



Sponsorship Agreement

Caffeine Crawl and Onyx Coffee Lab enter this agreement freely and willingly on the 30th day of July, 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:

Onyx Coffee Lab agrees to provide Silver Level of sponsorship (details below) for Caffeine Crawl NW Arkansas, August 29, 2020. Sponsorship promotional outreach includes not only NW Arkansas, but also our Oklahoma, Kansas City, St. Louis and Memphis lists.

The Sponsorship

Onyx Coffee Lab agrees to provide The LAB, owner of Caffeine Crawl, \$350 total due on invoice date for Silver Level sponsorships. Level value is \$550.

Credit

In exchange for this sponsorship, Caffeine Crawl will provide:

- 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).
- Opportunity to include product/material in event bags that every ticket holder receives, or for us to drop off to roasters on the Crawl.
- 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.
- 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.
- 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 free spot on our new "What's Going On" page on our website. Launches Aug. 3. This will be a page with a rotation of coffee news, deals, announcements around the country. A square size visual, title header, click link, plus social media push will be part of the promotion. One week run. Value is \$50.

Delivery

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

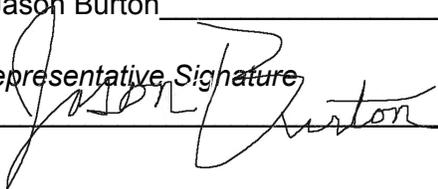
Relationship

This agreement represents the only relationship between Caffeine Crawl and Onyx Coffee Lab. 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

_____  _____

Onyx Coffee Lab Representative Name

Onyx Coffee Lab Representative Signature



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

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