



A new and Innovative experience!

SCOPE AND SUMMARY

The Chesterfield Amphitheater (ChAmp) and Bacardi are excited to launch a tasteful new partnership to innovate the entertainment and hospitality experience for guests and performers.

Through this partnership, Bacardi brands & ChAmp will team up to:

- **Create new high-end hospitality experiences** through unique elevated premium seating areas
- **Establish Bacardi as a preferred drink** through brand promotion and visibility
- **Authenticate Bacardi's commitment** to its communities

PARTNERSHIP ASSETS

- **Designations:** Bacardi: Official Rum of the Chesterfield Amphitheater; Official Partner
- **Category:**
 - Rum, Tequila, and RTD (other mutually agreeable categories as needed) packaging
 - Wine – optional packaging
- **Use of IP:** Bacardi will have the right to use approved ChAmp marks and logos as needed during the term of the partnership
- **Marketing & Awareness:** Bacardi to receive the following assets designed to create brand & partnership awareness:
 - **Party Porch Entitlement**
 - Bacardi to receive Naming Rights of new Party Porch
 - Branding/Signage
 - **Ticket Branding**
 - Bacardi name listed on Party Porch tickets
 - **Unique Experiences**
 - Product sampling / tastings prior to all shows
 - Exclusive party porch drink menu
 - Private Branded Space
 - **Presenting Partner**
 - Bacardi (or other mutually agreeable brand) to be designated “Presenting Partner” of a Chesterfield Amphitheater paid tribute show one (1) time per year

- All marketing/awareness material will include mention of Bacardi's brand and logo where applicable
- **Social / Digital**
 - Bacardi logo placement on ChAmp website
 - One (1) partnership announcement on all ChAmp social media feeds upon commencement of partnership
 - Five (5) additional social media posts per year showcasing branded Party Porch/featured drink.
- **Tickets**
 - A new group outing option will be included on the Chesterfield Amphitheater website labeled "Bacardi Party Porch" w/ contact submission form
 - Three (3) Party Porch takeovers for Bacardi's group outing per year
 - Must be mutually agreeable ChAmp operated event. 1 Sounds of Summer, 1 Paid Tribute, 1 National Touring
- **Special One-off Events at ChAmp**
 - Bacardi will have usage of Amphitheater facility for one (1) exclusive company event per year
 - Mutually agreeable date & pending availability
 - All out of pocket expenses not provided.
 - Right of First Refusal for participation in other ChAmp events / fairs / festivals, etc.

PARTNERSHIP TERMS

Term: 2023-2026 (4 years)

2023 Investment: \$37,500

2024: \$16,667

2025: \$16,667

2026: \$16,667