URTH SMOKE MUSIC EXPERIENCE

- 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
- VIP
- Under the Desert Sky

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.

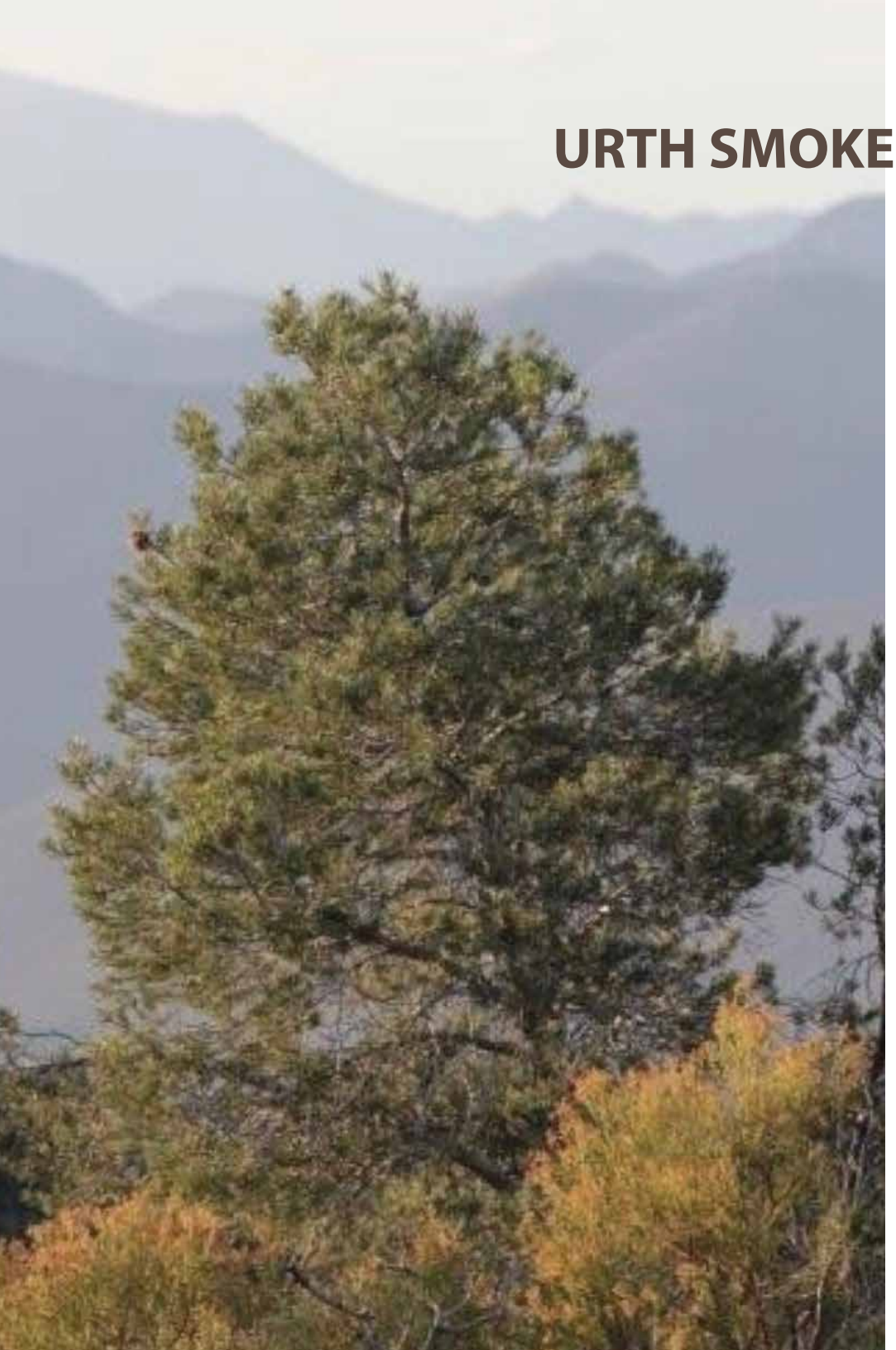
LOTUS TENT VILLAGE



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.



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** **matthew@urthsmoke.com**
For cannabis sponsorship inquiries, please contact: **Beth Long** **beth@urthsmoke.com**

FARM SPONSORS LICENSED CALIFORNIA CRAFT LEGACY FARMS

FARM
LOGOS

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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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