



## Sponsorship Agreement

Caffeine Crawl and Carrboro Coffee Roasters enter this agreement freely and willingly on the 6th day of February, 2023.

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:**

Carrboro Coffee Roasters agrees to provide Platinum Level of sponsorship (details below) for Caffeine Crawl North Carolina, on Saturday, April 15, 2023. For this event, marketing will center around our Mid-Atlantic audiences, but also extend throughout our entire national audience via online and direct marketing. \*All Carrboro Coffee Roasters shops will also receive these benefits.

### The Sponsorship

Carrboro Coffee Roasters agrees to provide The LAB, owner of Caffeine Crawl, \$1,500 total due on invoice date for Platinum Level of sponsorship. Payment link - <https://www.caffeinecrawl.com/carrborocoffee.html#/>

### Credit

In exchange for this sponsorship, Caffeine Crawl will provide:

- Top sponsor for that Caffeine Crawl event. Only 1 Platinum spot available for each individual Caffeine Crawl.
- Promotional mailing opportunity to be sent with physical tickets. Ticket holders receive their ticket via mail in a standard #10 envelope. Typically business card or small postcard size is selected. Saves you a lot on targeted mailings using this as a resource.  
QUANTITY: 72 to 90
- Exclusive product discount deal for event promotions. Will be marketed multiple times via all our promotional media announcing this specific deal, plus on the event website. Usually it 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.

- Only sponsor logo on actual Caffeine Crawl tickets for this event. In addition, logo “thanks” on Barista Magazine ad during or right after the event issue period.
- A promotional sentence on our email blast for the event. Two opportunities, meaning two different email blasts.
- Opportunity to be included in the seasonal special gift guide, known as Holiday Highlights, offering email and social media blasts that goes out starting after Thanksgiving running for a few weeks to a nationwide audience.
- Full size ad + link on Caffeine Crawl homepage for 15 days. The ad is 1900 x 600 or 650.
- 6 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).
- 2 separate 1 week runs on our “What’s Happening” site. This opportunity allows you to promote a product/service along with other top industry news. Image ad is 300x300 with a link.
- Post event survey called “Fun With Fans” where we ask a question, collect data/answers, and can share information to you.
- We’ll assure you’ll get an additional 5 minutes at your route stops on Caffeine Crawl, if desired. Must be locked in before routes are finalized. Opportunity to request 1 additional shop to participate on the Caffeine Crawl. Typically an account.
- Opportunity to include product/material in event bags that every ticket holder receives.
- Logo and link on CaffeineCrawl.com event page, plus logo/link on each route online program. Location by sponsorship level.
- Social media mentions on our very active Facebook, Twitter, and Instagram accounts. Frequency by sponsorship.

#### Delivery

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

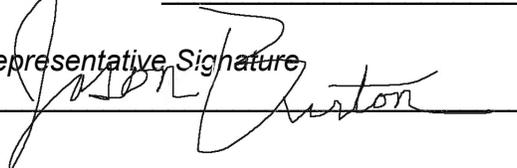
#### Relationship

This agreement represents the only relationship between Caffeine Crawl and Carrboro Coffee Roasters. 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*

A handwritten signature in black ink that reads "Jason Burton". The signature is written in a cursive style and is positioned above a horizontal line.

*Carrboro Coffee Roasters Representative Name*

---

*Carrboro Coffee Roasters Representative Signature*

---



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

~

816.679.2474 / Jason@LAB5702.com