



Sponsorship Agreement

Caffeine Crawl and Ryan Bros Coffee enter this agreement freely and willingly on the 26th day of November, 2019.

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:

Ryan Bros Coffee agrees to provide Silver Level of sponsorship (details below) for Caffeine Crawl San Diego, January 24-26, 2020. Sponsorship promotional outreach includes not only Greater San Diego, but also our Northern California, Portland, OR, and Colorado lists.

The Sponsorship

Ryan Bros Coffee agrees to provide The LAB, owner of Caffeine Crawl, \$550 total due on invoice date for Silver Level sponsorship. Level value is \$550.

Credit

In exchange for this sponsorship, Caffeine Crawl will provide:

- 3 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 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.
- 15% 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.
- 2 free entries on a 2019/20 Coffee, Tea, and Chocolate Guide (online resource for consumers to various cities). Used for the Greater San Diego 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

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

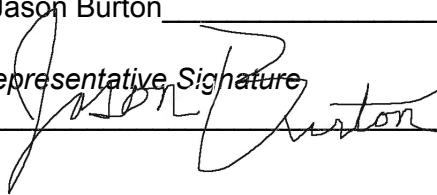
Relationship

This agreement represents the only relationship between Caffeine Crawl and Ryan Bros Coffee. 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



Ryan Bros Coffee Representative Name

Ryan Bros Coffee Representative Signature



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

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816.679.2474 / Jason@LAB5702.com