



## Sponsorship Agreement

Caffeine Crawl and Wholesome™ enter this agreement freely and willingly on the 9th day of January, 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:**

Wholesome™ agrees to provide Yearlong Level of sponsorship (details below) for Caffeine Crawl 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 through the 2021 season.

### 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 2021. This will cover at least 12 live events + a variety of added opportunities with ON FOOT and collaborations.
- 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.
- 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.
- 1 Instagram feature (content approved by us) per month. If not provided, we create something based off what you are promoting.

- 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.
- Special collage graphic with link promoting your business on the Caffeine Crawl homepage for the 12 months.
- 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.
- 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.
- 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.

Delivery

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

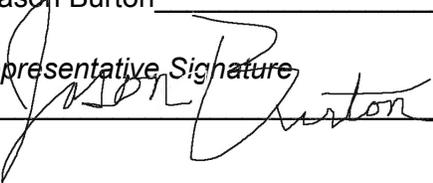
Relationship

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*

\_\_\_\_\_ 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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\*The LAB is our LLC that owns Caffeine Crawl.