



Sponsorship Agreement

Caffeine Crawl and Parisi Coffee enter this agreement freely and willingly on the 17th day of June, 2025.

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:

Parisi Coffee agrees to provide Platinum Level of sponsorship (details below) for Caffeine Crawl Kansas City, TBD, 2025. Sponsorship promotional outreach includes not only the Kansas City metro, but also the entire Missouri and Kansas states, Iowa, Arkansas, Nebraska and Oklahoma lists.

The Sponsorship

Parisi Coffee agrees to provide The LAB, owner of Caffeine Crawl, \$1,650 total due on invoice date for Platinum Level sponsorship. A \$1,650 value of sponsorship level.

Credit

In exchange for this sponsorship, Caffeine Crawl will provide:

1. Top sponsor for that Caffeine Crawl event. Only 1 Platinum spot available for each individual Caffeine Crawl.
2. Promotional mailing opportunity to be sent with physical tickets. Ticket holders receive their ticket via mail in a standard #10 envelope. Typically business card or small postcard size is selected. Saves you a lot on targeted mailings using this as a resource, and is a special touch for your brand.
3. 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.

4. Get the word out for your holiday promotions at the end of the year. 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 at least three weeks to a nationwide audience.
5. Full size ad + link on Caffeine Crawl homepage for 15 days. The ad is 2000 x 600. 6 comp tickets to the Crawl, or any future Crawl for use by your staff, local clients/accounts and/or customer, and social media giveaways (promoted by Caffeine Crawl).
6. NEW: Opportunity to be part of an extended experience hosting on this Caffeine Crawl as a stop on a Session opposed to a route. A Session will only have 2 or 3 focused stops with each one hosting an hour or longer, allowing a deeper dive into their brand. These Sessions can handle more attendees, also.
7. Only sponsor logo on actual Caffeine Crawl tickets for that event. In addition, logo "thanks" on Barista Magazine ad right after the event issue period.
8. Post event survey called "Fun With Fans" where we ask a question, collect data/answers, and can share information to you.
9. 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. Opportunity to request 1 additional shop to participate on the Caffeine Crawl. Typically an account.
10. Opportunity to include product/material in event bags that every ticket holder receives. Logo and link on CaffeineCrawl.com event page, plus logo/link on each route online program. Location by sponsorship level.
11. Social media mentions on our very active Facebook, Instagram, Threads, and X accounts. Frequency by sponsorship.

Delivery

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

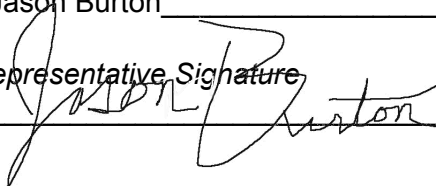
Relationship

This agreement represents the only relationship between Caffeine Crawl and Parisi 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



Parisi Coffee Representative Name

Parisi Coffee Representative Signature



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

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