



Sponsorship Agreement

Caffeine Crawl and PT's Coffee Roasting Co. + Bird Rock Coffee Roasters enter this agreement freely and willingly on the 4th day of March, 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:

PT's Coffee Roasting Co. + Bird Rock Coffee Roasters agrees to provide Silver Level of sponsorship (details below) for the Coffecelebrity Sports Slowdown and Caffeine Crawl Kansas City - spring edition. Sponsorship promotional outreach includes all Caffeine Crawl lists for Kansas City, but also our St. Louis, Oklahoma, and NW Arkansas lists. Coffecelebrity Sports Slowdown will be March 16 and dates for Caffeine Crawl Kansas City - spring edition will be Friday - Sunday, April 26 - 28, 2019.

* PT's Coffee Roasting Co. participates on the Fall edition of the KC Crawl.

In addition, this Silver Level sponsorship carries over to Missouri Coffee and Tea Week (November TBD). With PT's Coffee Roasting Co. + Bird Rock Coffee Roasters's.

The Sponsorship

PT's Coffee Roasting Co. + Bird Rock Coffee Roasters agrees to provide The LAB, owner of Caffeine Crawl, \$550 total due on invoice receipts for Silver Level sponsorship. Level value is \$550.

Credit

- 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.
- 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.

- 2 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).
 - 15% off discount on tickets for any 2019 Caffeine Crawls.
 - An additional 5 minutes at your stops on Caffeine Crawl, plus multiple stops. *PT's Coffee Roasting Co. will be on the Fall Edition of the KC Caffeine Crawl.
 - 1 free entry on the Kansas City 2019 Coffee, Tea, and Chocolate Guide.
 - Social media mentions on our very active Facebook, Twitter, and Instagram accounts. Frequency by sponsorship level.
- * - Organization of this must be done prior to event page going live in order to coordinate accordingly.

The sponsorship is Caffeine Crawls first ever partnership opportunity that includes three events for the price of one. Not only your select level for the COFFEELEBRITY SPORTS SLOWDOWN, but also Kansas City's April 26-28 Caffeine Crawl, and Missouri Coffee and Tea Week in November.

Coffeelebrity Sports Slowdown

<https://www.caffeinecrawl.com/coffeelebrity-sports-slowdown.html>

Take advantage of promoting your brand or product to some of the best coffee pros in the country as they gather for a casual collection of sporting events together. We plan to attract several hundred people. In attendance will be fans of the local coffee scene via our Caffeine Crawl lists to invite. Whether on the field, or cheering on the sidelines, get in the game!

- All of the above promotions of social media mentions, website logo/link, and day of programs with logos.
- Includes a spot to set up on the sidelines during the event.
- Also, will have special spots on the fields (1 per sponsor) displaying extra runs if hit here, a bonus out, two-point goal from the select spot, and many other entertaining locations adding a little extra to the games.

Missouri Coffee & Tea Week

A statewide celebration of coffee and tea, and 2020 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.

Relationship

This agreement represents the only relationship between Caffeine Crawl and PT's Coffee Roasting Co. + Bird Rock Coffee Roasters . 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

_____  _____

PT's Coffee Roasting Co. + Bird Rock Coffee Roasters Representative Name

PT's Coffee Roasting Co. + Bird Rock Coffee Roasters Representative Signature



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

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