Sponsorship Agreement

Caffeine Crawl and StoneX Specialty Coffee enter this agreement freely and willingly on the 28th day of June, 2026.

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:
StoneX Specialty Coffee agrees to provide Level 1 of sponsorship (details below) for Caffeine Crawl Kansas City, Saturday and Sunday, November 7 -8, 2026. This event is the fall edition of the Kansas City Caffeine Crawl. Sponsorship promotional outreach includes not only Kansas City metro, but also our Missouri, Kansas, Iowa, Nebraska, and Oklahoma lists (due to tourism). This encompasses coffee roasters from these targeted markets.

<u>The Sponsorship</u>
StoneX Specialty Coffee agrees to provide The LAB, owner of Caffeine Crawl, $850 total due on invoice date for Level 1 sponsorship.

<u>Credit</u>
In exchange for this sponsorship, Caffeine Crawl will provide:
Targeted Digital Promotion -

- **Exclusive Product Deal Promotion:**
  - Promote a special discount or campaign (promo code or call-to-action link). Announced multiple times across Caffeine Crawl's social, email, and website channels.
  - Customizable to target consumers, industry audiences, or both.
- **Email Marketing Feature:**
  - Your brand highlighted with a one sentence promotional message in **two email blasts** to our regional contact list.
- **Social Media Mentions:**

- Frequent posts on **Facebook, Instagram, Threads, and X**, tailored to your sponsorship level. These posts are effective ways sponsors have increased ROI in association with Caffeine Crawl.

Logo Placement -

- **Event Website Presence:** Prominent **logo and link** placement on the CaffeineCrawl.com event page and within each **online route program**, displayed by sponsorship level. In addition, only sponsor names are in bold on the participating shops/roasters list.
- **Email Marketing Feature: Logo and link** placement on one email blast that will include all higher-level sponsors.

Engagement & Added Value -

- **Event Bag Inclusion:** Option to include **product samples, materials, or swag** in event bags distributed to all ticket holders.
- **Complimentary Tickets:** Receive **3 comp tickets** for your staff, local clients, or giveaways (promoted by Caffeine Crawl).
- **Bonus On-Route Time:** Gain an **extra 5 minutes** per stop for your brand presentation if you choose against the Session. Must be confirmed before routes are finalized).
- **Additional Shop Involvement:** Option to add **one more shop or account** of your choosing to participate on the Crawl. A good way to feature your coffee or product through another / additional account.

Exclusive Exposure

- **Promotional Mailing Opportunity:**
  Insert your branded business card or postcard in every physical ticket mailing (standard #10 envelope). A unique and cost-effective way to reach verified ticket holders with a tangible, personal touch.

Seasonal & Extended Promotions -

- Extended Experience Option known as the "Session" (newly introduced in 2025): **Opportunity to host a Caffeine Crawl Session** — a focused, in-depth experience extending your stop time from 30-35 minutes to 45 to 90 minutes, based on what you want to accomplish. First option to have this opportunity.
- StoneX is interested in exploring the idea of either hosting a wrap up cocktail get together or similar event at the KC warehouse.
    - Allows a deeper connection with attendees and accommodates larger groups.
- Holiday Highlights Feature:
    - Option to include your brand in our **annual Holiday Highlights** (our post-Thanksgiving through December gift guide).
    - National email and social exposure for 3+ weeks, perfect for holiday promotions.

- Featured Roaster Campaign:
    - Opportunity to **become one of 17 featured roasters** around the country as part of our rotating three-week Roaster Spotlight campaign to our national audience. Each roaster sponsor picks a three week slot.
    - StoneX can use this opportunity to highlight a few roasters they work with showing them support.

Delivery

StoneX Specialty 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 StoneX Specialty 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

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StoneX Specialty Coffee Representative Name

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StoneX Specialty Coffee Representative Signature

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

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