



Sponsorship Agreement

Caffeine Crawl and Zabuni Specialty Coffee 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:

Zabuni Specialty Coffee agrees to provide Silver 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

Zabuni Specialty Coffee 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. We have other options if your promotion desires a smaller audience, geared towards industry or consumer only, etc. EX. You could run an online promotion using a promo code for a discount of roasted coffee, or a special discount to home roasters, etc.

- 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. 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

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

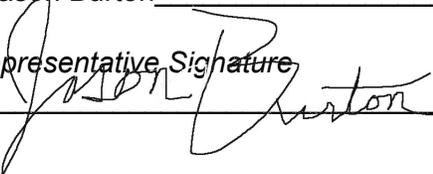
Relationship

This agreement represents the only relationship between Caffeine Crawl and Zabuni Specialty 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

_____  _____

Zabuni Specialty Coffee Representative Name

Zabuni Specialty Coffee Representative Signature



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

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