



# Carrot/Stick

## Sponsorship Opportunities

**August 5-7th, 2016**

**Portland, Oregon**

### **Why Carrot/Stick?**

Carrot/Stick is the perfect place to reach the core brand ambassadors for your product. These are people that already “get it” when it comes to fitness trackers and personal tracking apps - and they’ll go to bat for your product if they love it. These are your success stories, these are your affiliate marketers and true fans. There’s no other conference like Carrot/Stick where you’re guaranteed to reach and build authentic relationships with your early adopters and best supporters. By sponsoring Carrot/Stick, you get your brand in front of the people who are committed to finding and supporting the best new instruments of self-tracking that make behavior change possible in their own life.

# SPONSORSHIP OPPORTUNITIES

Benefits	Lead Carrot \$4000	Golden Carrot \$2000	Silver Carrot \$1000	Bronze Carrot \$500
Recognition by hosts during keynote	✓	✓		
Complimentary conference passes	3	2	1	1
Access to an opt-in list of attendees looking for jobs and contacts	✓	✓		
Recognition in outbound emails	✓	✓	✓	
Ad space in conference program	Full Page	1/2 Page	1/4 Page	
Logo, link, and text on conference website	✓	✓	✓	✓
Name and logo in conference program	✓	✓	✓	✓
Opportunity to include product sample/ promotional item in attendee bags	✓	✓	✓	✓
<b>Total Available</b>	<b>1</b> <i>Sold Out</i>	<b>3</b>	<b>4</b>	<b>8</b>

## Additional sponsorship options

### Pre-party beverage sponsorship \$500 (1 available)

Everyone loves a hosted bar! Sponsor a round of drinks (beer & wine only) at the Friday night pre-party. We'll even list the event in the program as **Friday Night pre-party sponsored by <<Your Name>>**. You'll get everything at the Bronze Carrot level plus the joy of seeing the weekend kicked off with your help!

### Coffee/Tea Break Sponsor \$500 (2 available)

Keep our attendees fueled and create positive caffeinated associations with your brand by sponsoring a coffee & pastries break for everyone. Your name will be prominently displayed at the coffee/tea station and you'll also get everything at the Bronze Carrot level.

### Sponsor a Scholarship \$110 (5 available)

Help make someone's nerdy dreams come true! As part of our commitment to diversity, equity, and inclusion, we're offering scholarships for underrepresented behavioral economics enthusiasts without the financial resources to come on their own. Your name will be listed on the website and program as a scholarship fund contributor (or you can stay anonymous if you prefer.)

### Sound Great?

Great! Email us at [sponsor@carrotstick.club](mailto:sponsor@carrotstick.club) with your preferred sponsorship and we'll go from there!

### Don't see what you want?

We're open to creative sponsorship ideas! Email us at [sponsor@carrotstick.club](mailto:sponsor@carrotstick.club) and we'll craft the perfect sponsorship package together!

# Carrot/Stick Sponsorship Contract

- |   |   |
|---|---|
| <input type="checkbox"/> Lead Carrot (\$4000)   | <input type="checkbox"/> Golden Carrot (\$2000) |
| <input type="checkbox"/> Silver Carrot (\$1000) | <input type="checkbox"/> Bronze Carrot (\$500)  |

## Participation Agreement

Terms and conditions for Vendor Participation in the Carrot/Stick event (Conference).

This contract is between the sponsor (Company) and Beeminder, Inc. (Beeminder), the organization managing sponsorship and operations for Carrot/Stick events.

In consideration of the opportunity to participate as a sponsor of the Conference, as indicated in the price schedule, Company agrees as follows:

**INDEMNITY AND LIMITATION OF LIABILITY:** Neither Beeminder, any co-sponsor, venue provider nor any of their respective officers, agents, employees, facilities, representatives or assigns shall be liable for, and Company hereby releases them from, any claims for damage, loss, harm, or injury to the person, property or business of the Company and/or any of its visitors, officers, agents, employees, or other representatives, resulting from theft, fire, earthquake, water, unavailability of the facility, accident or any other reason in connection with the Conference. The Company shall indemnify, defend, and protect Beeminder and hold Beeminder, its officers, directors, employees, agents, co-sponsors and venue providers harmless from and against any and all claims, demands, suits, liability, damages, losses, costs, attorney's fees, and expenses that result or arise from Company's participation in the Conference or any actions of its officers, agents, employees, or other representatives. Under no circumstance will Beeminder, any co-sponsor, or the venue provider be liable for lost profits or other incidental or consequential damages for any of their acts or omissions whatsoever, whether or not appraised of the possibility or likelihood of such damages or lost profits. In no event shall Beeminder's liability, under any circumstance, exceed the amount actually paid to it by the Company. Beeminder makes no representations or warranties regarding the Conference or its attendance.

**OBSERVANCE OF LAWS:** Company shall abide by and observe all laws, rules and regulations, and ordinances in the performance of this agreement.

**CANCELLATION OR TERMINATION BY Beeminder:** If for any reason beyond its reasonable control, including but not limited to fire, strike, earthquake, damage, construction or renovation to the display site, government regulation, public catastrophe, or act of God, Beeminder shall determine that the Conference or any part will not be held, Beeminder may cancel the Conference or any part thereof. In that event, Beeminder shall determine and refund to the Company its proportionate share of the balance of the fees received which remains after deducting all expenses incurred by Beeminder.

**CANCELLATION BY COMPANY:** All payments made to Beeminder under this application shall be deemed fully earned and non-refundable in consideration for expenses incurred by Beeminder and Beeminder's lost or deferred opportunity to provide space and/or sponsorship opportunities to others.

**COMPANY CONDUCT:** Company and all of its representatives shall conduct themselves at all times in accordance with highest standards of decorum and good taste in connection with the

Sponsor Name

Contact Name

Address

Contact Email

City, State, Zip

Contact Phone

Signature

Date

*I have read and agree to all the terms and conditions of the Sponsorship Prospectus, including the Participation Agreement. I warrant that I am authorized to sign on behalf of the sponsoring entity listed here and that all information I have provided is complete and accurate.*

Beeminder, Inc. Representative

Signature

Date

Conference and agree to follow the guidelines laid out in the Conference's Code of Conduct. (<http://carrotstick.club/code-of-conduct>) Beeminder and organizers of each event reserve the right to eject from the Conference any Company or Company representative violating those standards.

**AGREEMENT TO TERMS, CONDITIONS AND RULES:** Company agrees to observe and abide by the foregoing terms and conditions and by such additional terms, conditions, and rules made by Beeminder from time to time for the efficient and safe operation of the Conference. This application, together with the price schedule, represents the final, complete and exclusive agreement between the Company and Beeminder concerning the subject matter of this application. Beeminder makes no warranties or other agreements except as set forth above. Any amendment to this contract must be in writing signed by Beeminder. The rights of Beeminder under this agreement shall not be deemed waived except as specifically stated in writing and signed by an officer of Beeminder. If any term of this agreement shall be declared invalid or unenforceable, the remainder of the agreement shall continue in full force and effect. This agreement shall be binding upon the heirs, successors, and assigns of the Company subject to the terms of this agreement regarding assignment.