



OGLALA LAKOTA PINE RIDGE, S.D. SELF-RELIANCE PROPOSAL

March 24, 2021



PREPARED BY
Daniel Montero

PRESENTED BY
GWSB Media Brand



THE OBJECTIVE

*To fulfill the Camp Brothers vision of an independent, self-sustainable cannabis economy for the Oglala Lakota People of Pine Ridge Indian Reservation.
(Wazí Ahánhaŋ Oyánke)*

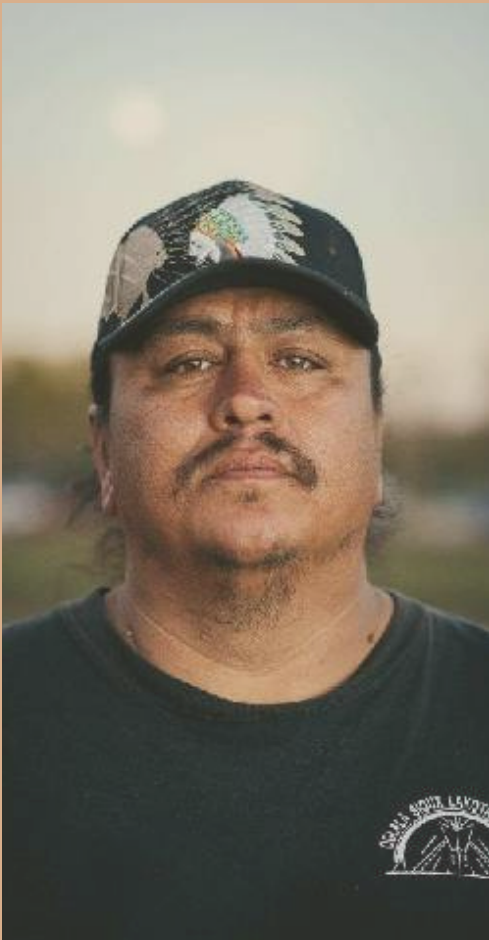
Victorio & Mazhonaposhe Camp are Pine Ridge community leaders and sons of Carter Camp and Michelle Richards Tyon (American Indian Movement). The Camp Brothers are direct descendants of Chief Red Cloud.

The recent legalization of cannabis at Pine Ridge (formerly the Red Cloud Agency) gives California industry leaders the opportunity to change the course of history for the Oglala Lakota People.

PINE RIDGE RESERVATION STATISTICS

- **Population 40,000+**
- **80% Unemployment Rate.**
- **97% of Residents live below the Federal poverty line.**
- **2nd Largest Reservation in the US.**
- **Infant Mortality Rate highest on the continent.**
- **Life Expectancy is 47 years for Men and 52 years for Women.**





WE ARE SEEKING

*Industry Leading Philanthropy
for a Vertically Integrated,
Indigenous Owned Enterprise.*

*And Sponsorship to produce a
Documentary Series honoring
Oglala Lakota Culture, the Camp
Brother's Journey and the
Relationship between Pine Ridge
and Cannabis Industry Leaders.*

MATERIALS

- Retail Fixtures
- T-Posts / Fencing
- Commercial Irrigation
- Processing Equipment
- 20' x 50' Greenhouse
- 40' x 60' Steel Building
(Drying / Processing)
- Tiller Tractor / Excavator
- Gardening Tools / Equipment

EXPERTISE

- Legal
- Accounting
- Compliance
- Construction
- Branding & Retail
- Vertical Integration
- Commercial Cultivation
- Regenerative Agriculture



CULTIVATING A GREEN FUTURE IN PINE RIDGE

The Camp Brothers are preparing for a Licensed, Full Term grow season and a Licensed Retail Location in Pine Ridge.

A vertically integrated, **Indigenous Owned** enterprise is the first step towards an independent, sustainable cannabis economy at Pine Ridge.

This project will have a positive impact on **First Nations** across the U.S. and helps to pave the way for **Inter-Tribal Commerce** in North America.

CAMP FAMILY FREEDOM FIGHTERS

- 1968 American Indian Movement**
- 1972 Trail of Broken Treaties**
- 1973 Wounded Knee Occupation**
Carter Camp War Chief
- 1985 Yellow Thunder Camp**
- 1986 - Present. Chief Big Foot Memorial Ride**
- 1990 Wiping Of Tears Ceremony**
- 2004 Bicentennial Lewis & Clark Dawn of Genocide Protest**
- 2006 KXL Pipeline Protest**
Victorio Lead Organizer
- 2015 Crow Butte Uranium Mine Protest**
- 2016 Standing Rock Protest**
Victorio Lead Organizer

CAMP BROTHERS LEADERSHIP

- **Victorio and Mazhonaposhe Camp have a lifelong history of protecting Lakota People, Land and Water.**
- **Victorio Camp is a 3rd Generation Oglala Lakota Sun Dance Chief.**
- **Mazhonaposhe Camp is a 2nd Generation Oglala Lakota War Chief.**



SPONSORSHIP & IN KIND DONATIONS

*Participate by Donating
Materials and Volunteering
Time & Expertise.*

**Sponsorship Tiers represent the monetary value
of Materials and In Kind Donations.**

- **Red Fox** (*Sungila*) **\$2,000**
"An Old Fox understand the trap."

- **Wolf** (*Sungmanitu Tanka*) **\$10,000**
*"The gaze of the wolf reaches
into your soul."*

- **Elk** (*Heháka*) **\$5,000**
*"The Earth has music for those
who listen."*

- **Warrior** (*Akicita*) **\$20,000**
*"It is better to have less thunder
in the mouth and more lightning
in the hand."*



SPONSORSHIP DELIVERABLES

Sponsorship includes Press Releases, Interviews and Social Media Campaign.

Bring Back The Way Sponsorship Press Kit provided to support Sponsor's ability to promote this project and Documentary Series.

Deliverables begin in May and end in December.

Red Fox Sponsor (*Sungila*)

\$2,000

- Logo Placement 16 Episodes
- Acknowledgement All Press Releases
- Full Inclusion Digital Media Campaign
- Invitation to Project Kick Off (Humboldt)

Wolf Sponsor (*Sungmanitu Tanka*) **\$10,000**

- Wolf Sponsor Interview
- Logo Placement 16 Episodes
- Acknowledgement All Press Releases
- Full Inclusion Digital Media Campaign
- Wolf Sponsor Digital Media Campaign
- Invitation to Project Kick Off (Humboldt)

Elk Sponsor (*Heñáka*)

\$5,000

- Logo Placement 16 Episodes
- Documentary Series Interview
- Acknowledgement All Press Releases
- Full Inclusion Digital Media Campaign
- Invitation to Project Kick Off (Humboldt)

Warrior Sponsor (*Akicita*)

\$20,000

- Series Sponsor Series Interview
- Series Sponsor Logo 16 Episodes
- Acknowledgement All Press Releases
- Full Inclusion Digital Media Campaign
- Series Sponsor Digital Media Campaign
- Invitation to Project Kick Off (Humboldt)
- Documentary Interview w/ Victorio Camp



DOCUMENTARY SPONSORSHIP

We raise Global Awareness for the Lakota Nation and the Indigenous Cannabis Experience by documenting this historic project.

Bring Back The Way Documentary Series will be filmed on location in Pine Ridge, South Dakota.

Sponsorship paid 50% in May. Remaining balance due 90 days thereafter.

SPONSORSHIP TIERS

- **(5) Bear (Mato)** **\$1,000**
"A grizzly is a symbol of what is right in the world."
- **(1) Eagle (Wanbliwiyaka)** **\$10,000**
"Freedom lies in being bold."
- **(1) Bison (Tatanka)** **\$5,000**
"Leadership is not about size, it's about knowledge and wisdom."



DOCUMENTARY DELIVERABLES

Sponsorship includes Press Releases, Interviews and Social Media Campaign.

Bring Back The Way Sponsorship Press Kit provided to support Sponsor's ability to promote Documentary Series.

Series to be posted on Sponsor Instagram and YouTube accounts (if applicable).

Series consists of (2) IGTV Mini Series (Summer and Fall). 8 Episodes per Series. Total 16 Episodes.

(5) Bear Sponsor (Mato)

\$1,000

- Logo Placement 16 Episodes
- Acknowledgement All Press Releases
- Full Inclusion Digital Media Campaign
- Invitation to Project Kick Off (Humboldt)

(2) Bison Sponsor (Tatanka)

\$5,000

- Logo Placement 16 Episodes
- Documentary Series Interview
- Acknowledgement All Press Releases
- Full Inclusion Digital Media Campaign
- Invitation to Project Kick Off (Humboldt)

(1) Eagle Sponsor (Wanbliwiyaka)

\$10,000

- Series Sponsor Logo 16 Episodes
- Acknowledgement All Press Releases
- Full Inclusion Digital Media Campaign
- Series Sponsor Digital Media Campaign
- Sponsor Clothing Featured 16 Episodes
- Invitation to Project Kick Off (Humboldt)
- Documentary Interview w/ Victorio Camp



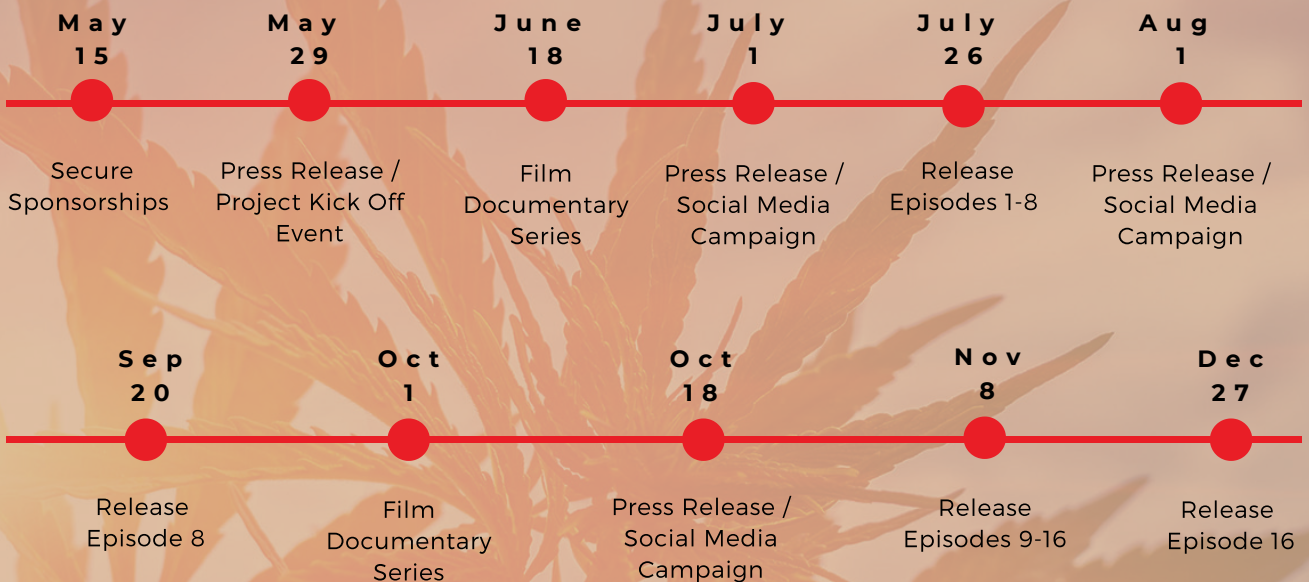
PRODUCTION TIMELINE

The duration of this project is approximately nine months.

May through December 2021.

Bring Back The Way Episodes released weekly.

Episode releases supported by Social Media Campaign.





PROJECT TIMELINE

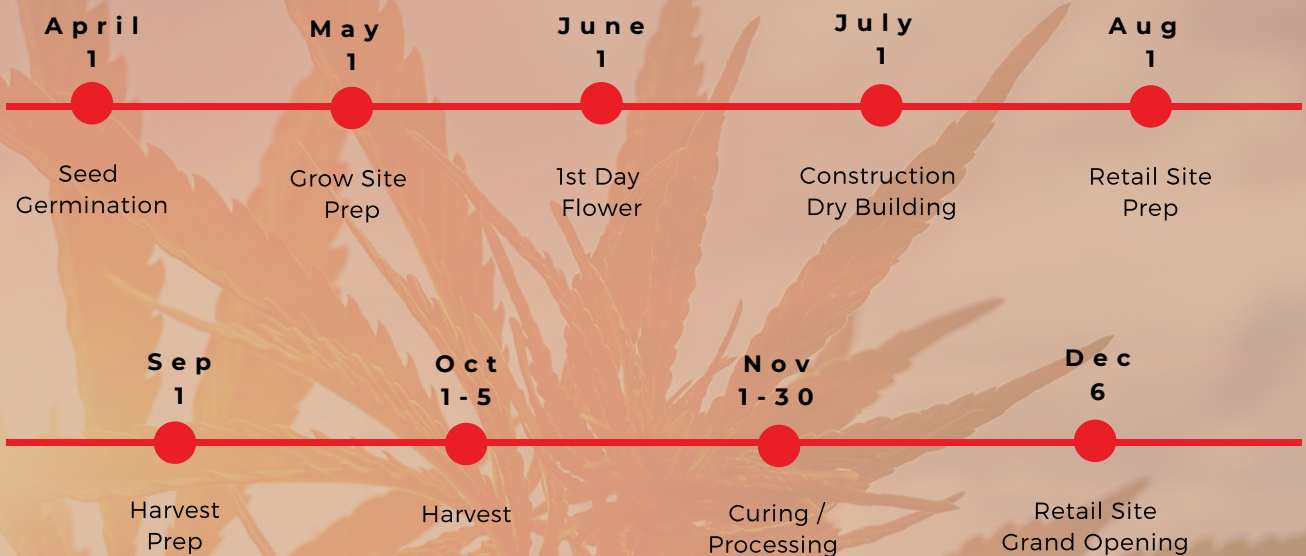
*3 Acre Canopy. 500 Full Term
Plants.*

April through December 2021.

60 acre Licensed Cultivation Site.

Unlimited water supply from the Missouri River.

**Camp Brothers have 20+ years experience
cultivating the plant.**





SECURED SPONSORSHIPS

Thank you Humboldt Seed Company for your \$20K donation. Genetics and Consultation.

Founded in 2001 by biologists in Humboldt County, CA, Humboldt Seed Company began breeding for patients under Prop 215.

Humboldt Seed Co. has since evolved for the recreational market and is a leader in specialized cannabis breeding and strain development.



SECURED SPONSORSHIPS



*Thank you Origins Council for
your \$10K In Kind Donation.
Economic Development and
Appellation Consultation.*

Origins Council is dedicated to sustainable rural economic development in cannabis producing regions and establishing nationally and internationally recognized, legally defensible, standards-based, geographic indication systems for cannabis.





SECURED SPONSORSHIPS

Thank you Meadow for your \$10K donation. POS Software and Retail / Compliance Consultation.

Meadow builds software solutions for California's cannabis industry and has become an all-in-one dispensary POS solution.

Meadow's robust & compliant point of sale software allows retail and delivery cannabis businesses to sell, track, organize, analyze, and reward within one integrated point-of-sale system.



MEADOW



SECURED SPONSORSHIPS

*Thank you HCGA for your generous In Kind Donation.
(TBD)*

HCGA is the trade association advancing the interests of the legal and responsible cannabis businesses in Humboldt County.

Built on a foundation of years of innovation, HCGA works together to preserve, protect and enhance Humboldt County's world-renowned cannabis industry through advocacy, public relations and education.

HUMBOLDT COUNTY

H C

G A

GROWERS ALLIANCE



THANK YOU.

*Together we plant the seed of
Economic Independence and
Generational Change at Pine
Ridge for decades to come.*

Please take a moment to consider your level of involvement.

All levels of support are welcome.

Sincerely,

Daniel Montero
gwsmokebreaktv@gmail.com
(408) 334-8660

AS I WASHED MYSELF WITH THAT SACRED HERB
I BECAME COLD IN MY DETERMINATION AND
CLEANSED OF FEAR. I LOOKED FOR BIG FOOT
AND YELLOWBIRD IN THE DARKNESS AND
I SAID ALOUD ...
"WE ARE BACK MY RELATIONS, WE ARE HOME !"

CARTER CAMP
PONCA
1941 - FOREVER...

