



Sponsorship Agreement

Caffeine Crawl and JBC Coffee Roasters enter this agreement freely and willingly on the 12th 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:

JBC Coffee Roasters agrees to provide Platinum Level of sponsorship (details below) for Caffeine Crawl Madison 2020. This is the very top level of partnership. Sponsorship promotional outreach includes Illinois, Indiana, Iowa, Minnesota, and Wisconsin. Event date will be Saturday, September 26, 2020.

The Sponsorship

JBC Coffee Roasters agrees to provide The LAB, owner of Caffeine Crawl, \$1,500 total due on invoice dates for Platinum Level sponsorship. Level value is \$1,500. A \$700 first payment deposit is required to secure this top level of sponsorship.

Credit

In exchange for this sponsorship, Caffeine Crawl will provide:

- Top sponsor for this Caffeine Crawl. Only 1 spot available.
- A series of 3 stories on Instagram that run live for a week, but archived through the year with other Platinum Sponsors around the country to be viewed at any time. Files to publish must be sent to us finished. (*new item*)
- 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.
- 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. (*new item*)

- 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 sizes are selected.
- Full size ad + link on Caffeine Crawl homepage for 30 days. Ad is 180 x 360.
- Opportunity to host either an After Crawl Party, or Pre-event Breakfast.
- 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.
- 8 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).
- 25% 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. Opportunity to request 2 additional shops to participate on the Caffeine Crawl. Typically accounts. Must be locked in before routes are finalized.
- 4 free entries on the 2020 Coffee, Tea, and Chocolate Guide (online resource for consumers to various cities). Can share with accounts. We will create a Madison Guide.
<https://www.caffeinecrawl.com/coffee-tea--chocolate-guide.html>
- Opportunity to include product/material in event bags that every ticket holder receives.
- Only sponsor logo on actual tickets. Logo thanks on Barista Magazine ad.
- 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.
- 1 Instagram feature (content approved by us) on your selected day to help promote any of products/services.
- Social media mentions on our very active Facebook, Twitter, and Instagram accounts. Frequency by sponsorship, so highest frequency.
- If not a coffee, tea, chocolate, or juice company, the opportunity for your business location to participate on the Caffeine Crawl. Must work with a producer listed above, and be locked in before routes are finalized.
- Mention of your company in national event press releases. We can't control what is written, but our press coverage is very impressive.

Delivery

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

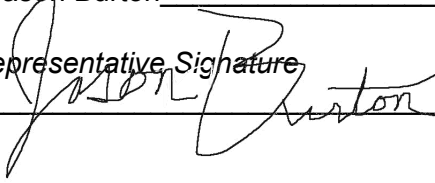
Relationship

This agreement represents the only relationship between Caffeine Crawl and JBC Coffee 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



JBC Coffee Roasters Representative Name

JBC Coffee Roasters Representative Signature



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