



## Sponsorship Agreement

Caffeine Crawl and Not Your Average Joe enter this agreement freely and willingly on the 1st day of February, 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.

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

Not Your Average Joe agrees to provide Level 1 of sponsorship (details below) for Caffeine Crawl Oklahoma City, March 22-23, 2024. Sponsorship promotional outreach includes not only all of Oklahoma, but also greater KC, southern Missouri, Kansas, Arkansas, and Dallas lists.

### The Sponsorship

Not Your Average Joe agrees to provide The LAB, owner of Caffeine Crawl, \$800 total due on invoice date for Level 1 sponsorship. A \$800 value of sponsorship level.

- They are open to three of the locations, Norman, Midtown, and downtown. But also OK if we don't do downtown. The big thing with this level one is to launch the hell out of the native coffee line and to really make that a teaser and promotion for our national audience. Put a really good game plan together for them on this to be able to get the most bang for the buck including timing of when creative and stuff is needed. This is a new project for them so creative could be a little delayed and they need a little coaching on it.

### 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. Let's use this as an opportunity to promote the Native Coffee line.

2. A promotional sentence on our email blast for the event. Another opportunity to either promote the Native Coffee line, or list of locations would be key here too.
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 holidays sales.
4. 3 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. Use this as an opportunity to promote the Native Coffee line.
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. \*Also, interested in a special Friday, March 22 extended stop for the Crawl allowing more time to present and have documented what you are doing.
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, and Instagram accounts. Frequency by sponsorship.

Delivery

Not Your Average Joe agrees that the item(s) listed above and/or payment will be delivered to The LAB, creator of Caffeine Crawl.

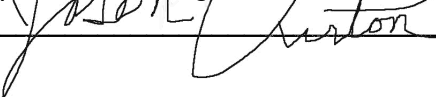
Relationship

This agreement represents the only relationship between Caffeine Crawl and Not Your Average Joe. 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*

\_\_\_\_\_  \_\_\_\_\_

*Not Your Average Joe Representative Name*

\_\_\_\_\_

*Not Your Average Joe Representative Signature*

\_\_\_\_\_



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

~

816.679.2474 / Jason@LAB5702.com