



EVENT COORDINATION AGREEMENT

This Event Coordination Agreement (this "Agreement") is made as of February 18th, 2026 by and between City of Killeen ("Client") and **SBG Hospitality LLC** ("SBG") with an address at 7200 W. University Drive, Suite 210, McKinney, Texas 75071 for SBG planning, coordinating and executing the Killeen Junetoberfest and shall remain in full force and effect for a three-year term covering calendar years 2026, 2027, and 2028.

WITNESSETH:

WHEREAS Client desires to utilize the services of SBG, as Client's unaffiliated, independent representative, in connection with the planning, coordination and execution of the Event.

WHEREAS, SBG has expertise in planning, coordination, and execution of events similar in nature to the Event.

WHEREAS this Agreement sets forth the terms and conditions upon which SBG will provide services to Client for the Event.

NOW, THEREFORE, in consideration of the foregoing and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the parties agree as follows:

1. **SBG Services.** SBG will execute the Killeen Junetoberfest and shall perform all aspects of the Event, which shall include planning, coordination, and execution of the Event from start to finish, including, without limitation, the services specified below (the "SBG Services") in an effective and timely manner, to Client's reasonable satisfaction:

- Please see the comprehensive list in EXHIBIT A.

SBG shall perform all services using diligent and good faith efforts, incorporating industry best practices for the planning, coordination, and execution of the Event. SBG agrees and acknowledges that any Texas Alcoholic Beverage Commission permits or other authorizations needed for any event referenced herein shall be the sole responsibility of either SBG or the vendor.

2. Client Responsibilities:

- Provide guidance and timely decision-making as reasonably requested by SBG.
- Notify SBG of any updates surrounding the Events area that could adversely affect the planning and/or operation of the Event, including parking and access.
- Payment of \$75,000 per year. - Event Dates: June 20th, 2026, June 19th, 2027, and June 17th, 2028.
2026 - Payment is due April 21st, 2026.
2027 - Payment is due April 20, 2027.
2028 - Payment is due April 18, 2028

3. **Location:** Killeen Special Events Center 3301 S W S Young, Killeen, TX 76542. The Event shall occur rain or shine.



4. In the event there are governmental orders, guidelines, laws, and/or ordinances applicable to the Event about the Covid-19 pandemic that make holding the Event on the Event Date impractical or prevent the Event from occurring on the Event Date, then Client and SBG shall mutually agree to a new Event date. As a result, any money paid by Client to SBG under the Agreement (and this Amendment) shall be applied to the rescheduled Event.

5. During the Event (including set-up and clean-up), SBG shall be responsible for complying with all governmental health and safety orders, guidelines, and laws. All health and safety procedures to be in place shall be subject to the prior approval of the Client.

Indemnity. To the extent authorized by Texas Law, SBG and Client shall indemnify, defend, protect, and hold harmless one another from and against any loss, cost, damage, expense, and liability, including, without limitation, court costs and reasonable attorneys' fees (collectively, "Claims") caused by the other party incurred in connection with or arising from any cause in, on or about or relating to this Agreement, either before, during or after the expiration of this Agreement or SBG's default under this Agreement. The provisions of this Section shall survive the expiration or sooner termination of this Agreement concerning any claims or liability occurring before such expiration or termination.

Assignment. SBG shall not assign this Agreement to any individual, entity or any other party.

Prevailing Party. If either party institutes any action or proceeding in court to enforce or interpret any provision of this Agreement, or any action for damages by reason of any alleged breach of any of the provisions hereof, then the prevailing party in any such action or proceeding shall be entitled to receive from the non-prevailing party such amount as the court may judge to be reasonable attorneys' fees for the services rendered to the prevailing party, together with its other reasonable, actual and necessary litigation costs and expenses.

Ministerial Requirements. Each party agrees that it will not raise or assert as a defense to any obligation under this Agreement, or make any claim that this Agreement is invalid or unenforceable, due to any failure of this document to comply with ministerial requirements, including requirements for corporate seals, attestations, witnesses, notarizations, acknowledgements or other similar requirements, and each party hereby waives the right to assert any such defense or make any claim of invalidity or unenforceability due to any of the foregoing.

Time of Essence. Time is of the essence in the performance of all covenants and conditions in this Agreement for which time is a factor.

Amendment. Any attempt to change *or* modify the terms of this Agreement shall be null and void unless approved and agreed to in writing by both parties.



Entire Agreement. This Agreement, together with its schedules and exhibits, if any, is the complete and exclusive agreement of the parties concerning the subject matter hereof and supersedes and merges all prior or contemporaneous representations, discussions, proposals, negotiations, conditions, communications, and agreements, whether written or oral. between the parties relating to the subject matter hereof

Authority. Each party warrants and represents that it is duly organized and in good standing under the laws of its state of formation, has the power and authority to enter into this Agreement, and that the individual signing on behalf of the party has the requisite authority to bind such party.

Governing Law Venue. This Agreement shall be governed by and construed in accordance with the laws of the State of Texas, without regard to its conflict of law principles. The parties agree that exclusive jurisdiction and venue for any action arising out of or relating to this Agreement shall lie in the state courts located in Bell County, Texas, and each Party hereby consents to the personal jurisdiction of such courts.

Counterparts. This Agreement may be executed in counterparts, including facsimile and PDF. Each of which shall be deemed original, and all of which together shall constitute the same instrument.

Validity. If any term or provision of this Agreement shall be determined by a court of competent jurisdiction to be illegal, invalid, or unenforceable for any reason whatsoever, that provision shall be severed from this Agreement and shall not affect the validity of the remainder of the Agreement.

No Waiver. The waiver by Client of any breach of any term, covenant, or condition contained in this Agreement shall not be deemed to be a waiver of such term, covenant, or condition of any subsequent breach thereof, or of any other term, covenant, or condition contained in this Agreement. No term, covenant, or condition of this Agreement shall be deemed to have been waived by Client unless such waivers are in writing and signed by Client.

Independent Contractor. Contractor shall act as an Independent Contractor. Under no circumstances shall Contractor be deemed an employee or partner of Owner.

Insurance. Contractor shall procure and maintain insurance in the following amounts:

- Bodily Injury
- (1) Each Occurrence - \$1,000,000
- (2) Annual Aggregate - \$2,000,000
- Property Damage Insurance
- (1) Each Occurrence - \$1,000,000
- (2) Annual Aggregate - \$2,000,000
- **B. Comprehensive Automobile Liability.**
- Bodily Injury
- (1) Each Person - \$500,000
- (2) Each Accident - \$1,000,000
- Property Damage
- (1) Each Occurrence - \$1,000,000+
- The vendor must ensure that any subcontractors have appropriate insurance coverage that meets or exceeds the requirements outlined in the RFP. Proof of subcontractor insurance must be provided upon request.

{Signatures appear on the following page}



IN WITNESS WHEREOF, the parties hereto have caused this Agreement to be executed as of the day and year first above written.

CLIENT:

City of Killeen
Jeffery L. Reynolds
Assistant City Manager

By:

SBG:

SBG Hospitality LLC
a Texas limited liability company

By: **Kristen Wedgeworth**
Sales and Marketing Manager

Kristen Wedgeworth



KILLEEN JUNETOBERFEST

Exhibit A

PREPARED BY SBG HOSPITALITY



GET TO KNOW SBG HOSPITALITY

SBG Hospitality specializes in creating, organizing, and promoting high-quality events and experiences that bring the community together! We are involved in planning a wide range of events, from local festivals and community gatherings to large-scale events that attract diverse audiences. SBG Hospitality handles everything from event logistics and vendor coordination to marketing and sponsorship management, ensuring that each event is a memorable and successful experience for our attendees and event partners.

Our expertise lies in curating events that offer a mix of entertainment, food, beverages, and unique activations, appealing to various demographics. We have a passion for transforming diverse areas, including mixed-use developments, master-planned communities, downtown areas, and more, into thriving and dynamic destinations through the power of placemaking.

A few of our events:



FALL FEST AT THE STAR PRESENTED BY WRANGLER

4,000 attendees at the open to the public festival at the Cowboys Headquarters!

 [CLICK HERE!](#)



FRISCO OKTOBERFEST

A vibrant annual celebration of German culture and traditions, welcoming over 12,000 attendees to enjoy delicious brats, games, beer and live music!

 [CLICK HERE!](#)



DOWNTOWN MCKINNEY CRAFT BEER WALK

A lively event that invites 2,000 beer enthusiasts to explore the historic charm of Downtown McKinney while sampling a curated selection of craft beer!

 [CLICK HERE!](#)



FRISCO UNCORKED PRESENTED BY H-E-B

An annual wine and food festival held in Frisco, Texas, that celebrates the best of local and regional flavors with its 8,000 attendees!

 [CLICK HERE!](#)



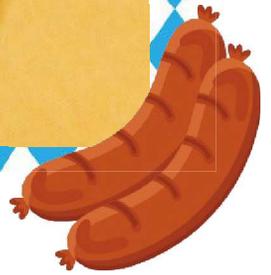
Event Organization and Management

SBG Hospitality is proud to present this event proposal for the 2nd Annual Killeen Junetoberfest, a fun community celebration that proved to be a tremendous success in its inaugural year!

Last year's event brought new visitors into Killeen, and created meaningful opportunities for community connection and local engagement. Junetoberfest successfully showcased Killeen as a welcoming destination for regional events while supporting local businesses and fostering a lively, family-friendly atmosphere.

Building on that momentum, this year's Junetoberfest is designed to leave an even greater lasting impression on the Killeen community. Guests will enjoy delicious bratwurst, a curated selection of craft beers, live entertainment, and interactive activities for all ages. The atmosphere will once again blend relaxed small-town charm with the energy and excitement of a signature festival experience—one that drives foot traffic to Killeen and strengthens community pride and participation.





KILLEEN JUNETOBERFEST!

SBG Hospitality will provide a turn-key event experience: Conceptualizing, planning logistics, coordinating the event, communicating with partners as needed, and executing a fabulous event in Killeen, Texas!

The key components of the event include:

Live Music + DJ (Upbeat Polka)

Delicious Bratwursts from a variety of vendors

A variety of craft beers from local and regional breweries

Activities like stein hoisting, brat eating, keg rolling, and more

Family - Friendly Fun with an obstacle course and bounce house

Branded Photo Opportunities

Branded beer sampling cups!

Here are some more fun details:

Event Overview



Killeen Junetoberfest is set to take place on June 20th, 2025 from 12 PM to 5 PM at the Killeen Special Events Center!

This unique event will celebrate the timeless pairing of beer and bratwurst, featuring live music, craft beer tastings with 10 craft brewers, food vendors serving flavorful creations, and a vibrant atmosphere designed to entertain and engage.

Guests will purchase a beer pass if they'd like to drink beer that will include a 3 ounce sample to each brewery, a signature event beer cup, a bag of pretzels, and a beer pass that the brewers will mark off as guests visit their table. We recommend keeping this affordable at \$35 per beer pass, and introducing a more affordable \$20 option as well in 2026.

Guests will pay the food vendors directly. Brat vendors will also have other delicious festival favorite available for purchase including large salted pretzels, corn dogs on a stick for the kiddos, lemonade and funnel cakes!

Other fun activities include the photo op moments and the activities area where attendees big and small will participate for bragging rights, gift cards, or an event T-Shirt! Plenty of biergarten seating will be available for attendees to relax.

Killeen Junetoberfest provides the perfect opportunity for the community to come together and enjoy an afternoon filled with exceptional food, drinks, and entertainment.

Building on the success of last year's event, SBG Hospitality is excited to bring Killeen Junetoberfest back for its second year with the goal of continuing to grow attendance, enhance the guest experience, and further strengthen community engagement. We look forward to expanding its impact while maintaining the elements that made it so successful.



Event Organization and Coordination



SBG Hospitality specializes in delivering seamless and well-executed events, ensuring every detail is thoughtfully planned and expertly managed. Through a collaborative and organized approach, SBG Hospitality will handle the following aspects to ensure the success of your event:

Develop a Comprehensive Event Plan and Timeline

- SBG Hospitality will create a detailed event plan that outlines every element of the event, from setup to teardown. This plan will include a clear timeline to ensure that all tasks and milestones are completed on schedule, providing a roadmap for smooth execution.

Coordinate with Vendors, Sponsors, and Stakeholders

- SBG Hospitality will serve as the main point of contact for all vendors, sponsors, and stakeholders, ensuring clear communication and alignment. Our team will manage these relationships to ensure everyone is on the same page and their contributions are delivered as promised.

Arrange Necessary Permits and Licenses

- Our team will handle the research, application, and procurement of all required permits and licenses needed to comply with local regulations. This includes working closely with city officials and ensuring all deadlines and requirements are met to avoid delays or issues.

Manage Event Budget and Expenses

- SBG Hospitality will develop and maintain a detailed event budget, ensuring all expenses are tracked and aligned with financial goals. By negotiating competitive rates with vendors and monitoring costs throughout the planning process, we ensure the event remains within budget while maximizing value. SBG will handle payment to all vendors and will invoice the city the event total of \$75,000. This payment can be split into two or three invoices if preferred.

As we move into the second year of Killeen Junetoberfest, SBG Hospitality is committed to building on the event's proven success by refining operations, strengthening partnerships, and elevating the overall experience. Our focus is on ensuring the continued growth of this event while maintaining the high standards and community-centered approach that made its inaugural year so successful.



Vendor Management

SBG Hospitality excels in managing vendor and sponsor relationships, ensuring that each partnership enhances the overall event experience. Our team will meticulously identify and recruit the best local breweries and bratwurst vendors to create a diverse and exciting offering for your event attendees.

Here's how SBG Hospitality will handle the process:

Identify and Recruit Local Breweries and Bratwurst Vendors

- SBG Hospitality will explore the best local breweries known for their craft beer offerings and work to secure partnerships with those that align with the event's theme and audience. We will also identify top-notch bratwurst vendors, ensuring a selection of gourmet food options that will leave guests satisfied and impressed. Our team will consider vendor reputation, quality of products, and ability to meet event demand when selecting the best partners for the festival. We also have a great roster of bratwurst vendors!
- We will take the lead in negotiating vendor agreements and partnerships, ensuring vendors are given the appropriate exposure and value. SBG will handle contract details, deliverables, and expectations, ensuring a mutually beneficial arrangement for all parties. We will work closely with each partner to create a clear and transparent agreement that meets both their needs and the event's goals.
- Manage Vendor Logistics (Setup, Power Requirements, etc.) SBG Hospitality will create a vendor load in/strike plan and ensure it runs smoothly.
- SBG Hospitality will oversee the entire logistics process for vendors, from setup to teardown. We'll coordinate all power requirements, space allocations, and booth setup to ensure smooth operations on event day. Our team will work with vendors to confirm any special needs or technical requirements, ensuring that every booth and station is properly equipped and ready for guests.

By taking care of vendor recruitment, contract negotiations, and logistical management, SBG Hospitality ensures that all partnerships are streamlined and set up for success, allowing the event to run smoothly and exceed expectations.



Marketing and Promotion

SBG Hospitality understands the importance of creating a buzz and generating excitement before, during, and after the event. Our team will develop a comprehensive marketing and promotional plan to drive awareness, attract attendees, and ensure your event is a success. Here's how we'll manage marketing and promotion:

Create Promotional Materials

- Our team will design eye-catching promotional materials, including posters, flyers, and social media content. These materials will reflect the event's theme and attract the attention of attendees. We'll ensure they are visually appealing and optimized for both digital and print formats, ensuring the event stands out across various platforms and within the local community.

Create Facebook Page

- SBG Hospitality will establish a dedicated Facebook page for the Beer and Bratwurst Festival. These platforms will serve as key channels to engage with the community, share event updates, post promotional content, and create excitement leading up to the event. We'll also use these pages to interact with potential attendees, answer questions, and foster a sense of community around the festival.

Engage with Local Media

- SBG Hospitality will collaborate with local media outlets to amplify the event's reach. Our team will coordinate press releases and event calendar listings to generate buzz and attract coverage.

SBG Hospitality will ensure that Killeen Junetoberfest achieves maximum visibility and excitement through strategic marketing efforts, innovative promotional materials, and robust online engagement, making the event both well-attended and memorable.



Ticketing and Registration

SBG Hospitality will provide a seamless and professional ticketing and registration experience for the festival, utilizing Eventbrite to manage every aspect of the process. Here's how we'll handle it:

Set Up an Online Ticketing System

- Using Eventbrite, SBG Hospitality will create a straightforward and user-friendly online ticketing platform. Tickets will be available in clearly defined categories. Guests will benefit from a simple, secure purchasing process, with immediate confirmation and digital ticket delivery.

Manage Ticket Sales and Distribution

- SBG Hospitality will oversee ticket sales via Eventbrite, monitoring performance through its real-time analytics tools. We'll ensure the smooth distribution of digital tickets, promptly address any issues, and provide regular updates on sales progress to the City of Killeen.

Provide On-Site Registration and Check-In

- Our team will utilize Eventbrite's check-in tools to facilitate a fast and efficient on-site registration process. This will include QR code scanning, organized registration stations, and a welcoming staff to ensure attendees have a smooth entry experience.

With SBG Hospitality managing the ticketing process, attendees will enjoy an effortless and stress-free experience, from purchasing tickets online to checking in at the event.

We recommend keeping general admission free and, charging \$35 for the full beer pass and \$20 for a smaller pass, giving attendees the opportunity to purchase food directly from the vendors.



Entertainment and Activities

SBG Hospitality will create an engaging and dynamic entertainment lineup and activity schedule that aligns perfectly with the festival's theme, ensuring attendees enjoy a memorable experience. Here's how we'll bring the festival to life:

Arrange Live Music and Entertainment

- To set the perfect tone for the event, SBG Hospitality will book an upbeat polka band! Our team will handle all aspects of stage setup, including securing the necessary backline equipment, managing audio and lighting requirements, and coordinating performer schedules. This ensures a professional and seamless music experience for both the performers and the audience.

Plan Activities

- SBG Hospitality will organize a variety of engaging activities and competitions, including:
 - Stein Hoisting Contest
 - Stein Relays
 - Brat Eating Contest
 - New this year: Obstacle course , bounce house+ Face Painting!

Last year, the activities were truly the star of the show—keeping attendees entertained, engaged, and coming back for more throughout the festival. We will continue that tradition this year, handling the rules, prizes, and production for each activity to ensure they run smoothly and contribute to a lively, interactive experience

Through thoughtful planning, professional coordination, and attention to detail, SBG Hospitality will deliver a well-rounded lineup of entertainment and activities that keep attendees engaged, entertained, and excited throughout the event.



Logistics and Operations

SBG Hospitality is committed to ensuring that every aspect of Junetoberfest runs seamlessly. Our team will handle the logistics and operations with precision and professionalism, ensuring a smooth experience from setup to teardown.

Arrange for Event Setup and Teardown

- SBG Hospitality will coordinate all aspects of event setup and teardown, including vendor booths, stages, seating, activities, signage, and other infrastructure. Our team will create a detailed timeline and checklist to ensure everything is ready well before the event starts and is efficiently dismantled afterward.

Manage Event Staff and Volunteers

- Our team will recruit, train, and manage event staff and volunteers to assist with various tasks, such as registration, vendor support, activity management, and attendee assistance. We will ensure every team member understands their roles and responsibilities to maintain a well-organized event environment.

Oversee Event Day Operations and Troubleshooting

- On the day of the festival, SBG Hospitality will oversee all operations, ensuring that the event runs according to plan. Our team will monitor key areas, address any unforeseen challenges, and maintain open communication with vendors, sponsors, and performers. We'll ensure attendees have a positive experience while troubleshooting any issues that arise in real time.

Building on last year's success, where seamless operations and attention to detail allowed the festival to run smoothly and keep attendees fully engaged, SBG Hospitality is excited to bring that same level of excellence to the second year. We are eager to enhance the experience, maintain the high standard of organization, and create another unforgettable event for the Killeen community.



Post Event Activities

SBG Hospitality understands that the work doesn't end when the event concludes! We will handle all post-event activities to ensure a successful wrap-up and provide valuable insights for future planning.

Conduct a Post-Event Evaluation

- After the festival, our team will conduct a comprehensive post-event evaluation to assess its success. We will gather feedback from attendees, vendors, sponsors, and staff to identify strengths and areas for improvement. This process will provide actionable insights to enhance future events.

Manage Vendor and Partner Follow-Ups

- SBG Hospitality will coordinate with vendors and event partners after the event to express gratitude, share event outcomes, and strengthen relationships. We will provide detailed follow-up communications, including post-event reports and photos, ensuring all sponsor and vendor expectations were met.

Handle Financial Reconciliation and Reporting

- Our team will oversee the financial reconciliation process, ensuring all expenses and revenues are accounted for. We will provide a detailed financial report, outlining ticket sales, any set sponsorship contributions, and expenses, to offer a clear picture of the event's financial performance.

By managing these essential post-event activities, SBG Hospitality ensures that the Festival concludes on a high note, paving the way for continued success in future events. Building on last year's achievements, we are excited to make this second year of the festival even more memorable and impactful. We'd love to see Killeen Junetoberfest become an annual tradition that brings the community together year after year!

