

CAFFEINE CRAWL

OFFICIAL YEARLONG SPONSOR

Caffeine Crawls cover more areas of the U.S. than any other coffee or tea industry event.

2021

LIVE EVENTS

OUTLOOK: 15 live Caffeine Crawls at various sizes. Ranging from cities like Houston and San Diego to our Division 1 market areas like Madison, WI, Ann Arbor, MI, and Lawrence, KS. We will work towards a smaller February event, and go big again in March with multiple host cities.

ON FOOT

NEW: Newly launched **ON FOOT**, a simpler version of a live Caffeine Crawl, that is centered around community exercise. Jogging from shop to shop sampling drinks at each pit stop on a course. **ON FOOT** is outside, fast paced, and brings in a consumer looking for something exciting. This concept could host anywhere from 10 to 30 events in 2021.

COLLABORATIONS

TEAM WORK: In 2020 we added a few new ideas to the concept, and they did well. For 2021 we will have 2 different **online recipe-based events** (summer and fall), a **Virtual Crawl** with all new shops/roasters, and several **cobranding projects** with roasters during key buying times where we include other Crawl partner opportunities.

BENEFITS

- Claim the Official "TITLE" Sponsor of Caffeine Crawl for the next 12 months. This will cover at least 12 live events + a variety of added opportunities with ON FOOT and collaborations.
- Your company logo and link will be above the Platinum Level for each Crawl in the 12 month timeframe on the website and event programs. On the website the logo will always include a link.
- Promotional mailing opportunity to be sent with physical tickets. Ticket holder 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.
- 1 Instagram feature (content approved by us) per month. If not provided, we create something based off what you are promoting.
- 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. Image ad is 300x300 with link.
- Special collage graphic with link promoting your business on the Caffeine Crawl homepage for the 12 months.
- Opportunity to be included in the seasonal special gift offering email and social media blast that goes out on Cyber Monday. Location by sponsorship level, and goes out nationwide.
- 1 comp ticket per Caffeine Crawl available for use by your staff, local clients/accounts and/or customer, and social media giveaways (promoted by Caffeine Crawl). Can accumulate tickets, but please keep us posted if desiring to do so.
- Opportunity to host a stop in a host city where you have an office or partnership. Focus must still relate to coffee, tea, or chocolate. An additional 5 minutes at your stops on Caffeine Crawl, also. Must be locked in before routes are finalized, generally 5+ weeks before that Caffeine Crawl.

- **YEARLONG SPONSOR COVERAGE:** This sponsorship will include at least 12 live events, the Virtual Crawl, at least logo recognition with ON FOOT, and opportunities to take part in the collaboration activities.

OUR CITIES/TOWNS OF INTEREST

TARGET AREAS

SAN DIEGO	NASHVILLE	BOISE
HOUSTON	COLUMBIA MO	LOUISVILLE
OKLAHOMA CITY	MINNEAPOLIS	FLORIDA
KANSAS CITY	SYRACUSE	DES MOINES
MADISON WI	LAWRENCE KS	BALTIMORE
NW ARKANSAS	PITTSBURGH	OREGON
INDIANAPOLIS	SALT LAKE CITY	MONTANA
ANN ARBOR MI	SACRAMENTO	OMAHA
COLORADO	PORTLAND ME	OHIO
ST LOUIS	RALEIGH-DURHAM	RICHMOND
MEMPHIS	NEW ENGLAND	TEXAS #2

- Opportunity to include product/material in event bags that every ticket holder receives.
- Opportunity to include product/material in thank you package we drop off to each participating shop/roaster.
- Social media mentions on our very active Facebook, Twitter, and Instagram accounts. Frequency by sponsorship, so among highest frequency.
- 30% off discount on any additional tickets for any Caffeine Crawls. Sometimes used by accounts and traveling doing research.
- Mention of your company in national event press release tied in with your product and/or service. We can't control what is written, but our press coverage is very impressive.



@CAFFEINECRAWL



10 YEARS AND OVER 100 EVENTS COAST-TO-COAST