



Sponsorship Agreement

Caffeine Crawl and Onyx Coffee Lab enter this agreement freely and willingly on the 7th day of April, 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:

Onyx Coffee Lab 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

Onyx Coffee Lab 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.

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 stops at 4 different locations.
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.

Delivery

Onyx Coffee Lab 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 Onyx Coffee Lab. 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

_____  _____

Onyx Coffee Lab Representative Name

Onyx Coffee Lab Representative Signature



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

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