



Sponsorship Agreement

Caffeine Crawl and Wholesome™ enter this agreement freely and willingly on the 22nd day of November, 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 2022. 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*. A locked in rate, which is a discount from the 2022 rate.

Credit

In exchange for this sponsorship, Caffeine Crawl will provide:

- Claim the “Official Sweetener” sponsor of Caffeine Crawl for 2022. This will cover live Crawls, our Virtual Crawl + a variety of added opportunities.
- Promotional mailing opportunity to be sent with physical tickets. Ticket holders 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. Saves you a lot on targeted mailings.
- 10 Instagram features (content approved by us) within the year. If not provided, we create something based on what you are promoting online. These promotions will also carry over to our Facebook and Twitter accounts.

- 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.
- Your company logo and link will be above all levels for each Crawl in the 12 month timeframe on the website and event programs. On the website the logo will always include a 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 guide, known as Holiday Highlights, offering email and social media blasts that go out on Cyber Monday to a nationwide audience. Placement by sponsorship level.
- 15 comp tickets over the Caffeine Crawl year. Available for use by your staff, local clients/accounts/customers, and social media giveaways (re-promoted by Caffeine Crawl). *Please keep us posted if desiring to use more than 3 tickets on an individual Crawl.
- Opportunity to host, or co-host, a stop on a Caffeine Crawl where you have an office or partnership. Focus must still relate to coffee, tea, or chocolate. An additional 5 minutes at your stops on this event. *Must be locked in before routes are finalized, generally 5+ weeks before that Caffeine Crawl.

NEW ADDITIONS :

- Caffeine Crawl will be releasing its first series of a board game in 2022. Following Yearlong Sponsors will receive a cameo in the actual game.
- Limited spots are available (first come, first serve) but each Yearlong Sponsor will get to select their name to be "Presented By" for the following areas of Caffeine Crawl activities and actions. WHAT'S HAPPENING / Q&A SERIES (will start this back up) / ON FOOT / VIRTUAL CRAWL / RECIPE SERIES / TIK TOK ACCOUNT and working on a few other ideas including the BARISTA ART SERIES (highlighting art within the barista community) or coffee and tea industry collector cards (think Topps baseball cards). Extra ideas and items depends on funding.

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

Wholesome™ Representative Name

Wholesome™ Representative Signature



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

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*The LAB is our LLC that owns Caffeine Crawl.