Sponsorship Agreement

Caffeine Crawl and The Downtown Community Improvement District of Columbia, Missouri enter this agreement freely and willingly on the 6th day of July, 2019.

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:
The Downtown Community Improvement District of Columbia, Missouri agrees to provide Platinum Level of sponsorship (details below) for Caffeine Crawl Columbia, and in addition carries over to a second to top level sponsorship for Missouri Coffee and Tea Week (Nov. 2 - 10). Sponsorship promotional outreach includes not only all of Missouri, but also our NW Arkansas, OKC/Tulsa, Lincoln/Omaha, and Lawrence/Manhattan audiences. Event date will be November 2, 2019 for Caffeine Crawl Columbia.

<u>The Sponsorship</u>
The Downtown Community Improvement District of Columbia, Missouri agrees to provide The LAB, owner of Caffeine Crawl, $1,000 total due on invoice dates for Platinum Level sponsorship.

<u>Credit</u>
In exchange for this sponsorship, Caffeine Crawl will provide:
- Top sponsor for this Caffeine Crawl. Only one company for this level.
- Logo and link on CaffeineCrawl.com, and logo on programs as sponsor. Also, only sponsor names are in bold, or called out.
- Exclusive product discount deal for ticket holders. Will be promoted via email newsletter announcing the event, and on the event website. Usually is a promo code, or call to action link.
- Promotional mailing opportunity to be sent with physical tickets. Each ticket holder receives their ticket via mail in a standard #10 envelope, and only 4 sponsors will get to add items to the mailings before the actual Caffeine Crawl.
- Full size ad (360 x 180 pixels) + link on Caffeine Crawl homepage for 45 days.

- First opportunity to host either an After Crawl Party, or Pre-event Breakfast. Platinum level receives first option.*
- Opportunity to include product/material in event bags that every ticket holder receives. Only for sponsors and participating shops.
- Opportunity to be included in the seasonal special gift offering email and social media blast that goes out on Cyber Monday. Among the top placement spots. Happy to provide an example.
- 8 comp tickets to this Caffeine Crawl available for use by your staff, local clients/accounts and/or customer, and social media giveaways (promoted by Caffeine Crawl).
- 30% off discount on tickets for any 2019/20 Caffeine Crawls within the next year.
- The most route stops. Opportunity to request 2 additional shops to participate on the Caffeine Crawl.

* The plan is to invite the shops from the list the Downtown Community Improvement District of Columbia, Missouri has provided.

- Social media mentions on our very active Facebook, Twitter, and Instagram accounts. Frequency by sponsorship level and exclusive Instagram feature for Platinum Level only.
- Mention of your company in national event press releases. We can't control what is written, but our press coverage is very impressive.

* - Organization of this must be done prior to event page going live in order to coordinate accordingly. Listings on printed pieces and digital pieces with sponsor logos are placed and sized by highest to lowest level.

Missouri Coffee & Tea Week - November 2nd to 10th

A statewide celebration of coffee and tea, and 2019 will step it up a few levels. Use this opportunity to promote your business not only for this event, but throughout the year with the top audience for this market in the state.

Delivery

The Downtown Community Improvement District of Columbia, Missouri agrees that the item(s) listed above and/or payment will be delivered to The LAB.

Relationship

This agreement represents the only relationship between Caffeine Crawl and The Downtown Community Improvement District of Columbia, Missouri. 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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The Downtown Community Improvement District of Columbia, Missouri
Representative Name

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The Downtown Community Improvement District of Columbia, Missouri
Representative Signature

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