

# CAFFEINE CRAWL



**Missouri Coffee & Tea Week** - Sponsorship for this Kansas City Caffeine Crawl, the St. Louis event in May, and the fall KC event in November will carry over onto Missouri Coffee & Tea Week sponsor promotions at no extra fee. 2017 planted the seeds for the statewide celebration of coffee and tea, and 2018 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.

## KANSAS CITY - SPRING 2018 PARTNER AND SPONSOR GUIDE EVENT DATES: APRIL 12-15, 2018

 [caffeinecrawl.com](http://caffeinecrawl.com)  [facebook.com/CaffeineCrawl](https://facebook.com/CaffeineCrawl)  
 [@CaffeineCrawl](https://twitter.com/CaffeineCrawl)  [@CaffeineCrawl](https://instagram.com/CaffeineCrawl)  [#CaffeineCrawl](https://twitter.com/CaffeineCrawl)

### Objective:

To give coffee, tea, juice, and chocolate enthusiasts the opportunity to experience the world of their favorite craft products. A selection of locations in each city will host Caffeine Crawl attendees. Shops will share educational insights through a quick, hands-on presentation, offer free samples and create a stronger community on both sides of the bar in return increasing their business throughout the entire year, and strengthening the industry as a whole in their community.

The ritual of drinking at great coffee or tea shops, or nibbling on the best craft chocolate embraces us. It draws us together, which is why The LAB developed Caffeine Crawl. This event bridges the gap between those behind the daily professional activity within these industries, and the enthusiasts of quality-driven coffee, tea, juice, and chocolate. **There's not another traveling event like Caffeine Crawl** connecting professionals and consumers within local communities in a fun, educational, and interactive environment.

Caffeine Crawl sponsors represent many professions just like our audience, but each one supports our community vision, and sees Caffeine Crawl as a strong way to connect with our diverse and targeted demographic. The following information covers partnership opportunities for the 2018 Oklahoma Caffeine Crawl.

**DYK? // Caffeine Crawl has received more positive media press than any other coffee industry event outside World Barista Competitions as a collective?**

\* ALL HOST CITY CAFFEINE CRAWLS WILL BE PROMOTED TO A REGIONAL AUDIENCE. THIS EVENT WILL BE PROMOTED TO OUR ST. LOUIS, OMAHA, OKLAHOMA, AND NW ARKANSAS CRAWL AUDIENCES, ALSO.

## IN THE NUMBERS

Who is Caffeine Crawl reaching since there are limited tickets?

**Roughly 200k - 250k people per Crawl**

90% of the total audience isn't even attending the Caffeine Crawl in their area. Some are presenting as a participating business (roughly 100+ per Crawl), many others are still engaging in social media and the Caffeine Crawl's insights + recaps.

What they are looking for...

**Which shops to visit in their region.**

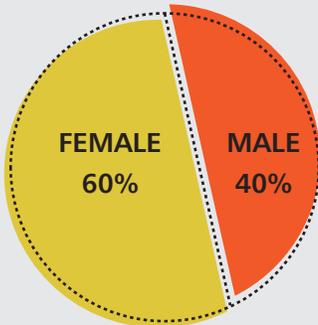
**What products are available?**

**Building confidence as a consumer. I.e. "I saw this on the Caffeine Crawl."**

- Featured on, or in, NPR - International, TED, Eater, Thrillist, Serious Eats, Houston Chronicle, SF Weekly, Portland Monthly, Denver Post, WGN Radio, Barista Magazine, Sprudge, Roast Magazine, and over 80 other media sources.
- Over 11,000 social media followers - Facebook, Twitter, and Instagram.
- Caffeinecrawl.com has 7,200 unique website visitor's monthly. That will continue to increase with the release of the Coffee, Tea, and Chocolate Guides.
- #CaffeineCrawl has been used 8,000 times on Instagram alone across the globe, and has become a term used for those visiting multiple shops in a given time.

### Overall audience

\*This varies by host city and region.



OVERALL AUDIENCE

15 - 25 years old **13%** fastest growing: savvy, female college students

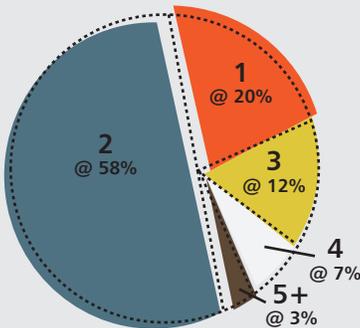
26 - 35 years old **34%** **TOP ATTENDING**

36 - 45 years old **26%** **TOP WATCHING REMOTELY**

46 - 60 years old **17%**

61 and older years old **10%** fastest growing: (semi)retired baby boomer couples

Middle to upper class, very online active, travel often, seek out unique products, and range of cultural and ethnic backgrounds depending on population of area. A large range of occupations from engineers, architects, teachers to ex-pro athletes and musicians. We do not have college grad data, but based on personal knowledge and small research I'd say 85% have 2+ years of college. - Jason Burton



ATTENDEE GROUP SIZE

**People frequently visit previous Caffeine Crawl online information.**

Two big goals of Caffeine Crawl are:

1. Keep the momentum going from the event throughout the year as a ripple with this audience.
2. Reinforce and promote businesses and brands involved in each Crawl throughout the year via our recaps, Nov.-Dec. special, active social media, and EOTY PDF.

**An additional 100k outside an event.**

**Also, an additional 100k outside an event.**



## Platinum Sponsor: \$1,500 per Crawl

Only 1 Platinum spot per Crawl

- 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 names 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.
- **NEW IN 2018:** 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.
- **NEW IN 2018:** Full size ad + link on Caffeine Crawl website starting December 18th, 2017, 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. **NEW IN 2018:** Participating shops will receive a Crawl event bag.
- **NEW IN 2018:** Opportunity to be included in the seasonal special gift offering email and social media blast that goes out the Monday before Thanksgiving. Happy to provide example.
- 8 tickets to any Caffeine Crawl available for use by your staff, local clients/accounts and/or customer, and social media giveaways (promoted by Caffeine Crawl). Tickets can be eliminated to cut down cost at \$20 per ticket.
- **INCREASE IN 2018:** 30% off discount on tickets for any 2018 Caffeine Crawls.
- Opportunity to request 2 additional shops to participate on the Caffeine Crawl. Also, an additional 5 minutes at your stops on Caffeine Crawl, or to start a route (more pre-event engagement and time).\*
- Logo and link on event recap email newsletter. Sent to every ticket holder from all Caffeine Crawls in that host city's history. Applies to Platinum and Gold Level Sponsor only.
- Social media mentions on our very active Facebook, Twitter, and Instagram accounts. Frequency by sponsorship level. Platinum Level includes our new Instagram spotlight with a special post.
- Listing as a "producer to check out" on the end of the year digital PDF piece. Will be listed under your company's category. In addition, 1/4 page ad on this designed piece.
- Mention of your company in national event press releases. We can't control what is written, but our press coverage is very impressive.

**Listings on printed pieces and digital pieces with sponsor logos are placed and sized by highest to lowest level.**

\* - **Organization of this must be done prior to event page going live in order to coordinate accordingly.**

PER CRAWL	PLATINUM
Number of spots	1
CaffeineCrawl.com website	Top logo spot on host city page. Full size ad on main website page.
Event programs	Logo on front based on level.
Product/items in event bags	Yes.
Seasonal gift offering email promo in Nov.	Logo, link, and promoted offer. Placement by level.
Social media mentions	Yes, quantity based on level. Plus, exclusive Instagram feature.
Mentioned in press releases	Local and national.
Newsletter recap emails	Logo and link.
Comped tickets to event	8.
Discount on tickets for any 2018 Crawls	30%.
Request your business or partner as a Crawl stop	2 additional locations + extra time.
Ticket mailers	Opportunity to include printed piece w/ each ticket mailed.
Exclusive product deal via online	Opportunity to offer a special to Caffeine Crawl online audience.
Host Caffeine Crawl side event	First opportunity to host a Latte Art Throwdown, Pre-event Breakfast, etc.
End of the Year PDF promotion	Listing and 1/4 page ad.



**Gold Sponsor:** \$800 per Crawl

Only 6 Gold spots per Crawl

- Logo and link on CaffeineCrawl.com, and logo on programs as sponsor. Also, only names 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.
- **NEW IN 2018:** 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. Available for Platinum Level and the first 3 Gold Sponsors to commit.\*
- **NEW IN 2018:** Half size ad + link on Caffeine Crawl website starting December 18th, 2017, for 45 days.
- 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. **NEW IN 2018:** Participating shops will receive a Crawl event bag.
- **NEW IN 2018:** Opportunity to be included in the seasonal special gift offering email and social media blast that goes out the Monday before Thanksgiving. Happy to provide example.
- 4 tickets to any Caffeine Crawl available for use by your staff, local clients/accounts and/or customer, and social media giveaways (promoted by Caffeine Crawl). Tickets can be eliminated to cut down cost at \$20 per ticket.
- 25% off discount on tickets for any 2018 Caffeine Crawls.
- Opportunity to request 1 additional shop to participate on the Caffeine Crawl. Also, an additional 5 minutes at your stops on Caffeine Crawl, or to start a route (more pre-event engagement and time).\*
- Logo and link on event recap email newsletter. Sent to every ticket holder from all Caffeine Crawls in that host city's history. Applies to Platinum and Gold Level Sponsor only.
- Social media mentions on our very active Facebook, Twitter, and Instagram accounts. Frequency by sponsorship level.
- Listing as a "producer to check out" on the end of the year digital PDF piece. Will be listed under your company's category. In addition, 1/8th page ad on this designed piece.

**Listings on printed pieces and digital pieces with sponsor logos are placed and sized by highest to lowest level.**

**\* - Organization of this must be done prior to event page going live in order to coordinate accordingly.**

PER CRAWL	GOLD
Number of spots	6
CaffeineCrawl.com website	Logo spot on host city page based by level.
Event programs	Logo on front based on level.
Product/items in event bags	Yes.
Seasonal gift offering email promo in Nov.	Logo, link, and promoted offer. Placement by level.
Social media mentions	Yes, quantity based on level.
Mentioned in press releases	Local.
Newsletter recap emails	Logo and link.
Comped tickets to event	4.
Discount on tickets for any 2018 Crawls	25%.
Request your business or partner as a Crawl stop	1 additional location + extra time.
Ticket mailers	Opportunity to include printed piece w/ each ticket mailed. <small>(only 3 at this level)</small>
Exclusive product deal via online	Opportunity to offer a special to Caffeine Crawl online audience.
Host Caffeine Crawl side event	Opportunity to host a Latte Art Throwdown, Pre-event Breakfast, etc. if Platinum Level passes.
End of the Year PDF promotion	Listing and 1/8 page ad.



**Silver Sponsor:** \$575 per Crawl  
Only 8 Silver spots per Crawl

- Logo and link on CaffeineCrawl.com, and logo on programs as sponsor. Also, only names 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.
- Opportunity to include product/material in event bags that every ticket holder receives. Only for sponsors and participating shops.
- NEW IN 2018:** Participating shops will receive a Crawl event bag.
- **NEW IN 2018:** Opportunity to be included in the seasonal special gift offering email and social media blast that goes out the Monday before Thanksgiving. Happy to provide example.
- 2 tickets to any Caffeine Crawl available for use by your staff, local clients/accounts and/or customer, and social media giveaways (promoted by Caffeine Crawl). Tickets can be eliminated to cut down cost at \$20 per ticket.
- 15% off discount on tickets for any 2018 Caffeine Crawls.
- Opportunity to request 1 additional shop to participate on the Caffeine Crawl. Also, an additional 5 minutes at your stops on Caffeine Crawl, or to start a route (more pre-event engagement and time).\*
- Logo on event recap email newsletter. Sent to every ticket holder from all Caffeine Crawls in that host city's history.
- Social media mentions on our very active Facebook, Twitter, and Instagram accounts. Frequency by sponsorship level.
- Listing as a "producer to check out" on the end of the year digital PDF piece. Will be listed under your company's category.

**Listings on printed pieces and digital pieces with sponsor logos are placed and sized by highest to lowest level.**

**\* - Organization of this must be done prior to event page going live in order to coordinate accordingly.**

This level was called "Craft" in previous years.

**DYK? // The first year of Caffeine Crawl had 3 Crawls and a total of 25 participating shops. 2016 and 2017 had over 350 shops involved, and many both years.**

PER CRAWL	SILVER
Number of spots	8
CaffeineCrawl.com website	Logo spot on host city page based by level.
Event programs	Logo on front based on level.
Product/items in event bags	Yes.
Seasonal gift offering email promo in Nov.	Logo, link, and promoted offer. Placement by level.
Social media mentions	Yes, quantity based on level.
Mentioned in press releases	No.
Newsletter recap emails	Logo only.
Comped tickets to event	2.
Discount on tickets for any 2018 Crawls	15%.
Request your business or partner as a Crawl stop	1 additional location + extra time.
Ticket mailers	No.
Exclusive product deal via online	No.
Host Caffeine Crawl side event	No.
End of the Year PDF promotion	Listing.



**Bronze Sponsor:** \$400 per Crawl  
Only 12 Silver spots per Crawl

- Logo and link on CaffeineCrawl.com, and logo on programs as sponsor. Also, only names in bold, or called out.
- Opportunity to include product/material in event bags that every ticket holder receives. Only for sponsors and participating shops. **NEW IN 2018:** Participating shops will receive a Crawl event bag.
- **NEW IN 2018:** If sponsoring 2+ Crawls, the opportunity to be included in the seasonal special gift offering email and social media blast that goes out the Monday before Thanksgiving. Happy to provide example.
- 15% off discount on tickets for any 2018 Caffeine Crawls.
- Opportunity for your business to participate on the Caffeine Crawl if working with a coffee, tea, or chocolate producer, if not one already.\*
- Mention on event recap email newsletter. Sent to every ticket holder from all Caffeine Crawls in that host city's history.
- Social media mentions on our very active Facebook, Twitter, and Instagram accounts. Frequency by sponsorship level.

Listings on printed pieces and digital pieces with sponsor logos are placed and sized by highest to lowest level.

\* - Organization of this must be done prior to event page going live in order to coordinate accordingly.

This level was called "Silver" in previous years.

**DYK? //** Breweries, bakeries, doughnut shops, poetry bookstores and many other unique businesses with a coffee program have participated as a stop. The Crawl is not limited to your traditional coffee shop.

PER CRAWL	SILVER
Number of spots	12
CaffeineCrawl.com website	Logo spot on host city page based by level.
Event programs	Logo on front based on level.
Product/items in event bags	Yes.
Seasonal gift offering email promo in Nov.	Logo, link, and promoted offer IF sponsor 2+ events.
Social media mentions	Yes, quantity based on level.
Mentioned in press releases	No.
Newsletter recap emails	No.
Comped tickets to event	No.
Discount on tickets for any 2018 Crawls	15%.
Request your business or partner as a Crawl stop	Your business only.
Ticket mailers	No.
Exclusive product deal via online	No.
Host Caffeine Crawl side event	No.
End of the Year PDF promotion	Listing.