



## Sponsorship Agreement

Caffeine Crawl and Wholesome™ enter this agreement freely and willingly on the 1st day of April, 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:**

Wholesome™ agrees to provide Yearlong Level of sponsorship (details below) for Caffeine Crawl 2020 carrying into 2021. Labeled as “Official Sweetener” sponsor and with a “non-GMO and free from harmful additives” appropriate language promoting the brand. This is the very top level of partnership. Sponsorship promotional outreach includes all Caffeine Crawl promotions and events from April, 2020 to end of March 2021.

### The Sponsorship

Wholesome™ agrees to provide The LAB, owner of Caffeine Crawl, \$3,250.

### Credit

In exchange for this sponsorship, Caffeine Crawl will provide:

- Claim the “Official Sweetener” sponsor of Caffeine Crawl for the next 12 months.
- Logo and link above Platinum Level for each Crawl in the 12 months on the website, and logo on each program for those Crawls as designated Official Level.
- 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) per Crawl will get to add items to the mailings before each actual Caffeine Crawl. Can utilize for any or all Crawls. Typically business card or small postcard size is selected.
- Full size ad + link on Caffeine Crawl homepage for 90 days. Ad is 180 x 360. In addition, half size ad on homepage for 45 days. Ad is 180 x 180.
- 1 Instagram feature (content approved by us) per month.
- Opportunity to host and/or be part of Caffeine Crawl Roundtable, a side event focused more on industry talk and outreach within the coffee industry, and that professional audience. Event

can even take place a week or two after the Crawl with our promotional help remotely. Also, opportunity to host either an After Crawl Party, mini-competition, or pre-event Breakfast.

\* One city that might be a good fit is Boulder, Colorado in the fall.

- 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. Extra bonus push for Official Level candidates.

- 2 comp tickets per Caffeine Crawl available for use by your staff, local clients/accounts and/or customer, and social media giveaways (promoted by Caffeine Crawl). Can accumulate tickets, but please keep us posted if you desire to do so.

- 30% off discount on any additional tickets for any Caffeine Crawls. Sometimes used by accounts and traveling doing research.

- 5 free entries on a 2020 Coffee, Tea, and Chocolate Guide (online resource for consumers to various cities). Can be used and gifted to accounts.

- Opportunity to host a stop in a host city where you have an office or partnership. Focus must still relate to coffee, tea, or chocolate. An additional 5 minutes at your stops on Caffeine Crawl, also. Must be locked in before routes are finalized, generally 6+ weeks before that Caffeine Crawl. Boulder, Colorado, and Houston, Texas in 2021 might be easy options.

- Opportunity to include product/material in event bags that every ticket holder receives.

- Caffeine Crawl can hand out product to each participating shop for each Caffeine Crawl.

- Social media mentions on our very active Facebook, Twitter, and Instagram accounts.

Frequency by sponsorship, so among highest frequency.

- Mention of your company in a national event press release tied in with your product and/or service. We can't control what is written, but our press coverage is very impressive.

\* These benefits continue to our Missouri Coffee and Tea Week\* in the fall and potential Cold Brew Fest in Kansas City in August or September. \*This is the country's ONLY statewide coffee and tea week event.

### Delivery

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

### Relationship

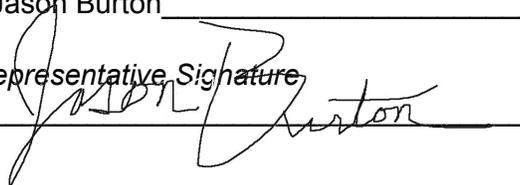
This agreement represents the only relationship between Caffeine Crawl and Wholesome™.

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*

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Jason Burton

*Caffeine Crawl / The LAB Representative Signature*

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Wholesome™ Representative Name

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Wholesome™ Representative Signature

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

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