



## Sponsorship Agreement

Caffeine Crawl and Wholesome enter this agreement freely and willingly on the 17th day of October, 2022.

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 sponsorship for Caffeine Crawl as the “Specialty Level” for 2023. There will be no other sweetener brands at this level. Details are below and sent on October 17th. Sponsorship promotional outreach includes all of the Caffeine Crawl events and activities listed below.

### The Sponsorship

Wholesome agrees to provide The LAB, owner of Caffeine Crawl, \$2,000 total due.

### Credit

In exchange for this sponsorship, Caffeine Crawl will provide:

1. A Wholesome sample (sample packets or printed coupons) that can be mailed or distributed with every Caffeine Crawl attendee ticket during 2023. Wholesome can select the option that works best for their marketing goals.
2. Opportunity to be included in the seasonal special gift guide, known as Holiday Highlights, offering email and social media blasts that go out starting on Cyber Monday to a nationwide audience. Placement by sponsorship level.
3. 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.
4. Comp ticket(s) to any Caffeine Crawl available for use by your staff, if you have interest in attending. \*Will definitely be available for Houston.

5. Logo and link on each CaffeineCrawl.com event page, plus logo/link on each route online program. Location by sponsorship level, and as "Specialty Level", the second highest level.
6. Social media mentions on our very active Facebook, Twitter, and Instagram accounts. Frequency by sponsorship.

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

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