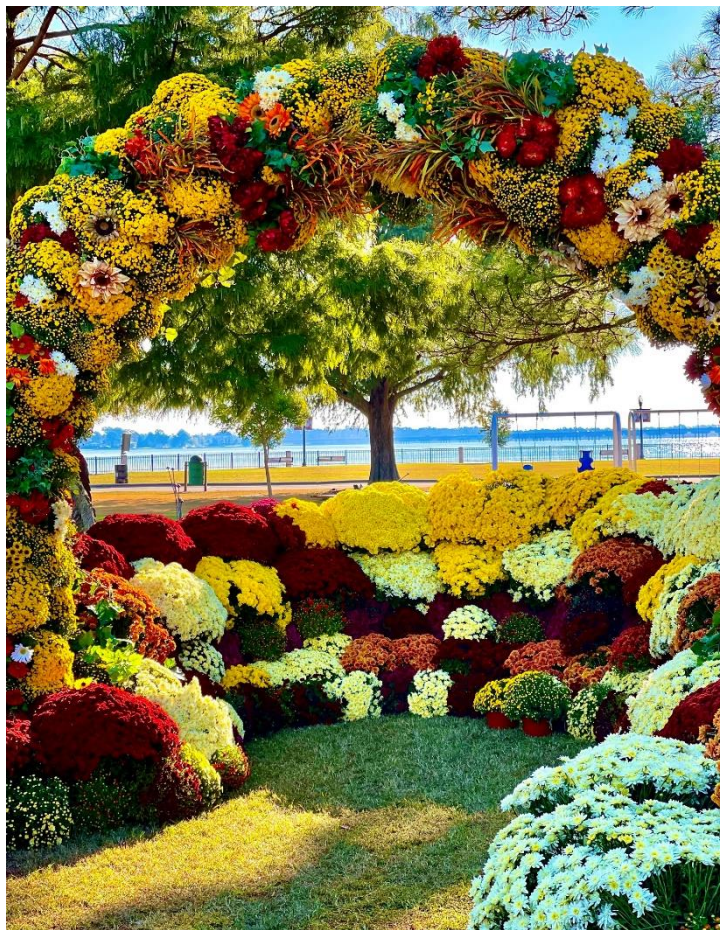


# MumFest & MumFEAST Sponsorships 2024





**Street Sponsor Agreement (\$6000)  
MumFest October 12-13, 2024**

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

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

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

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

SPONSOR SIGNATURE

TITLE

SWISS BEAR, INC. SIGNATURE

Events Director  
TITLE

Ann Marie Byrd  
SWISS BEAR, INC. NAME (PRINTED)

DATE \_\_\_\_\_

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

**Sponsor to be billed as a Street Sponsor for MumFest**

- 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.**
- Dedicated sponsor space on street during MumFest. Dimensions of space to be agreed upon.
- Logo signage at street entry points during MumFest.
- Four (4) additional 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 for 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:**

- A one-year sponsorship, paid as follows:
  - \$6000 paid in full at signing or by special arrangement 50/50 due by September 1<sup>st</sup>.
- **Not provide giveaways of bottled water or soda during MumFest.**
- Seek approval from Swiss Bear, Inc. of sponsor street layout for MumFest no later than September 1<sup>st</sup>.
- Promote MumFest through sponsor PR channels where appropriate.

THIS AGREEMENT, made and entered into this \_\_\_\_ of \_\_\_\_\_, \_\_\_\_\_ by and between Swiss Bear, Inc., and Sponsor terminates at the conclusion of MUMFEST. 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)**



**Custom Sponsor Agreement**  
**MumFest October 12-13 & MumFEAST September 27, 2024**

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

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

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

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

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

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

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

**Ann Marie Byrd**  
 SWISS BEAR, INC. NAME (PRINTED) DATE \_\_\_\_\_

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

- **Custom Sponsor of MumFest and MumFEAST.**
- 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 linking sponsor name and logo in September and October on both MumFest Facebook and IG.
- Signage by stage during MumFest and MumFEAST including sponsor logo, if desired.
- Dedicated sponsor space during MumFest, size negotiable.
- Four (4) sponsor logo signs placed on barricades throughout the MumFest footprint, if desired.
- 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.
- MumFest T-shirts included. Quantity TBD. Sponsors may purchase additional t-shirts at a discounted price: \$20 for S-XL, \$22 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:**

- A one-year sponsorship, paid as follows:
  - Amount paid in full at signing.
- **Not provide giveaways of bottled water or soda during MumFest.**
- Promote MumFest through sponsor PR channels where appropriate.

THIS AGREEMENT, made and entered into this \_\_\_\_\_ of \_\_\_\_\_, \_\_\_\_\_ by and between Swiss Bear, Inc., and Sponsor terminates at the conclusion of MUMFEST and MUMFEAST! 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 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)**



**Stage Sponsor Agreement \$2000  
MumFest October 12-13 & MumFEAST September 27, 2024**

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

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

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

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

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

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

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

**Ann Marie Byrd**  
SWISS BEAR, INC. NAME (PRINTED) DATE \_\_\_\_\_

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

- **Stage Sponsor of MumFest and MumFEAST.**
- 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 linking sponsor name and logo in September and October on both MumFest Facebook and IG.
- **Individual stage banner hung from Beer Garden Stage next to City Hall during MumFest and on stage at MumFEAST including sponsor logo.**
- Verbal recognition of sponsorship from stage by DJs and bands.
- Dedicated sponsor space during MumFest, size negotiable up to 20x10.
- 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: \$20 for S-XL, \$22 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:**

- A one-year sponsorship, paid as follows:
  - Amount paid in full at signing.
- **Not provide giveaways of bottled water or soda during MumFest.**
- Promote MumFest through sponsor PR channels where appropriate.

THIS AGREEMENT, made and entered into this \_\_\_\_\_ of \_\_\_\_\_, \_\_\_\_\_ by and between Swiss Bear, Inc., and Sponsor terminates at the conclusion of MUMFEST and MUMFEAST! 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 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)**



**Music Sponsor Agreement (\$1500)  
MumFest October 12-13 & MumFEAST September 27, 2024**

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

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

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

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

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

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

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

**Ann Marie Byrd**  
SWISS BEAR, INC. NAME (PRINTED) \_\_\_\_\_ DATE \_\_\_\_\_

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

- **Sponsor to be billed as Music Sponsor for MumFest and MumFeast.**
- 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 linking sponsor name and logo in September and October on both MumFest Facebook and IG.
- **Dedicated sponsor space during MumFest up to 20x10 booth space**
- **Verbal recognition of sponsorship from stage by DJs and bands.**
- **Signage by stage during MumFest, including sponsor logo.**
- 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. **INDICATE SIZE:**
- **T-SHIRTS:**    XXXL\_\_\_\_\_    XXL\_\_\_\_\_    XL\_\_\_\_\_    L\_\_\_\_\_    M\_\_\_\_\_    S\_\_\_\_\_
- Sponsors may also purchase additional t-shirts at a discounted price: \$20 for S-XL, \$22 for XXL-XXXL
- Additional sponsor name and logo exposures whenever possible

**SPONSOR AGREES TO TERMS FOR MUMFEST:**

- A one-year sponsorship, paid as follows:
  - \$1500 paid in full at signing.
- **Not provide giveaways of bottled water or soda during MumFest.**
- Promote MumFest through sponsor PR channels where appropriate.

THIS AGREEMENT, made and entered into this \_\_\_\_\_ of \_\_\_\_\_, \_\_\_\_\_ by and between Swiss Bear, Inc., and Sponsor terminates at the conclusion of MUMFEST. 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)**



**Music Sponsor Agreement (\$1000)  
MumFest October 12-13 & MumFEAST September 27, 2024**

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

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

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

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

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

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

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

**Ann Marie Byrd**  
SWISS BEAR, INC. NAME (PRINTED) \_\_\_\_\_ DATE \_\_\_\_\_

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

- **Sponsor to be billed as a Music Sponsor of MumFest and MumFEAST.**
- 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 linking sponsor name and logo in September and October on both MumFest Facebook and IG. Posts will include a combination of sponsor links with logo, posts with logo or name recognition, and other social media recognition.
- 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: \$20 for S-XL, \$22 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:**

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

THIS AGREEMENT, made and entered into this \_\_\_\_\_ of \_\_\_\_\_, \_\_\_\_\_ by and between Swiss Bear, Inc., and Sponsor terminates at the conclusion of MUMFEST and MUMFEAST! 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 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 (\$600) MumFest October 12-13, 2024

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

CONTACT: \_\_\_\_\_ PHONE: 252-259-7556

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

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

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

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

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

**Ann Marie Byrd**  
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:

- **Sponsor to be billed as a Music Sponsor for MumFest.**
- Name and logo included in MumFest advertising: social media, with Sponsor website exposure linking sponsor site to MumFest site.
- **Weekly social media posts linking sponsor name and logo 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 for. 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: \$20 for S-XL, \$22 for XXL-XXXL. **INDICATE SIZE:**
- T-SHIRTS: XXXL \_\_\_\_\_ XXL \_\_\_\_\_ XL \_\_\_\_\_ L \_\_\_\_\_ M \_\_\_\_\_ S \_\_\_\_\_

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

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

THIS AGREEMENT, made and entered into this \_\_\_\_ of \_\_\_\_\_, \_\_\_\_\_ by and between Swiss Bear, Inc., and Sponsor terminates at the conclusion of MUMFEST. 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 (\$350)**  
**MumFest October 12-13, 2024**

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 displayed on a downtown light post for six (6) weeks.
- **Sponsors may purchase t-shirts at a discounted price: \$20 for S-XL, \$22 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.