



Sponsorship Agreement

Caffeine Crawl and Regal Distributing Company enter this agreement freely and willingly on the 19th day of December, 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:

Regal Distributing Company agrees to provide Yearlong Level of sponsorship (details below) for Caffeine Crawl 2025 running through December 31, 2025, and open for first pick renewal prior to that date. Sponsorship promotional outreach includes not only Regal's main markets, but our entire U.S. coast-to-coast audience. Regal Distributing Company will be the Caffeine Crawl "Official Food Service Provider" during this timeframe.

The Sponsorship

Regal Distributing Company agrees to provide The LAB, owner of Caffeine Crawl, \$3,750 total due on invoice date for Yearlong Level of sponsorship. This is a very discounted rate, as the Yearlong Level runs \$6,000.

Credit

In exchange for this sponsorship, Caffeine Crawl will provide:

- Claim the "Official Food Service Provider" sponsor of Caffeine Crawl for a year extending through December 31, 2025. This will cover live Crawls, our Virtual Crawl + a variety of added activities and opportunities.
- Promotional mailing opportunity to be sent with physical tickets. Can be sent to participating shops. Ticket holders receive their ticket via mail in a standard #10 envelope. Can utilize for any, or all Crawls. Typically business card or small postcard size is selected. Saves you a lot on your own targeted mailings.
- 4 Instagram features (content approved by us) within the year. If not provided, we create something based on what you are promoting online. These promotions will also carry over to our Facebook, Threads, and X accounts. *In 2024, there were strong features

used of the actual Regal cups on Crawls, but also a few general promotions on Regal's offerings.

- 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. In 2025, this will become videos (reels) we put together with links..
- Your company logo and link will be above all levels for each Crawl in the 12 month time frame on the website and online 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 amount of time.
- Opportunity to be included in the seasonal special gift guide, known as Holiday Highlights, offering email and social media blasts that go out after Thanksgiving for a approximately 3 weeks to a nationwide audience. Placement by sponsorship level.
- 10 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, or we can add to thank you package for each participating shop/roaster on Caffeine Crawls.
- Opportunity to host, or co-host, a stop on a Caffeine Crawl where you have an office or partnership. Focus must still relate to coffee, tea, or chocolate. 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, Threads, X, and Instagram accounts. Frequency by sponsorship.

ADD-ONS

- We can add Regal branded cups, or other wares, for participating shops in your selected markets.
- We will provide a contact / reference list to shops/roasters for Regal in their market areas when asked about.
- Our Recipe Series will be "Presented By Regal Distributing Co." for 2025.

Delivery

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

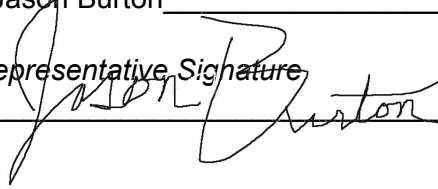
Relationship

This agreement represents the only relationship between Caffeine Crawl and Regal Distributing Company. 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



Regal Distributing Company Representative Name

Regal Distributing Company Representative Signature



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

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