



Sponsorship Agreement

Caffeine Crawl and Anthem Coffee Imports enter this agreement freely and willingly on the 2nd 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:

Anthem Coffee Imports agrees to provide Yearlong Level of sponsorship (details below) for Caffeine Crawl 2024 running through January 31, 2025, and open for first pick renewal prior to that date. Sponsorship promotional outreach includes the entire U.S. coast-to-coast audience. Anthem Coffee Imports will be the Caffeine Crawl "Official Green Coffee Importer" during this timeframe.

The Sponsorship

Anthem Coffee Imports agrees to provide The LAB, owner of Caffeine Crawl, \$5,000 total divided into two payments. One due on receipt, and the second payment at the 5 month mark (July 1, 2024). Details agreed upon for Yearlong Level of sponsorship.

Credit

In exchange for this sponsorship, Caffeine Crawl will provide:

- Claim the "Official Green Coffee Importer" sponsor of Caffeine Crawl for a year. This will cover live Crawls, our Virtual Crawl + a variety of added activities. In your business position, the Virtual Crawl can really highlight roasters you work with, or want to since there's no geographic boundaries.
- Promotional mailing opportunity to be sent with physical tickets. Ticket holders receive their ticket via mail in a standard #10 envelope. *We can send a mailing to participating roasters for each Crawl with their event signage.
- 6 Instagram features (content approved by us) within the year. If creative content not provided, we create something based on what you are promoting online. These

promotions will also carry over to our Facebook, X, and Threads accounts, which attract roasters.

- Be included in our What's Happening page for one week each quarter. This opportunity allows you to promote a product/service along with other top industry news. Image ad is 300x300 with link.
- Contact list for roasters in the area that we reached out to for that Caffeine Crawl, plus additional insight.
- Your company logo and link will be above all levels for each Crawl in the 12 month timeframe on the website and event programs. On the website the logo will always include a link.
- Special collage graphic with link promoting your business on the Caffeine Crawl homepage for the 12 months.
- Opportunity to be included in the seasonal special gift guide, known as Holiday Highlights. offering email and social media blasts that goes out after Thanksgiving to a nationwide audience, and runs for 3 weeks. Can run specials for roasters.
- 15 comp tickets over the Caffeine Crawl year. Available for use by your staff, local clients/accounts/customers, and social media giveaways (re-promoted by Caffeine Crawl). *Please keep us posted if desiring to use more than 3 tickets on an individual Crawl.
- Opportunity to include product/material in event bags that every ticket holder receives. In addition, we can add to thank you package for each participating roaster on Caffeine Crawls, or deliver samples for you if discussed prior to the event..
- Opportunity to host, or co-host, a stop on a Caffeine Crawl where you have an office or partnership. An additional 5 minutes at your stops on this event. *Must be locked in before routes are finalized, generally 5+ weeks before that Caffeine Crawl.
- Social media mentions on our very active Facebook, Twitter, and Instagram accounts. Frequency by sponsorship.
- Limited spots are available (first come, first serve) but each Yearlong Sponsor will get to select their name to be "Presented By" for areas of Caffeine Crawl activities and actions. Ask to see the list, but we are suggesting the Virtual Caffeine Crawl.

Delivery

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

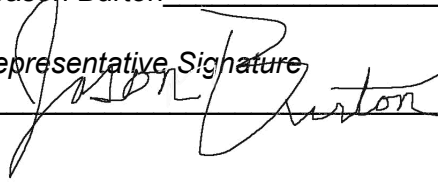
Relationship

This agreement represents the only relationship between Caffeine Crawl and Anthem Coffee Imports. 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



Anthem Coffee Imports Representative Name

Anthem Coffee Imports Representative Signature



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