

# SPONSOR/VENDOR REQUIREMENTS

To ensure a smooth collaboration and mutual benefits, please note the following requirements for Kristy's Confections to sponsor your event:

## KRISTY'S CONFECTIONS SPONSORSHIP /VENDOR AGREEMENT

### EVENT HOST INFORMATION:

- NAME: \_\_\_\_\_
- BUSINESS/ORGANIZATION: \_\_\_\_\_
- CONTACT EMAIL: \_\_\_\_\_
- CONTACT PHONE: \_\_\_\_\_
- EVENT NAME: \_\_\_\_\_
- EVENT DATE: \_\_\_\_\_
- EVENT LOCATION: \_\_\_\_\_

### REQUIREMENTS FOR SPONSORSHIP:

#### 1. EVENT PROMOTION:

- THE EVENT HOST AGREES TO MENTION KRISTY'S CONFECTIONS IN ALL EVENT PROMOTIONS (SOCIAL MEDIA, WEBSITE, FLYERS, ETC.).
- THE EVENT HOST WILL TAG OUR SOCIAL MEDIA HANDLES:
  - INSTAGRAM: @KRISTYS\_CONFECTIONS
  - FACEBOOK: @KRISTYBAKES

#### 2. SIGNAGE AND RECOGNITION:

- THE EVENT HOST AGREES TO DISPLAY KRISTY'S CONFECTIONS BANNER/SIGNAGE PROMINENTLY AT THE EVENT.
- THE EVENT HOST WILL ANNOUNCE KRISTY'S CONFECTIONS SPONSORSHIP DURING THE EVENT.

#### 3. LEAD GENERATION:

- THE EVENT HOST AGREES TO ALLOW KRISTY'S CONFECTIONS TO SET UP A TABLE FOR COLLECTING EMAILS AND DISTRIBUTING MARKETING MATERIALS.
- THE EVENT HOST WILL INCLUDE KRISTY'S CONFECTIONS BUSINESS CARDS OR FLYERS IN ATTENDEE SWAG BAGS (IF APPLICABLE).

#### 4. SOCIAL MEDIA ENGAGEMENT:

- THE EVENT HOST AGREES TO SHARE KRISTY'S CONFECTIONS SOCIAL MEDIA POSTS RELATED TO THE EVENT.
- THE EVENT HOST WILL PROVIDE A MINIMUM OF 3 SHOUTOUTS ON THEIR SOCIAL MEDIA PLATFORMS BEFORE, DURING, AND AFTER THE EVENT.

#### 5. PHOTOGRAPHY AND CONTENT SHARING:

- THE EVENT HOST AGREES TO PERMIT KRISTY'S CONFECTIONS TO TAKE PHOTOS AND VIDEOS AT THE EVENT FOR PROMOTIONAL PURPOSES.
- THE EVENT HOST WILL SHARE ANY PROFESSIONAL PHOTOS/VIDEOS TAKEN AT THE EVENT THAT FEATURE KRISTY'S CONFECTIONS PRODUCTS.

#### 6. POST-EVENT THANKS:

- THE EVENT HOST AGREES TO PROVIDE IN-PERSON THANKS AT THE EVENT.
- THE EVENT HOST WILL POST A THANK YOU MESSAGE ON THEIR SOCIAL MEDIA CHANNELS MENTIONING KRISTY'S CONFECTIONS.

**AGREEMENT: BY SIGNING THIS AGREEMENT, THE EVENT HOST ACKNOWLEDGES AND AGREES TO THE REQUIREMENTS LISTED ABOVE. IF THESE REQUIREMENTS ARE NOT MET, AN INVOICE FOR THE PRODUCTS USED WILL BE SENT TO THE EVENT HOST FOR PAYMENT IN FULL.**

EVENT HOST SIGNATURE: \_\_\_\_\_

DATE: \_\_\_\_\_

KRISTY'S CONFECTIONS REPRESENTATIVE: \_\_\_\_\_

DATE: \_\_\_\_\_

### FOR INQUIRIES, CONTACT US AT:

PHONE: (925) 310-6560

WEBSITE: WWW.KRISTYSCONFECTIONS.COM

INSTAGRAM: @KRISTYS\_CONFECTIONS

FACEBOOK: @KRISTYBAKES