



## Sponsorship Agreement

Caffeine Crawl and Bolder Coffee enter this agreement freely and willingly on the 27th day of March, 2024.

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 helping make Caffeine Crawl the top specialty coffee consumer event in the country.

### **The covenants of this agreement are as follows:**

Bolder Coffee agrees to provide Level 1 of sponsorship (details below) for Caffeine Crawl NW Arkansas, May 4, 2024. Sponsorship promotional outreach includes not only all of Arkansas, but also our Dallas, Missouri, Kansas, and Oklahoma lists.

### The Sponsorship

Bolder Coffee agrees to provide The LAB, owner of Caffeine Crawl, \$600 total due on invoice date for Level 1 sponsorship, plus the trade for coffee for a fall project (see below). A \$800 value of sponsorship level.

### Credit

In exchange for this sponsorship, Caffeine Crawl will provide:

1. 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.
2. A promotional sentence on one of our email blasts for the event.
3. 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. Use this as a way to promote holiday sales.

4. 4 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).
5. 1 week run 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 link.
6. 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. Utilizing a stop at each stop with best spacing possible between the two.
7. Opportunity to include product/material in event bags that every ticket holder receives.
8. Logo and link on CaffeineCrawl.com event page, plus logo/link on each route online program. Location by sponsorship level.
9. Social media mentions on our very active Facebook, Twitter (X), Instagram, and Threads accounts. Frequency by sponsorship.

In exchange for this sponsorship, Bolder Coffee will provide:

1. 40 (3 to 4 oz) sample bags of a single origin coffee delivered to us. Timeline will be right around Nov. 1 for a feature Caffeine Crawl is doing of coffee from a few (approx. 3) different roasters around the US, and it will be a limited set. This will be promoted as a Thanksgiving family time special gift.

Delivery

Bolder Coffee 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 Bolder Coffee. 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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*Bolder Coffee Representative Name*

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*Bolder Coffee Representative Signature*

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

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