



MILE HIGH PROFIT SUMMIT

MILE HIGH PROFIT SUMMIT 2024 SPONSORSHIP AGREEMENT

This Sponsorship Contract (“the Agreement”) is between Motor Group, Inc., doing business as The Contractor Fight (“TCF”) and the undersigned (“Sponsor”) in connection with Mile High Profit Summit 2024 (the “Conference”) at the Hyatt Regency Denver, 650 15th St., Denver, Colorado on September 19 - 21, 2024.

WHEREAS, TCF operates the Conference and offers sponsorship opportunities; and

WHEREAS, Sponsor desires to be a sponsor of the Conference in accordance with the terms and conditions of this Agreement.

NOW THEREFORE, for good and valuable consideration, and intending to be legally bound, TCF and Sponsor agree as follows.

Sponsor will receive the following benefits for the indicated fee based upon the chosen sponsorship level:

[we will insert their selected package here. Below are the options]

BRANDING:

Branding sponsorships do not include a booth or event tickets.

- | | | |
|----------|----------------|--|
| \$2,750 | WELCOME BAG x1 | <ul style="list-style-type: none">Your logo printed on each attendee’s welcome bag |
| \$2,750 | NAME BADGE x1 | <ul style="list-style-type: none">Your logo printed on the bottom of each attendee’s name badge |
| \$2,750 | LANYARD x1 | <ul style="list-style-type: none">Your logo printed on each attendee’s name badge lanyard |
| \$2,750 | WINE x1 | <ul style="list-style-type: none">Your logo printed on labels and placed on wine bottles which are given to couples attending the event together. |
| \$12,000 | WIFI x1 | <ul style="list-style-type: none">Dedicated public wifi for all event attendeesPassword is your namePromoted from the stage, within the app, and in the workbook |

SPONSOR PACKAGES:

\$3,300 BRONZE x 13

- Booth space with 6-Foot table, 2 chairs, house linen, wastebasket & basic trash cleanup.
- 2 tickets to the event, including all sessions, networking parties, and lunch
- Capture attendee information using the event app and QR codes
- Access to the event app to create your own customized listing and digital booth

\$5,600 SILVER x 4

- Booth space with 6-Foot table, 2 chairs, house linen, wastebasket & basic trash cleanup.
- 3 tickets to the event, including all sessions, networking parties, and lunch
- Capture attendee information using the event app and QR codes
- Access to the event app to create your own customized listing and digital booth
- Placement of your linked logo on the event website
- Logo in workbook
- One item in the registration bag. (Item to be provided by sponsor to arrive at designated shipping address at least 3 weeks prior to event). Material to be reviewed and approved by promoter.
- Logo on event t-shirt
- Your booth is a destination in our Passport Contest

\$7,300 GOLD x 4

- Booth space with 6-Foot table, 2 chairs, house linen, wastebasket & basic trash cleanup.
- 4 tickets to the event, including all sessions, networking parties, and lunch
- Capture attendee information using the event app and QR codes
- Access to the event app to create your own customized listing and digital booth
- Placement of your linked logo on the event website
- Logo in workbook
- One item in the registration bag. (Item to be provided by sponsor to arrive at designated shipping address at least 3 weeks prior to event). Material to be reviewed and approved by promoter.
- Logo on event t-shirt
- Your booth is a destination in our Passport Contest
- Rotating banner ad in event app
- Guest interview on a special MHPS podcast series delivered to our 5,000+ subscribers

\$9,600 PLATINUM x 2

- Booth space with 6-Foot table, 2 chairs, house linen, wastebasket & basic trash cleanup.
- 4 tickets to event, including all sessions, networking parties, and lunch

- Capture attendee information using the event app and QR codes
- Access to the event app to create your own customized listing and digital booth
- Placement of your linked logo on the event website
- Logo in workbook
- One item in the registration bag. (Item to be provided by sponsor to arrive at designated shipping address at least 3 weeks prior to event). Material to be reviewed and approved by promoter.
- Logo on event t-shirt
- Your booth is a destination in our Passport Contest
- Rotating banner ad in event app
- Guest interview on a special MHPS podcast series delivered to our 5,000+ subscribers
- One app push notification delivered to event attendees
- Provide one item for a seat drop during event
- 3-minute interview on the main stage during the event

ADDITIONAL OPTIONS:

\$10,000 WELCOME RECEPTION x1

- Branded signage at welcome reception (September 19, 2024)
- Branded drink tickets (Standard Attendees receive 1 and VIPs receive 2, GA attendees do not receive tickets)
- Branded drink napkins
- 6-foot table at reception
- This sponsorship does not include a booth or tickets to the event

\$10,000 VIP PARTY x1

- Branded signage at VIP party (September 18, 2024)
- Customized drink ticket (2 tickets per VIP attendee)
- Branded drink napkins
- 6-Foot table at VIP party
- This sponsorship does not include a booth or tickets to the event

\$400 EXTRA STAFF TICKETS

- Additional entrance for your staff to all sessions, networking parties, and lunch

Sponsor agrees to remit a 50% deposit upon acceptance of this Agreement by TCF. The Balance of the Fee is due June 1, 2024. Fees are non-refundable. Further, Sponsor agrees to the General Terms attached hereto as Exhibit A.

SPONSOR

PROMOTER

Company Name

MOTOR GROUP, INC.
Company Name

Name and Title

Neil A. Kristianson, CEO
Name and Title

Authorized Signature

Authorized Signature

Date

Date

EXHIBIT A

GENERAL TERMS

1. Compliance with Conference Rules and Venue Regulations. Sponsor shall observe and comply with the rules, venue regulations, and customary business conduct at all times during the Conference. TCF shall have sole authority to interpret and enforce the rules for the orderly conduct of the Conference.
2. Termination. TCF, in its sole discretion, may terminate this Agreement at any time if: (1) Sponsor fails to pay the fee when due; or (2) Sponsor fails to adhere to the rules and regulations governing the Conference. Sponsor may cancel its request for Sponsorship at any time. Sponsor agrees and acknowledges that if it cancels its request for Sponsorship, it will forfeit all fees agreed to under this Agreement. Should TCF cancel the Conference for reasons other than Force Majeure (see paragraph 6), fees paid will be promptly refunded to Sponsor, and this Agreement terminated.
3. Release; Limitation of Liability; Indemnification. Except as expressly provided in this Agreement and to the fullest extent permitted by applicable law, all warranties expressed or implied, including implied warranties of merchantability, fitness for a particular purpose and non-infringement are disclaimed by TCF. Sponsor expressly releases TCF, its officers, directors, members and employees from liability for any and all claims for damage, loss, harm or injury to Sponsor, its property or any of its officers, agents, employees or other representatives. In no event shall TCF, its agents, and employees be liable for any consequential, indirect or special damages, whether foreseeable or unforeseeable, whether based upon lost goodwill, lost profits, or loss of use of the Sponsorship whether arising out of breach of any express or implied warranty, breach of contract, negligence, misrepresentation, tort or otherwise. Sponsor agrees that the liability of TCF, its agents, and employees for damages, regardless of the form of action, shall in any event be limited to the aggregate fees paid by Sponsor under this Agreement. Sponsor agrees it shall indemnify, defend, protect, and hold harmless TCF and their officers, directors, members, employees, representatives and agents against any and all claims, demands, suits, liability, damages, loss, costs, attorneys' fees and expenses of whatever kind or nature, which arise from the actions or omissions of Sponsor or

any of its officers, agents, employees or other representatives, including, but not limited to, claims of damage or loss resulting from the breach of this Agreement, and claims of damage or loss to any third party resulting from any infringement of a copyright or patent or the unauthorized use of any trademark. The indemnified Party shall have the right to select its own counsel in the event that indemnification is required hereunder.

4. Insurance. Sponsor acknowledges that as a condition of participating in the Conference, it must maintain insurance coverage that is reasonably acceptable to TCF. The Conference venue will not provide insurance protection for Sponsor or its employees. Sponsor is solely responsible for securing insurance coverage in connection with its participation in the Conference and all Conference venues.

5. Intellectual Property. TCF, the TCF logo, and all related names, logos, product and service names, designs and slogans are trademarks that belong to TCF. Sponsor may not use such marks without TCF's prior written permission.

6. Force Majeure. Neither TCF nor Sponsor shall be deemed in default of this Agreement to the extent that performance of its obligations or attempts to cure any breach are delayed or prevented by reason of any act of God, fire, natural disaster, accident, regulation, restriction or prohibition of federal, state or local government, pandemic, stay-at-home order, strike, embargo, injunction, terrorist act or threat, public health emergency, or the curtailment of transportation facilities that makes the conduct of the Conference or travel thereto impossible, commercially impractical, or unlawful. Sponsor acknowledges and agrees that in the event the Conference cannot occur for any reason stated above, Sponsor hereby waives any claims for damages or compensation related to the cancellation of the Conference. Sponsor expressly agrees that application of the fees paid under this Agreement will be applied to the next Conference or refunded at the sole discretion of TCF.

7. Media Release. Sponsor grants TCF a perpetual non-exclusive license to use, display, and reproduce Sponsor's name, trade names, and product names in any directory (print, electronic, or other media) or promotional materials relating to the Conference. TCF is not liable for any errors or omissions in Conference materials, either printed or electronic. Sponsor also grants TCF the right to take photographs, video recordings, and audio recordings of Sponsor's exhibits and personnel during the Conference and use such photographs and recordings for any legal purpose.

8. Compliance. Sponsor represents and warrants that all displayed products comply with all applicable US laws, regulations, and consent decrees, as well as any other requirements, including, but not limited to, applicable safety standards that may be issued by the Consumer Product Safety Commission and emission regulations issued by the US Environmental Protection Agency.

9. Infringement and Truth in Advertising. Sponsor represents and warrants that any products or equipment exhibited in the Conference are original, non-infringing, and do not violate the intellectual property rights of any third parties. Sponsor agrees to not make any false or misleading statements or claims about a competitor, a competitor's products, or Sponsor's own products. Sponsor understands that it is responsible for enforcing its own intellectual property rights and shall not ask or require TCF to enforce its intellectual property rights.

10. No Partnership. Nothing in this Agreement shall be construed as constituting a partnership between Sponsor and TCF. Neither Party shall represent that it has any right or authority to bind the other, or create any obligations, express or implied, except as expressly provided in this Agreement.

11. Entire Agreement; Governing Law. This Agreement may only be modified by a writing signed by the authorized representatives of both parties. This Agreement contains the parties' entire understanding with respect to the subject matter hereof and supersedes any and all prior agreements, understandings or discussions with respect to the subject matter hereof. This Agreement shall be governed by and construed in accordance with the laws of the state of Colorado and the County of Denver.