

7th Annual
B2B Awards Ceremony

September 6th 2025
Amsterdam Beach - Zandvoort

CANNABIS AWARDS

JACK HERER CUP

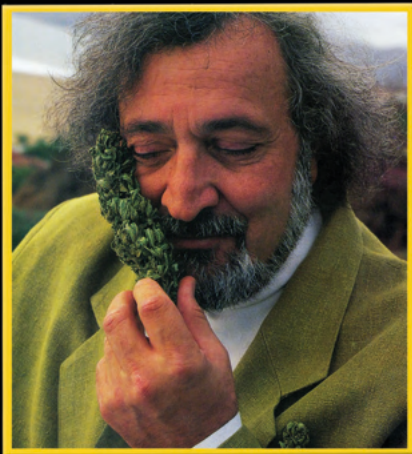
AMSTERDAM

2025



WWW.JACKHERERCUP.EU





Jack Herer®

The 7th Annual Jack Herer Cup

JACK HERER:

The Jack Herer Cup is the Annual Premier Cannabis Award Show. The Cup is held to honor the late Cannabis Activist and Author of the #1 Best Selling Hemp book, Jack Herer.

This year we celebrate the 7th Annual Jack Herer Cup Amsterdam, again at the beach of Zandvoort.

JUDGING:

12 Industry Expert Judges will judge all the entries blind during the Industry Judge Week.

NEW THIS YEAR !

The Coffeeshop Experience Categories !
Especially for these shops we created a few brandnew categories. These categories will be judged by Mystery Guests that visit the shops.



September 6th 2025
Amsterdam Beach - Zandvoort

BEACHCLUB - SANDY HILL

The 7th Edition of the Jack Herer Cup AMS
will be held once again at the beautiful
beach of Zandvoort (Amsterdam Beach)

SATURDAY SEPTEMBER 6th 2025

SANDY HILL BEACHCLUB
Boulevard de Favauge 12
2042 TV Zandvoort



Jack Herer Cup Amsterdam 2025 Award Categories

Flower Categories:

Best Haze Flower
Best Sativa Flower
Best Indica Flower
Best Hybrid Flower
Best USA Loose Flower
Best USA Branded Flower

Extract Categories:

Best Traditional Hash
Best Dry Sift
Best Static
Best Frozen
Best Rosin

Other Categories:

Best Pre-Roll
Best Edible
Best CBD Product
Best Improved Shop
Best Coffeeshop

DEADLINE FOR ENTRIES:
MONDAY AUGUST 25th 2025

New Account: **@JACKHERERCUP_EU**

Jack Herer Cup Amsterdam 2025

Coffeeshop Experiment Categories

Best Menu

Best Budtender

Best Merchandise

Best Smoking Gear

Best Overall Shop Experience

Especially for the Coffeeshop Experiment Shops
we have created a few brandnew categories.

The attending Shops will be visited by Mystery Guests.

NEW ACCOUNT: [@JACKHERERCUP_EU](https://www.instagram.com/JACKHERERCUP_EU)

Jack Herer Cup Amsterdam 2025

BEACHCLUB - SANDY HILL



SATURDAY
September 6th 2025

Amsterdam Beach - Zandvoort

Program:

11:00 - 14:00

Setup Sponsors / Vendor Booths

15:00

Doors open for all invited guests

20:00 - 20:30

Awards Ceremony

20:30 - 23:00

Party Time!

This B2B Event is for invited guests only!

NO TICKETS FOR SALE !

Sponsor Packages



**Presenting
Sponsor**

€ 12.500,-



**Platinum
Sponsor**

€ 8.500,-



**Gold
Sponsor**

€ 5.000,-



**Silver
Sponsor**

€ 2.500,-



€ 12.500,-

Presenting Sponsor Package

- Awards Ceremony Presenting Sponsor
- Logo on Main Stage Banners
- Logo on Keycards & All Badges
- Logo on Beachflags
- Logo on Floor and Wall Stickers
- Logo on VIP Area Entrance Banners
- Logo on Green Carpet Entrance Banners
- Logo on (interview) Media Corner
- XXL V.I.P. Lounge Table + 8 Seats
- Logo on INTRO Jack Herer Cup AMS Video
- Logo BIG on Venue TV Screens
- Logo First Row on the Website
- Logo on Social Media
- 8 Cup Entries (Value: € 3.360)
- 8 V.I.P. Badges (Value: € 2.000)
- 8 Regular Badges (Value: € 800)



€ 8.500,-

Platinum Sponsor Package

- Logo on Green Carpet Entrance Banners
- Logo on (interview) Media Corner
- XL V.I.P. Lounge Table + 6 Seats
- V.I.P. Lounge Banner with Logo at Table
- Logo on Jack Herer Cup AMS Video
- Logo on Venue TV Screens
- Logo on the Website
- Logo on Social Media
- 6 Cup Entries (Value: € 2.520)
- 6 V.I.P. Badges (Value: € 1.500)
- 6 Regular Badges (Value: € 600)



€ 5.000,-

Gold Sponsor Package

- V.I.P. Lounge Table + 4 Seats
- V.I.P. Lounge Banner with Logo at Table
- Logo on Jack Herer Cup AMS Video
- Logo on Venue TV Screens
- Logo on the Website
- Logo on Social Media
- 6 Cup Entries (Value: € 2.520)
- 4 V.I.P. Badges (Value: € 1.000)
- 4 Regular Badges (Value: € 400)



€ 2.500,-

Silver Sponsor Package

- Logo on Venue TV Screens
- Logo on the Website
- Logo on Social Media
- 4 Cup Entries (Value: € 1.680)
- 2 V.I.P. Badges (Value: € 500)
- 2 Regular Badges (Value: € 200)



SATURDAY SEPTEMBER 6th 2025

Contact:

Email: info@jackherercup.eu

Website: www.jackherercup.eu

NEW Instagram: [@jackherercup_eu](https://www.instagram.com/jackherercup_eu)

JACK HERER CUP Amsterdam 2025

Your partnership is more than displaying your logo. It means getting connected to the people with the right level of influence in various sectors. This is the perfect opportunity to enjoy corporate marketing that guarantees great value for your company!

PRIVATE B2B EVENT

ENTRY FEE: € 420

V.I.P. Badges: € 250

Regular Badges: € 100

