Sponsorship Agreement

Caffeine Crawl and Parisi Coffee enter this agreement freely and willingly on the 14th day of July, 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:
Parisi Coffee agrees to provide Platinum Level 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
Parisi Coffee agrees to provide The LAB, owner of Caffeine Crawl, $1,400 total due on invoice date for Platinum Level sponsorship. The LAB / Caffeine Crawl is offering Parisi Coffee a 15% off discount for securing the Platinum Level for both the spring (paid in full) and fall KC Caffeine Crawls. This top level sponsorship level is a $1,650 value. Each Platinum Level spot for Parisi Coffee will be reduced down to $1,400.

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 multi-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.
- **Email Marketing Feature: Logo and link** placement on one email blast that will include all higher-level sponsors.
- **Event Tickets:** Be the only sponsored logo featured directly on event tickets.
- **Magazine Feature:** A “thank you” logo placement in *Barista Magazine* around the event’s issue period.
- **Homepage Advertising:** A full-size ad (2000 × 600) with clickable link on the Caffeine Crawl homepage for **10 days**.

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 **6 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 (see below). Must be confirmed before routes are finalized.
- **Additional Shop Involvement:** Option to add **one or more shops / accounts** of your choosing to participate on the Crawl. A good way to feature your coffee or product through another / additional account.
    - This can include the event related party with StoneX.

Exclusive Exposure

- **Top Sponsor Recognition:** Only **one Platinum sponsor** per Caffeine Crawl — securing exclusive visibility as the lead partner for that event.

- **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.
  - 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.
    - As a 2nd Platinum Sponsor in 2026 this can be the last ‘26 spot that rolls into ‘27.

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

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Parisi Coffee Representative Name

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Parisi Coffee Representative Signature

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