



Sponsorship Agreement

Caffeine Crawl and Planetary Design enter this agreement freely and willingly on the 1st 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:

Planetary Design agrees to provide Official Coffee Gear sponsorship (details below) covering the next 12 Caffeine Crawls. Event dates for each Caffeine Crawl will be released to Planetary Design and updates sent as they are secured. Sponsorship promotional outreach includes all Caffeine Crawl lists throughout the 12 contract events.

The Sponsorship

Planetary Design agrees to provide The LAB, owner of Caffeine Crawl, \$2,250 in financial payments, and trade listed below. Invoice one, PD-CC-001, is due on receipt. Three other payments will be sent the following 3 months.

Credit

In exchange for this sponsorship, Caffeine Crawl will provide:

- Call out as Official Coffee Gear Sponsor* with logo on all event programs for 12 events.
- Call out as Official Coffee Gear Sponsor* with logo on all event web pages for 12 events.
- Opportunity to add material in event bags for these 12 events, and/or be included in the ticket mailers for attendees. Planetary Design will provide a discount card for attendees for gear on the website.
- Opportunity to offer exclusive deals to Caffeine Crawl audience. Options are 1) Via our event emails through our lists. 2) On that host city's web page in the copy content. 3) Via social media during that Caffeine Crawl campaign - would be a part of your social media posts by us.
- Opportunity to be included in the seasonal special gift offering email and social media blast that goes out on Cyber Monday in November. Official Year Long sponsors will be the top tier level. Only other sponsors included are Platinum and Gold levels.

- Opportunity to host 1 Caffeine Crawl side event, whether a Latte Art Throwdown, Brewing Competition, Round Table, or even themed party. Can use your Bru.Trek rig for this. This must be coordinated months in advance of a Caffeine Crawl, and each host city's Platinum Level receives first option if they've secured the position first. *Planetary Design plans to host a side event on a future event date that works.
- Full size ad (180 x 360) on homepage with link for 60 days. Half page ad (180 x 180) with link for 45 days. Ads can be changed out.
- Social media mentions tagging your brand every 5 weeks on all Caffeine Crawl platforms (Facebook, Twitter, and Instagram). That's approximately 11 posts over 12 months.
- Mentioned in press release emails for each Caffeine Crawl over the 12 events.
- 4 comped tickets for each of the 12 events. Can be used as promotional giveaways.
- Listing as a "producer to check out" on the end of the year digital PDF piece. Will be included with Platinum Level sponsors. Will be listed under your company's category - "Gear". - Tour guides to deliver a sample of Planetary Design gear and catalog to each participating shop on these 12 Caffeine Crawls.

Trade

In exchange for this sponsorship, Planetary Design will provide:

- Provide 12 small aircapes as product giveaways for each Caffeine Crawl.
- Provide \$500 in product gifts for Caffeine Crawl to use for personal usage, gifts as we often supply items for a Latte Art Throwdown or charity event every month.
- Provide a run of 48 logoed Caffeine Crawl Aircapes, and 36 logoed Tabletop French Presses (mixed sizes 32 & 48 oz) for Caffeine Crawl to resell on their website. We'll have a link to Planetary Design for those interested in ordering direct for their shop.
- Monthly social media promotion of a Caffeine Crawl event on your social media platforms to your audience.
- \$2,250 in payment. Can be paid over a 3 month span. A \$500 down payment must be made to secure sponsorship.

Delivery

Planetary Design agrees that the item(s) listed above and/or payment will be delivered to The LAB.

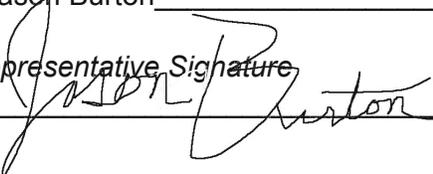
Relationship

This agreement represents the only relationship between Caffeine Crawl and Planetary Design. 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

_____  _____

Planetary Design Representative Name

Planetary Design Representative Signature



Jason Burton / 5702 Locust St., Kansas City, MO 64110

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