



Sponsorship Agreement

Caffeine Crawl and Zingerman's Coffee Company enter this agreement freely and willingly on the 18th day of June, 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:

Zingerman's Coffee Company agrees to provide Platinum Level of sponsorship (details below) for Caffeine Crawl Ann Arbor. This is the very top level of partnership. Sponsorship promotional outreach includes Wisconsin, Illinois, Indiana, Columbus, OH, and our Greater Ann Arbor. Event date will be Saturday, August 17th, 2019.

The Sponsorship

Zingerman's Coffee Company agrees to provide The LAB, owner of Caffeine Crawl, \$1,500 total due on invoice dates for Platinum Level sponsorship. Level value is \$1,500. We are under two months away from this event.

Credit

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 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.
- 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 + 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. Also, an additional 5 minutes at your stops on Caffeine Crawl.
- 5 free entries on the Ann Arbor 2019 Coffee, Tea, and Chocolate Guide.
- Social media mentions on our very active Facebook, Twitter, and Instagram accounts. Frequency by sponsorship level and exclusive Instagram feature for Platinum Level only.
- 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.

Delivery

Zingerman's Coffee Company 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 InterAmerican 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

_____  _____

Zingerman's Coffee Company Representative Name

Zingerman's Coffee Company Representative Signature



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

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