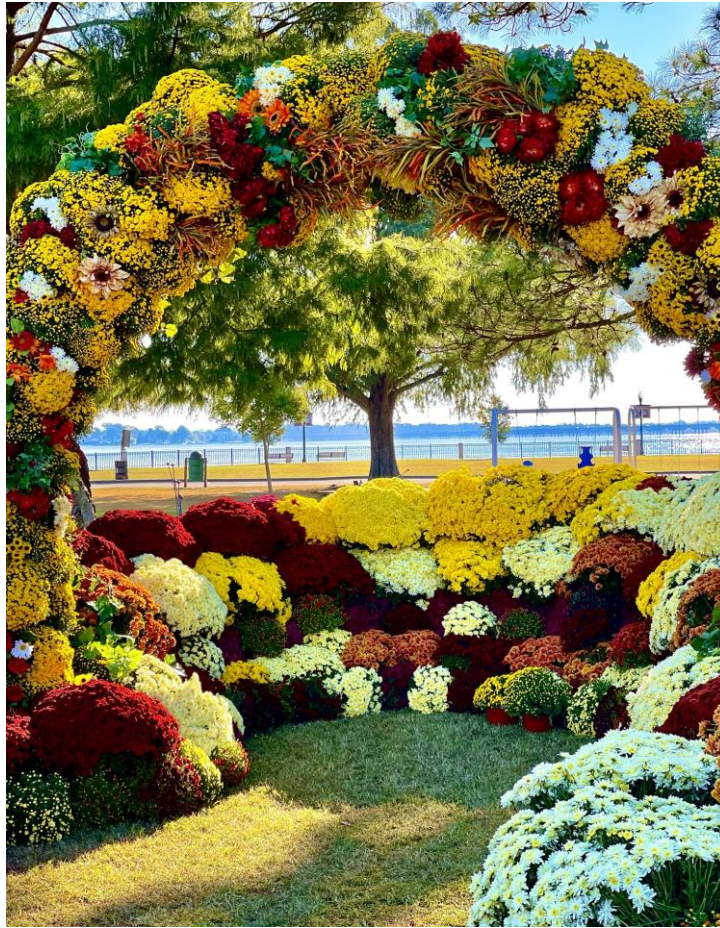


# MumFest & MumFEAST Sponsorships 2023





## Street Sponsor Agreement (\$6000) MumFest 2023, October 14-15

COMPANY: \_\_\_\_\_  
(Name as to appear on banner.)

CONTACT: \_\_\_\_\_ PHONE: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

EMAIL: \_\_\_\_\_

\_\_\_\_\_  
SPONSOR SIGNATURE TITLE

\_\_\_\_\_  
SWISS BEAR, INC. SIGNATURE TITLE

**Lynne Harakal**  
SWISS BEAR, INC. NAME (PRINTED) DATE \_\_\_\_\_

### **TITLE SPONSOR BENEFITS and TERMS AGREED TO BY SWISS BEAR, INC. for MUMFEST 2023:**

- **Sponsor to be billed as a Street Sponsor for MumFest 2023**
- Name and logo saturation in ALL MumFest advertising: print, radio, television, press releases, and website. Sponsor logo linked to sponsor website.
- Weekly social media posts on MumFest Facebook and IG in August, September and October. Posts will include a combination of posts with logo, and/or posts with photos or video. One (1) of these posts will be boosted to a targeted audience.
- Dedicated sponsor space on street during MumFest. Dimensions of space to be agreed upon.
- Logo signage at street entry points during MumFest.
- Ten (10) additional sponsor logo signs placed on barricades throughout the MumFest footprint.
- Two (2) custom-printed MumFest banners hung on streetlights in downtown vicinity in prominent locations. Display period minimum of six (6) weeks beginning in September
- **(4) MumFest T-shirts** and **(4) limited edition MumFest posters**. INDICATE SIZE:

- **T-SHIRTS:**   XXXL\_\_\_\_\_  XXL\_\_\_\_\_  XL\_\_\_\_\_  L\_\_\_\_\_  M\_\_\_\_\_  S\_\_\_\_\_
- Additional sponsor name and logo exposures whenever possible

**SPONSOR AGREES TO TERMS for MUMFEST 2023:**

- A one-year sponsorship, paid as follows:
  - \$6000 in 2023; 50% (\$3000) deposit to accompany the signed agreement and payment in full before September 1, 2023
- Not provide give-aways of bottled water or soda during MumFest
- Seek approval from Swiss Bear, Inc. of sponsor layout for MumFest no later than September 15, 2023
- Promote MumFest through sponsor PR channels where appropriate.

**THIS AGREEMENT**, made and entered into this \_\_\_\_\_ of \_\_\_\_\_, 2023 by and between Swiss Bear, Inc., and Sponsor terminates at the conclusion of MUMFEST, October 15, 2023. Sponsor does not participate in, nor assume responsibility for the organization or execution of MUMFEST or its activities. Sponsor has no authority, real or apparent, to make decisions affecting MUMFEST or to negotiate a contract with any third party regarding the operation, obligations, or responsibilities of any party regarding MUMFEST. Sponsor shall not be responsible for any injury or loss to Swiss Bear or to any third party which arises out of or results from any intentional or negligent action, commitment, commission or omission of Swiss Bear or its employees, invitees or agents. Sponsor understands MUMFEST is a rain or shine event. Swiss Bear and its employees are not liable or responsible for delays, cancellation, or postponements of the Festival or events within the Festival due to inclement weather, war, government action, strikes or other matters beyond its control.

**Swiss Bear Inc. / PO Box 597/ New Bern, NC 28563 / Phone: 252-288-9825 / [director@swissbear.org](mailto:director@swissbear.org)**



**Entertainer Sponsor Agreement (\$1500)  
MumFest 2023, October 14-15**

COMPANY: \_\_\_\_\_  
(Name as to appear on banner.)

CONTACT: \_\_\_\_\_ PHONE: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

EMAIL: \_\_\_\_\_

SPONSOR SIGNATURE \_\_\_\_\_ TITLE \_\_\_\_\_

AUTHORIZED NAME (PRINTED) \_\_\_\_\_ DATE \_\_\_\_\_

\_\_\_\_\_  
Executive Director  
SWISS BEAR, INC. SIGNATURE \_\_\_\_\_ TITLE \_\_\_\_\_

**Lynne Harakal**  
SWISS BEAR, INC. NAME (PRINTED) \_\_\_\_\_ DATE \_\_\_\_\_

**SPONSOR BENEFITS and TERMS AGREED TO BY SWISS BEAR, INC for MUMFEST 2023.**

- **Sponsor to be billed as Entertainment Sponsor for MumFest 2023, Sponsor of Shows and Buskers at MumFest with recognition at all performances.**
- Name and logo included in MumFest advertising: press releases, social media and sponsor website exposure linking sponsor site and MumFest site.
- Weekly social media posts in August, September and October on both MumFest Facebook and IG. Posts will include a combination of posts with logo, posts with name recognition, and other social media recognition.
- Dedicated 10' x 10' sponsor space during MumFest.
- Six (6) sponsor logo signs placed on barricades throughout the MumFest footprint.
- One (1) custom-printed MumFest banner hung on streetlights in downtown vicinity in prominent locations. Display period minimum of six (6) weeks beginning in September.
- (2) MumFest T-shirts included. **INDICATE SIZE:**
- **T-SHIRTS:** XXXL \_\_\_\_\_ XXL \_\_\_\_\_ XL \_\_\_\_\_ L \_\_\_\_\_ M \_\_\_\_\_ S \_\_\_\_\_

- Sponsors may also purchase additional t-shirts at a discounted price: \$14 for S-XL, \$16 for XXL-XXXL
- Additional sponsor name and logo exposures whenever possible

### **SPONSOR AGREES TO TERMS FOR MUMFEST 2023:**

- A one-year sponsorship, paid as follows:
  - \$1500 in 2023; 50% (\$750) deposit to accompany the signed agreement and payment in full before September 1, 2023.
- Not provide give-aways of bottled water or soda during MumFest.
- Promote MumFest through sponsor PR channels where appropriate.

**THIS AGREEMENT**, made and entered into this \_\_\_\_ of \_\_\_\_\_, 2023 by and between Swiss Bear, Inc., and Sponsor terminates at the conclusion of MUMFEST, October 9, 2023. Sponsor does not participate in, nor assume responsibility for the organization or execution of MUMFEST or its activities. Sponsor has no authority, real or apparent, to make decisions affecting MUMFEST or to negotiate a contract with any third party regarding the operation, obligations, or responsibilities of any party regarding MUMFEST. Sponsor shall not be responsible for any injury or loss to Swiss Bear or to any third party which arises out of or results from any intentional or negligent action, commitment, commission or omission of Swiss Bear or its employees, invitees or agents. Sponsor understands MUMFEST is a rain or shine event. Swiss Bear and its employees are not liable or responsible for delays, cancellation, or postponements of the Festival or events within the Festival due to inclement weather, war, government action, strikes or other matters beyond its control.

**Swiss Bear Inc. / PO Box 597/ New Bern, NC 28563 / Phone: 252-288-9825 / [director@swissbear.org](mailto:director@swissbear.org)**



# MumFest

NEW BERN, NORTH CAROLINA

## Music Sponsor Agreement (\$1000) MumFest October 14-15 & MumFEAST October 20, 2023

COMPANY: \_\_\_\_\_  
(Name as to appear on banner.)

CONTACT: \_\_\_\_\_ PHONE: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

EMAIL: \_\_\_\_\_

SPONSOR SIGNATURE \_\_\_\_\_ TITLE \_\_\_\_\_

AUTHORIZED NAME (PRINTED) \_\_\_\_\_ DATE \_\_\_\_\_

\_\_\_\_\_  
SWISS BEAR, INC. SIGNATURE \_\_\_\_\_ Executive Director  
TITLE

**Lynne Harakal**  
SWISS BEAR, INC. NAME (PRINTED) \_\_\_\_\_ DATE \_\_\_\_\_

### SPONSOR BENEFITS AND TERMS AGREED TO BY SWISS BEAR, INC FOR MUMFEST AND FEAST 2023:

- **Sponsor to be billed as a Music Sponsor of MumFest and MumFEAST 2023.**
- Name and logo included in MumFest advertising: press releases, social media and sponsor website exposure linking sponsor site to MumFest site.
- Weekly social media posts in August, September and October on both MumFest Facebook and IG. Posts will include a combination of posts with logo, posts with name recognition, other social media recognition negotiable.
- Signage by stage during MumFest and MumFEAST including sponsor logo.
- Dedicated 10' x 10' sponsor space during MumFest.
- Four (4) sponsor logo signs placed on barricades throughout the MumFest footprint.
- One (1) custom printed MumFest banner hung on streetlights in downtown vicinity in prominent locations. Display period minimum of six (6) weeks beginning in September.
- (2) MumFest T-shirts included. Sponsors may purchase additional t-shirts at a discounted price: \$14 for S-XL, \$16 for XXL-XXXL. **INDICATE SIZE:**

- **T-SHIRTS:**    xxxl\_\_\_\_\_    xxl\_\_\_\_\_    xl\_\_\_\_\_    l\_\_\_\_\_    m\_\_\_\_\_    s\_\_\_\_\_
- Additional sponsor name and logo exposures whenever possible,

**SPONSOR AGREES TO TERMS FOR MUMFEST 2023:**

- A one-year sponsorship, paid as follows:
  - \$1000 in 2023; paid in full at signing
- Not provide give-aways of bottled water or soda during MumFest
- Promote MumFest through sponsor PR channels where appropriate

**THIS AGREEMENT**, made and entered into this \_\_\_\_\_ of \_\_\_\_\_, 2023 by and between Swiss Bear, Inc., and Sponsor terminates at the conclusion of MUMFEST, October 9, 2023 and MUMFEAST!, October 22, 2023. Sponsor does not participate in, nor assume responsibility for the organization or execution of MUMFEST / MUMFEAST! or its activities. Sponsor has no authority, real or apparent, to make decisions affecting MUMFEST / MUMFEAST! or to negotiate a contract with any third party regarding the operation, obligations, or responsibilities of any party regarding MUMFEST / MUMFEAST! Sponsor shall not be responsible for any injury or loss to Swiss Bear or to any third party which arises out of or results from any intentional or negligent action, commitment, commission or omission of Swiss Bear or its employees, invitees or agents. Sponsor understands MUMFEST / MUMFEAST! is a rain or shine event. Swiss Bear and its employees are not liable or responsible for delays, cancellation, or postponements of the Festivals or events within the Festivals due to inclement weather, war, government action, strikes or other matters beyond its control.

**Swiss Bear Inc. / PO Box 597/ New Bern, NC 28563 / Phone: 252-288-9825 / [director@swissbear.org](mailto:director@swissbear.org)**



# MumFest

NEW BERN, NORTH CAROLINA

## Music Sponsor Agreement (\$600) MumFest 2023, October 14-15

COMPANY: \_\_\_\_\_  
(Name as to appear on banner.)

CONTACT: \_\_\_\_\_ PHONE: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

EMAIL: \_\_\_\_\_

\_\_\_\_\_  
AUTHORIZED SIGNATURE TITLE

\_\_\_\_\_  
AUTHORIZED NAME (PRINTED) DATE

\_\_\_\_\_  
SWISS BEAR, INC. SIGNATURE Executive Director  
TITLE

**Lynne Harakal**  
SWISS BEAR, INC. NAME (PRINTED) DATE \_\_\_\_\_

T-SHIRTS \_\_\_\_\_ XXXL \_\_\_\_\_ XXL \_\_\_\_\_ XL \_\_\_\_\_ L \_\_\_\_\_ M \_\_\_\_\_ S

### TITLE SPONSOR BENEFITS AND TERMS AGREED TO BY SWISS BEAR, INC FOR MUMFEST 2023:

- **Sponsor to be billed as a Music Sponsor for MumFest 2023.**
- Name and logo included in MumFest advertising: social media, with Sponsor website exposure linking sponsor site to MumFest site.
- Weekly social media posts with logo and name recognition in September and October on both MumFest Facebook and IG.
- Signage by stage during MumFest, including sponsor logo.
- One (1) custom-printed MumFest banner hung on streetlights in downtown vicinity in prominent locations. Display period minimum of six (6) weeks beginning in September
- (1) MumFest T-shirts and (1) limited edition MumFest poster included. Sponsors may purchase additional t-shirts at a discounted price: \$14 for S-XL, \$16 for XXL-XXXL. **INDICATE SIZE:**
- T-SHIRTS: XXXL \_\_\_\_\_ XXL \_\_\_\_\_ XL \_\_\_\_\_ L \_\_\_\_\_ M \_\_\_\_\_ S \_\_\_\_\_



## **SPONSOR AGREES TO TERMS FOR MUMFEST 2023:**

- A one-year sponsorship, paid as follows:
  - \$600 in 2023; paid in full at signing.
- Not provide give-aways of bottled water or soda during MumFest.
- Promote MumFest through sponsor PR channels where appropriate.

**THIS AGREEMENT**, made and entered into this \_\_\_\_ of \_\_\_\_\_, 2023 by and between Swiss Bear, Inc., and Sponsor terminates at the conclusion of MUMFEST, October 9, 2023. Sponsor does not participate in, nor assume responsibility for the organization or execution of MUMFEST or its activities. Sponsor has no authority, real or apparent, to make decisions affecting MUMFEST or to negotiate a contract with any third party regarding the operation, obligations, or responsibilities of any party regarding MUMFEST. Sponsor shall not be responsible for any injury or loss to Swiss Bear or to any third party which arises out of or results from any intentional or negligent action, commitment, commission or omission of Swiss Bear or its employees, invitees or agents. Sponsor understands MUMFEST is a rain or shine event. Swiss Bear and its employees are not liable or responsible for delays, cancellation, or postponements of the Festival or events within the Festival due to inclement weather, war, government action, strikes or other matters beyond its control.

**Swiss Bear Inc. / PO Box 597/ New Bern, NC 28563 / Phone: 252-288-9825 / [director@swissbear.org](mailto:director@swissbear.org)**



## Mum Sponsor Agreement (\$300) MumFest 2023, October 14-15

COMPANY \_\_\_\_\_  
Name as to appear on banner.

CONTACT \_\_\_\_\_ PHONE \_\_\_\_\_

ADDRESS \_\_\_\_\_

EMAIL \_\_\_\_\_ DATE \_\_\_\_\_

AUTHORIZED SIGNATURE \_\_\_\_\_ TITLE \_\_\_\_\_

### Mum Sponsorships are used to help fund mum displays at MumFest and MumFEAST!

#### MUM SPONSOR BENEFITS:

- Sponsor website exposure linking sponsor site and MumFest site.
- One (1) festival street banner custom printed with the company name and displayed on a downtown light post for six (6) weeks beginning September 2023.
- **Sponsors may purchase t-shirts at a discounted price: \$14 for S-XL, \$16 for XXL-XXXL. Indicate sizes.**
- **T-SHIRTS:** XXXL \_\_\_\_\_ XXL \_\_\_\_\_ XL \_\_\_\_\_ L \_\_\_\_\_ M \_\_\_\_\_ S \_\_\_\_\_

Sponsor agrees to pay Swiss Bear a 100% deposit (\$300) to accompany signed agreement. Sponsor understands that only the benefits listed above are being provided in exchange for sponsorship. Sponsor does not participate in, nor assume responsibility for, the organization or execution of MumFest or its activities. Sponsor has no authority, real or apparent, to make decisions affecting MumFest or to negotiate a contract, with any third parties regarding the operation, obligations, or responsibilities of any party to MumFest. Sponsor shall not be responsible for any injury or loss to Swiss Bear or to any third party which arises out of, or results from, any intentional or negligent action, commitment, commission or omission of Swiss Bear or its employees, invitees or agents. Sponsor understands MumFest is a rain or shine event. Neither Swiss Bear nor its employees are liable or responsible for delays, cancellation, or postponements of the Festival or events within the Festival due to inclement weather, war, government action, strikes or other matters beyond its control.