

**OFFICIAL YEARLONG SPONSOR** / (\$6,000) ONLY 1 SPOT PER BUSINESS CATEGORY

Sponsorship is valid for 365 days. In exchange for this sponsorship, Caffeine Crawl will provide:

YEARLONG PARTNER COVERS A YEAR OF CAFFEINE CRAWL ACTIVITY

**Targeted Digital Promotion -**

**- Exclusive Product Deal Promotion:**

- Customizable to target consumers, industry audiences, or both.
- 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. Can be implemented once a quarter, or select 4 specific Caffeine Crawls.

**- Email Marketing Feature:**

- Your brand highlighted with a multi-sentence promotional message in five email blasts with imagery to our industry/consumer contact lists nationwide. Can select regional or national focus.

**- Social Media Mentions:**

- Frequent posts on Facebook, Instagram, Threads, and X, tailored to your sponsorship level.

6 special Instagram features (content approved by us) within the year. If not provided, we create something based on what you are promoting online.

- 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 on each Caffeine Crawl event page and within each online route program. Yearlong is the most prominent in the 12 month timeframe on the website and event online programs. Each ticket holder receives a special private URL to their route as a guide.

**- Homepage Advertising:**

- A full-size ad (2000 x 600) with clickable link on the Caffeine Crawl homepage for 3 - 15 day runs based on your selected dates/campaigns.

**- Special collage graphic:** of product and/or service with link promoting your business on the Caffeine Crawl homepage for the 12 months.

**Engagement & Added Value -**

**- Unique "Presented By" opportunity:**

- Limited spots are available (first come, first serve) but each Yearlong Sponsor will get to select their name to be "Presented By" for areas of Caffeine Crawl activities and actions outside of the individual Caffeine Crawls. Ask to see list, and see section below, of options ranging from Recipe Series of collector cards to our Here & There series.

**- Event Bag Inclusion:**

- Option to include product samples, materials, or swag in event bags distributed to all ticket holders. In addition, the opportunity for the Caffeine Crawl team to drop off a "thank you" package from you to each participating business.

**- Complimentary Tickets:**

- Receive 15 comp tickets for your staff, local clients, or giveaways (promoted by Caffeine Crawl) throughout the year of Caffeine Crawl events.

**- Bonus On-Route Time:**

- 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 -**

**- Top Sponsor Recognition:**

- Claim the "Official XYZ" sponsor of Caffeine Crawl for a year. This will cover live Crawls + a variety of added activities, and opportunities mentioned throughout this sponsorship.

**- Promotional Mailing Opportunity:**

- Insert your branded business piece or postcard in every physical ticket mailing (must fit in a standard #10 envelope).
  - A unique and cost-effective way to reach verified ticket holders with a tangible, personal touch. Can be utilized on all Caffeine Crawls.

**- Product outreach:**

- Product(s) can be included in appropriate additional Caffeine Crawl related collaborations. Examples include the February "Love Pouch" or "Winter Survival Set".

**- "Fun With Fans" Survey:**

- Participation in 3 feedback campaigns where attendee insights are gathered and shared with your brand.

**Seasonal & Extended Promotions -**

**- Be represented within the Members Club:**

- This a yearlong membership where individuals get tickets to our events, assorted merchandise, and special offerings. Sponsors are always welcome to share product with these members.

**- Extended experience option:**

- For a Caffeine Crawl, you can host at your space or a customers as part of the Caffeine Crawl routes. 35 minute route stops will be available, which is 5 minutes longer. Also, the "Session" option.

**- Opportunity to host a Caffeine Crawl Session:**

- Newly introduced in 2025 — 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 along with each Platinum Level on individual Crawls.
  - These features allow 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 Featured Roaster campaign to our national audience. Each roaster sponsor picks a three-week slot.