Sponsorship Agreement

Caffeine Crawl and Bear Necessities Coffee Bar enter this agreement freely and willingly on the 23rd day of September, 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:
Bear Necessities Coffee Bar agrees to provide Level 2 of sponsorship (details below) for Caffeine Crawl Kansas City (fall edition), November 7-8, 2026. Sponsorship promotional outreach includes not only Kansas City metro, but also our Missouri, Kansas, Iowa, Nebraska, and Oklahoma lists (due to tourism).

The Sponsorship
Bear Necessities Coffee Bar agrees to provide The LAB, owner of Caffeine Crawl, $500 total due on invoice date for Level 2 sponsorship.A discounted rate.

Credit
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 **one email blast** 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 **2 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).

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. **We missed this opportunity*
    - 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. **Can use this for Huckleberry Roasters.*

<u>Delivery</u>
Bear Necessities Coffee Bar agrees that the item(s) listed above and/or payment will be delivered to The LAB, creator of Caffeine Crawl.

<u>Relationship</u>

This agreement represents the only relationship between Caffeine Crawl and Bear Necessities Coffee Bar. 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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Bear Necessities Coffee Bar Representative Name

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Bear Necessities Coffee Bar Representative Signature

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

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