



## Sponsorship Agreement

Caffeine Crawl and Blip Roasters enter this agreement freely and willingly on the 23rd day of February, 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:**

Blip Roasters agrees to provide Gold Level of sponsorship (details below) for Caffeine Crawl Kansas City, April 3-5, 2020. Sponsorship promotional outreach includes not only Greater KC, but also our entire Missouri, Kansas, Iowa, Nebraska, Oklahoma and Arkansas lists.

### The Sponsorship

Blip Roasters agrees to provide The LAB, owner of Caffeine Crawl, \$800 total due on invoice dates (two payments) for Gold Level sponsorship. Level value is \$800.

### Credit

In exchange for this sponsorship, Caffeine Crawl will provide:

- Exclusive product discount deal for event promotions (going out to over 300k for this Crawl). 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.
- Opportunity to host and/or be part of Caffeine Crawl Roundtable, a side event focused more on industry talk and outreach. Event can even take place a week or two after the Crawl with our promotional help remotely. Available to Platinum first, or first Gold Level. (\*new item\*)
  - Oatly has signed up interest in partnering on this event.
- 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 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.
- 5 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).
- 20% off discount on tickets for any 2020 Caffeine Crawls. Sometimes used by accounts and traveling doing research.
- An additional 5 minutes at your stops on Caffeine Crawl. Must be locked in before routes are finalized. Has been implemented.
- 2 free entries on a 2020 Coffee, Tea, and Chocolate Guide (online resource for consumers to various cities). Most likely to be used for the KC Guide.
- Opportunity to include product/material in event bags that every ticket holder receives.
- 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.

Delivery

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

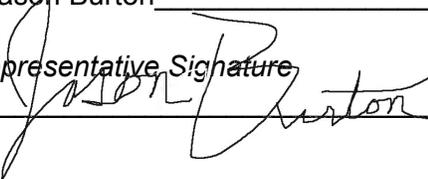
Relationship

This agreement represents the only relationship between Caffeine Crawl and Blip Roasters. 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*

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*Blip Roasters Representative Name*

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*Blip Roasters Representative Signature*

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