



## Sponsorship Agreement

Caffeine Crawl and Katz Coffee enter this agreement freely and willingly on the 9th day of January, 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:**

Katz Coffee agrees to provide Gold Level of sponsorship (details below) for Caffeine Crawl Houston, the 6th annual event. Sponsorship promotional outreach includes all Caffeine Crawl lists for Houston, Oklahoma, and NW Arkansas. Event dates will be Friday - Saturday, February 22 - 23, 2019.

### The Sponsorship

Katz Coffee agrees to provide The LAB, owner of Caffeine Crawl, \$800 total due on invoice receipts for Gold Level sponsorship. Level value is \$800.

### Credit

In exchange for this sponsorship, Caffeine Crawl will provide:

- Logo and link on CaffeineCrawl.com, and logo on programs as sponsor. Also, only sponsor names are 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. Available for Platinum Level and the first 3 Gold Sponsors to commit.\*Katz Coffee qualifies for this.
- Half size ad (180 x 180 pixels) + link on Caffeine Crawl homepage for 45 days.
- Opportunity to host either an After Crawl Party, or Pre-event Breakfast. Platinum level receives first option.\*Katz Coffee has selected to be the last stop for 3 different routes.
- 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. Happy to provide an example.
- 4 tickets to this Caffeine Crawl or a future Crawl, and available for use by your staff, local clients/accounts and/or customer, and social media giveaways (promoted by Caffeine Crawl).
- 25% off discount on tickets for any 2019 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, and/or to be a last stop on a route.\*Katz Coffee has requested to be the last stop on 3 different Saturday routes, which will be two different groups. Two groups will meet together for their last stop at Katz. This allows Katz to have extra time, and offer alcohol as part of their sampling.
- 3 free entries on the Houston 2019 Coffee, Tea, and Chocolate Guide. This will start in February.
- 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.

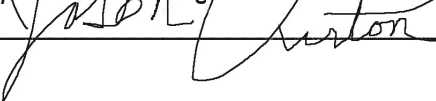
Relationship

This agreement represents the only relationship between Caffeine Crawl and Katz 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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*Katz Coffee Representative Name*

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*Katz Coffee Representative Signature*

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