



## Retail Partner Package

### Ceremonial Tobacco 2023



## Retail Partner Program Introduction

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### Welcome to the Imagination Ceremonial Tobacco Retail Partner Program for Alberta

This Tobacco Retail Partner program is designed to give more consumers access to ceremonial tobacco, for gifting and medicinal purposes.

By offering ceremonial tobacco, your company can not only expand the breadth of its offering to customers, but it can also help create a stronger cultural bridge between Indigenous nations and your community.

- By offering our tobacco you will experience:
  - An increase in overall sales;
  - A new customer base;
    - Typically, individuals, government agencies, not-for profits organizations, the RCMP, health organizations, industry, Indigenous organizations, and organizations with Indigenous interests use our tobacco in ceremony and for gifting to Indigenous people and Elders for other ceremonial purposes.

## Benefits of Partnership

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- Superior product and packaging, preferred by clients above conventional pouch tobacco and is often requested by Elders.
- Wholesale licensed for the Alberta market
- Easy, online wholesale ordering process
- Free shipping on your first order
- Next day shipping on most orders
- [Training on tobacco gifting protocols](#)
- Favourable rates and discounts
- One-to-one sales support
- Marketing and communications support
- Your retail location listed on [our website](#) to promote referrals to your store

## About Us

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The Imagination Group of Companies is 100% Indigenous owned and operated, proudly serving Canadians for over twenty-one years. Imagination is committed to providing the highest quality products and services to our customers. We blend culture and tradition with technology in the production of our Imagination Ceremonial Tobacco. And we are committed not only to authenticity, tradition, and ceremony, but also the environment and community.

While we are based out of Treaty 7 land, in Calgary, Alberta, we currently serve the Alberta, Saskatchewan, British Columbia, and Manitoba markets for ceremonial tobacco.

## Our Tobacco

Using traditional knowledge and modern practices, we provide our customers 100% certified organic, ceremonial tobacco. Our varietal is the Canadian Virginia leaf tobacco from the Norfolk region of Canada and contains no preservatives or additives. Our beautiful packaging, widely known as “The Tin,” is unique in the industry and our customers often ask for it by name.

### The Product

Imagination ceremonial tobacco is offered in 2 different packaging styles:

Type	Product #	MSRP	Wholesale Cost	Size
Gift Pack	ICT4125	80.00	70.40	4 X 12.5g tin
Large Tin	ICT150	55.00	48.40	1 X 50g tin

All Imagination Ceremonial Tobacco is stamped with provincial tobacco stamps, and taxes are prepaid. Imagination complies with all provincial and federal tobacco legislation.

## Getting Started

Interested in becoming a partner? Email [wholesale@imaginationgroup.ca](mailto:wholesale@imaginationgroup.ca) with the following information:

- Alberta Business Number
- Legal name of retail store
- Website address (if any)

If you have questions, email [wholesale@imaginationgroup.ca](mailto:wholesale@imaginationgroup.ca) or call 1-877- 640-2090 ext. 130.

Visit us and learn more at:

[www.imaginationgroup.ca](http://www.imaginationgroup.ca)

