



Sponsorship Agreement

Caffeine Crawl and Oatly enter this agreement freely and willingly on the 10th day of September, 2020.

Your partnership in Caffeine Crawl is enabling the interested public to discover aspects of the city and the food and beverage industry that they might not have considered, while helping to support local businesses and providing a wholesome outlet for alternative entertainment. We truly value and appreciate your support.

The covenants of this agreement are as follows:

Oatly agrees to provide Gold Level of sponsorship (details below) for Caffeine Crawl Colorado, September 25-26, 2020. Strong sponsorship promotional outreach includes not only Colorado, but also our Kansas, Kansas City area, Nebraska, and Southern California lists. In addition, each Caffeine Crawl does reach a coast-to-coast audience organically with our following.

The Sponsorship

Oatly agrees to provide The LAB, owner of Caffeine Crawl, \$500 total due on invoice date for Gold Level sponsorship. Level value is \$800.

Gold Level Credit

In exchange for this sponsorship, Caffeine Crawl will provide:

- Exclusive product discount deal for event promotions. Will be marketed via all our promotional media announcing this specific deal multiple times, plus on the event website. Usually is a promo code, or call to action link. Can be adjusted to target for what you need. We have other options if your promotion desires a smaller audience, geared towards industry or consumer only, etc.
- Promotional mailing opportunity to be sent with physical tickets. Ticket holder receives their ticket via mail in a standard #10 envelope, and only 4 sponsors (first come, first serve) will get to add items to the mailings before the actual Caffeine Crawl. Typically business card or small postcard size is selected.
- Half size ad + link on Caffeine Crawl homepage for 30 days. Ad is 180 x 180.
- Opportunity to include product/material in event bags that every ticket holder receives. Oatly has agreed to 11 oz cartons.

- Opportunity to be included in the seasonal special gift offering email and social media blast that goes out on Cyber Monday. Location by sponsorship level, and goes out nationwide.
 - 2 comp tickets to this Caffeine Crawl available for use by your staff, local clients/accounts and/or customer, and social media giveaways (promoted by Caffeine Crawl).
 - Logo and link on CaffeineCrawl.com, and logo on programs as sponsor. Location by sponsorship level. Sponsor names are the only names in bold, or called out.
 - Social media mentions on our very active Facebook, Twitter, and Instagram accounts.
- Frequency by sponsorship.
- 1 weeklong run on our "What's Happening" page on our website. This is a page with a rotation of beverage news, deals, announcements around the country, etc. A 300x300 square size visual, click link, plus social media push will be part of the promotion. Please give us 3 days notice on when this is coming our way.

Delivery

Oatly agrees that the item(s) listed above and/or payment will be delivered to The LAB, creator of Caffeine Crawl.

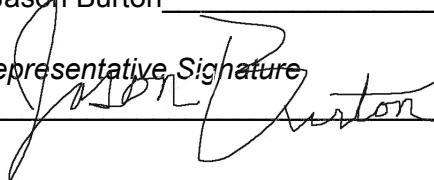
Relationship

This agreement represents the only relationship between Caffeine Crawl and Oatly. The sponsor is not held to any of the event's legal responsibilities outside of their sponsor level commitment.

Caffeine Crawl / The LAB Representative Name

Jason Burton

Caffeine Crawl / The LAB Representative Signature



Oatly Representative Name

Oatly Representative Signature



Jason Burton / 5702 Locust St., Kansas City, MO 64110

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