

Red, White, & Brew

September 24, 2016 • The Rose District, Broken Arrow OK



Event Description

“Red, White & Brew” is Broken Arrow’s inaugural Craft Brew Benefit Festival for Soldier’s Wish!

Enjoy some rocking live music on the outdoor stage, savor a variety of flavors from one of our food trucks, experience some tasty craft beers at one of our craft beer stations, enjoy original artwork and hand crafted items from local artisans, and much, much more!

Presenting Sponsor - \$10,000

Presenting Sponsorship guarantees the highest brand exposure for your business / brand from event. As well as \$5,000 of your sponsorship goes directly to presenting a Soldier’s Wish at the event!

Deliverables

- Category exclusivity
- Preferred Vending / Marketing space on site
- Top-line brand recognition within event name in all marketing media and on-site signage
- Premium brand/product real estate within festival site, ensuring maximum traffic
- Back cover ad placement (full page) within event guide
- Sponsorship credit / Business contact listing in event guide
- PR coordination to co-promote event & your business
- Radio marketing
- Tshirt branding
- 10 VIP (\$750 value)

Soldier’s Wish Sponsor - \$5,000 – 100% Tax Deductible

It is the mission of Soldier’s Wish to identify unmet needs of veterans of military service regardless of branch or rank and identify or provide resources to meet those needs by providing needed support directly to the veteran service members and/or their families in order that such service members can lead normal and productive lives.

By being a Soldier’s Wish Sponsor you are guarantying a wish to be granted at the event. You will receive wide exposure for your business / brand in event marketing and on-site marketing as well as participating in the presenting of the WISH.

And while the list of reasons to help is long, there is one reason that stands head and shoulders above the rest. You should help Soldier’s Wish fulfill the unmet needs of our American heroes because YOU BELIEVE.... You believe it’s the right thing to do, it’s a personal act of gratitude to someone you may never meet, a person who can do nothing for you in return other than say Thank You!

Deliverables

- Ability to grant a Soldier a Wish at the event
- Secondary brand recognition below event name in all marketing media
- Brand/product real estate within festival site, ensuring high traffic
- Ad placement (half page) within event guide
- Sponsorship credit / Business contact listing in event guide
- PR coordination to co-promote event & your business, as well as radio marketing

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- 6 VIP / Craft Beer Garden passes (\$450 value)

Title Sponsor - \$3500

Title Sponsor Deliverables

- Preferred Vending / Marketing space on site
- Logo placement on the event poster if a sponsor by June 15th
- Ad placement (half page) within event guide
- Sponsorship credit / Business contact listing in event guide
- PR coordination to co-promote event & your business
- Company logo on the event tshirt
- 4 VIP passes (\$300 value)

Partner Sponsor - \$1000

Partner Sponsor Deliverables

- Marketing space on site
- Logo placement on the event poster if a sponsor by June 15th
- Ad placement (1/8 page) within event guide
- Sponsorship credit / Business contact listing in event guide
- PR coordination to co-promote event & your business
- Company name recognition on the tshirt
- 2 VIP passes (\$150 value)

TShirt Sponsor - \$750

TShirt Sponsor Deliverables

- Marketing space on site
- Logo placement on the event poster if a sponsor by June 15th
- Sponsorship credit / Business contact listing in event guide
- PR coordination to co-promote event & your business
- Company name recognition on the tshirt sleeve
- 2 VIP passes (\$150 value)

Community / In-Kind Sponsor - \$500 / Donated Product or Service

A terrific way for your business to participate in event. A cash contribution of up to \$500 or a donation of product or service benefitting the event will earn a Community Sponsorship for your business.

Community Sponsor Deliverables

- Sponsorship credit / Business contact listing in event guide
- PR coordination to co-promote event & your business
- Vendor Booth on site

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Rose District Business Event Participation Proposal

Rose District Businesses

Event Guide Advertising Rates

Full Page \$400

Half Page \$200

Quarter Page \$100

For custom marketing campaigns in conjunction with the event, please contact us.

Rose District Restaurants

This event will be a major traffic driver to all restaurants within the Rose District. To maximize impact, we wish to partner with each restaurant to provide marketing impressions that will last long after this event has ended.

Restaurant Partner Sponsorship Package

This package is designed to bring lasting brand exposure to your restaurant during promotion of event, as well as on-site during event. We will include your restaurant in promotional materials and marketing materials. Your restaurant will also get a half page ad in the Event Guide.

\$350 cash

\$150 worth of food vouchers (to feed musicians / crew)

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EVENT DATE: September 24th, 2016

BETWEEN: _____ (Sponsor)
_____ & BA BUZZ
(Sponsee)

TERMS OF AGREEMENT:

1. The sponsee agrees to grant the sponsor the following sponsorship rights: *(List all benefits to sponsor.)*
2. It is agreed that at the time of renegotiation _____ (date), the sponsee will automatically invite the sponsor to renegotiate the agreement.
3. The sponsorship will be for the period of _____ to _____.
4. The sponsor agrees to provide: _____.
5. The sponsee agrees to provide the sponsor in the form of _____.
6. In the event of a dispute arising that the parties themselves cannot resolve, the parties agree to refer the matter to an independent arbitrator appointed by mutual agreement.
7. If the parties cannot agree on an arbitrator, or both parties do not agree with the decision of the arbitrator appointed, the agreement may be terminated in the following manner:
 - a) If the breach is one that can be rectified, then the non-breaching party can request in writing that the breach be rectified in 14 days. If the breach is not rectified within that time, the non-breaching party may terminate the Agreement immediately;
 - b) If the breach is one that cannot be rectified, the non-breaching party may terminate the Agreement by giving 14 days written notice of their intention to terminate.
- c) If either party goes into liquidation, is wound up, dissolved (except for the purpose of reconstruction or amalgamation), enters into a scheme of arrangement or is placed under official management or in receivership, the other party may terminate the Agreement by giving 14 days written notice of their intention to terminate under the clause.
- d) In the event of a termination under this Agreement, each party's rights and liabilities will cease immediately but the termination shall not affect a party's rights arising out of a breach of this agreement by the other party.

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8. Where one party is unable to carry out its obligations under this agreement due to circumstances beyond its control or which it could not have prevented, those obligations are suspended whilst those circumstances continue, provided the other party is notified and the first party uses its best endeavors to overcome the circumstances preventing its obligations from being carried out.
9. Each party shall indemnify the other against any claims arising from any breach of the agreement by either party.
10. The terms and conditions of this agreement shall not be disclosed to any third parties without the prior written consent of both parties.
11. The rights of either party under this agreement shall not be transferable or assignable either in whole or in part.
12. In the event of inclement weather, it is the discretion of the event organizer to cancel said event. If the event is cancelled your sponsorship remains in effect and is non-refundable. The reason for this clause is due to the expenses incurred to host the event.

Signed:

The sponsor

The sponsee

Title

Title

Date

Date