



Sponsorship Agreement

Caffeine Crawl and Planetary Design enter this agreement freely and willingly on the 5th day of February, 2021.

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:

Planetary Design agrees to provide Yearlong Level of sponsorship (details below) for Caffeine Crawl 2021. Labeled as "Official Coffee Gear" sponsor. This is the very top level of partnership. Sponsorship promotional outreach includes all Caffeine Crawl events and activities through the 2021 season.

The Sponsorship

Planetary Design agrees to provide The LAB, owner of Caffeine Crawl, \$3,500.

Planetary Design agrees to provide The LAB, owner of Caffeine Crawl, \$2,500 total due divided in 5 - \$500 payments. Printing of 24 Red Rock and 24 Obsidian BruTek Camp Cups. Planetary Design will supply 4" Airscapes for Caffeine Crawl to deliver to each participating Caffeine Crawl stop. Payments will be due the following dates: 2/15, 4/1, 5/15, 7/1, and 8/1.

Credit

In exchange for this sponsorship, Caffeine Crawl will provide:

1. Claim the Official "Coffee Gear" Sponsor of Caffeine Crawl for 2021. This will cover at least 12 live events + a variety of added opportunities with ON FOOT and collaborations.
2. Your company logo and link will be above the Platinum Level for each Crawl in the 12 month timeframe on the website and event programs. On the website the logo will always include a link.
3. Promotional mailing opportunity to be sent with physical tickets. Ticket holder receive their ticket via mail in a standard #10 envelope. Can utilize for any, or all Crawls. Typically business card or small postcard size is selected.

4. 1 Instagram feature (content approved by us) per month. If not provided, we create something based off what you are promoting.
5. Be included in our What's Happening page for one week each quarter. This opportunity allows you to promote a product/service along with other top industry news. Image ad is 300x300 with link.
6. Special collage graphic with link promoting your business on the Caffeine Crawl homepage for the 12 months.
7. 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. 1 comp ticket 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 desiring to do so.
9. 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 5+ weeks before that Caffeine Crawl.
10. Opportunity to include product/material in event bags that every ticket holder receives.
11. Opportunity to include product/material in the thank you package we drop off to each participating shop/roaster.
12. Social media mentions on our very active Facebook, Twitter, and Instagram accounts. Frequency by sponsorship, so among highest frequency.
13. 30% off discount on any additional tickets for any Caffeine Crawls. Sometimes used by accounts and traveling doing research.
14. Mention of your company in 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.

Delivery

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

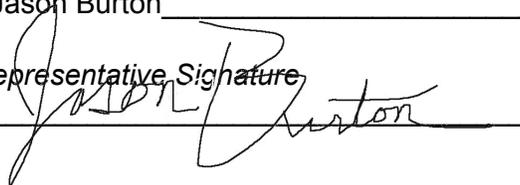
Relationship

This agreement represents the only relationship between Caffeine Crawl and Planetary Design. 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



Planetary Design Representative Name

Planetary Design Representative Signature



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

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816.679.2474 / Jason@LAB5702.com

*The LAB is our LLC that owns Caffeine Crawl.