

Supplier Level Sponsor Recognition & Marketing Rights

A. Sponsor Recognition Rights

- Company shall receive Supplier level recognition at each of the following USA Climbing events:
 - i. Bouldering Open National Championship
 - ii. Bouldering Youth National Championship
 - iii. Bouldering National Cup Series
 - iv. Sport & Speed Open National Championship
 - v. Sport & Speed Youth National Championship
 - vi. Collegiate National Championship
 - vii. Adaptive National Championship

B. Event Marketing Rights

- Use of supplier brands products at the following events and/or rounds of competition, as determined by USA Climbing and Host Facility, as determined by the Chief Routesetter:
 - i. USA Climbing: Bouldering Open Nationals, All Rounds
 - ii. USA Climbing: Bouldering Youth Nationals, All Rounds
 - iii. USA Climbing: National Cup Series, Final Round
 - iv. USA Climbing: Sport & Speed Open Nationals, All rounds
 - v. USA Climbing: Collegiate Nationals, Final Round
- Supplier recognition and signage at National Championship events
 - i. Brand logo on top-of-wall banner at Bouldering National Championship events.
 - ii. Brand logo in Isolation at National Championship events, with banners provided by Company.
- Brand logo on the following USA Climbing event and event series posters (Supplier recognition):
 - i. Youth Bouldering Championship Series
 - ii. Bouldering Open National Championship
 - iii. Youth Sport & Speed National Championship Series
 - iv. Sport & Speed National Championship
 - v. Collegiate Championship Series
- The right to host an on-site 10x10 sponsor booth (i.e. display) at National Championship events (\$750 value). Company must coordinate with USA Climbing in advance of event to arrange details.
- The opportunity to distribute promotional materials and swag items (up to \$1K of \$4K VIK) in competitor bags at USA Climbing Bouldering Youth Regional, Divisional, & National Championships.
- One (1) On-site public-address recognition during National Championship events
- One (1) digital brand logo provided to all local events
- One (1) digital brand logo provided to each Youth Regional and Divisional Championships

C. Digital & Email Marketing Rights

- Brand logo (Supplier recognition) with hyperlink on Sponsor and Home pages of USA Climbing's website, www.usaclimbing.org.
- One (1) USA Climbing Social Media Post annually. Including Facebook, Instagram and Twitter. Company must arrange content with USA Climbing at least one month in advance.
- USA Climbing will provide event photos to company no later than 2 weeks after each National Championship event via a link to a gallery that company will have access to year-round. Company can use any photo they deem appropriate in their own promotional materials. USA Climbing will provide the link to the gallery at the beginning of the 2019-2020 season, to be used for the remainder of the year.
- The opportunity to distribute two (2) business-driving promotional offers (annually) to USA Climbing Routesetting members who have opted in to receive special offers. Company must arrange this with USA Climbing at least one month in advance.
- Brand logo (Supplier level recognition) on National Championship event digital promotional materials.

D. Additional Marketing Rights

- The opportunity to supply product to USA Climbing Routesetter Clinics in the 2019-20 season. Additional VIK to supply these holds will be required to participate. Company will be given notice of opportunities and additional VIK required as they arise for the 2019-20 season.
- Annual feedback on Company's products from USAC Routesetters. Feedback will be provided digitally at the end of the 2019-20 season.
- The right to create retailer engagement programs in connection with USA Climbing events and programs.
- The ability to create co-branded premium and promotional items promoting company USA Climbing membership. A maximum of \$1,000 USD of the required \$4,000 USD VIK can be used for this purpose.
- Company agrees to provide a one-time 5% discount on wholesale/gym pricing to each National Cup Series, and National Championship host facility in the 2019-20 season (maximum of 10 facilities).
- The ability to create brand and business-driving programs across USA Climbing's Local, Regional and Divisional Bouldering, Sport, Speed, Collegiate and Adaptive events.
- A thirty-day first right of selection to discuss and negotiate for a renewal of these rights for the 2019-20 season and beyond, commencing on August 1, 2020.