



EVENT COORDINATION AGREEMENT

This Event Coordination Agreement (this "Agreement") will be effective upon the date of final signature below, and is between **City of Killeen, Killeen Convention & Visitors Bureau** ("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 Beer and Brat Festival* as provided herein on June 14th, 2025. (the "Event").

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; and,

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 Beer and Brat Festival* 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:

- a. Please see the comprehensive list in EXHIBIT A, which is attached and incorporated herein.

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 vendor.

2. **Client Responsibilities:**
 - a. Provide guidance and timely decision-making as reasonably requested by SBG.
 - b. Notify SBG of any updates surrounding the Event area that could adversely affect the planning and/or operation of the Event, including parking and access.
 - c. Payment of Seventy Five Thousand Dollars 00/100 (\$75,000.00) to SBG scheduled in two installments:
 - i. payment of \$37,500.00 due on or before May 16th, 2025; and (b) final payment of \$37,500.00 due on or before June 6th, 2025.
3. **Location:** The Event shall occur rain or shine; provided, however, if (i) holding the Event in the Agreement Area is not reasonably practical due to extreme weather conditions then SBG and Client may mutually agree that the Event shall move location/reschedule.



4. **COVID 19 Rescheduling.** If governmental orders, guidelines, laws, or ordinances related to the COVID-19 pandemic make holding the Event on the scheduled date impractical or impossible, Client and SBG shall mutually agree to a new event date in 2025. Any payments made by Client to SBG under this Agreement shall be applied to the rescheduled event.
5. **Health and Safety.** 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.
6. **Indemnity.** To the extent authorized by Texas Law, SBG and Client shall indemnify, defend, protect, and hold harmless one another from and against any and all loss, cost, damage, expense, and liability, including, without limitation, court costs and reasonable attorneys' fees (collectively, "Claims") incurred in connection with or arising from any cause in, on or about or relating to this Agreement, either prior to, 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 with respect to any claims or liability occurring prior to such expiration or termination.
7. **Assignment.** SBG shall not assign this Agreement to any individual, entity, or any other party.
8. **Non-Solicitation.** SBG and Client shall not, without the prior written consent of one another, during the period of the Event and continuing for a period of one year following the Event, directly or indirectly solicit for employment or employ any person who is now employed by SBG or Client with whom SBG and Client has contact or who is identified by SBG or Client as a result of the Event; provided, however, that SBG and Client shall not be prohibited from employing any such person who contacts SBG or Client on his or her own initiative, through a recruiter or without direct or indirect solicitation by SBG or Client.
9. **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.
10. **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.
11. **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.
12. **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.



13. **Entire Agreement**. This Agreement, together with its schedules and exhibits, if any, is the complete and exclusive agreement of the parties with respect to 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
14. **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 its behalf has the requisite authority to bind such party.
15. **Governing Law Venue**: This Agreement will be construed in accordance with and governed by the laws of the State of Texas. Each party consents to the exclusive jurisdiction of the courts located in Bell County Texas.
16. **Counterparts**. This Agreement may be executed in counterparts, including facsimile and PDF. each of which shall be deemed an original, and all of which together shall constitute one and the same instrument.
17. **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.
18. **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 in writing and signed by Client.

{Signatures appear on the following page}



IN WITNESS WHEREOF, the Parties hereto have caused this Agreement to be executed this _____ day of _____ 2025.

CLIENT:

City of Killeen, Killeen Convention & Visitors Bureau

By:

SBG:

SBG Hospitality LLC

a Texas limited liability company

By: **Lauren Stephan**
President

Lauren Stephan

Exhibit A



**KILLEEN JUNETOBERFEST
A CELEBRATION OF BEER &
BRATWURST**

Proposal

PREPARED BY SBG HOSPITALITY



Event Organization and Management

SBG Hospitality is proud to present you with an event proposal for the Killeen Junetoberfest, a celebration of bratwurst and craft beer!

This event will undoubtedly leave a lasting impression on the Killeen community. Guests will enjoy delicious bratwurst, a variety of craft beers, and exciting activities! The atmosphere will be inviting and fun, blending a relaxed, small-town charm with the excitement of an unforgettable festival experience!

The following proposal is based on 2,000 event attendees!





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!

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!

Branded Photo Opportunities!

Branded beer sampling cups!


Here are some more fun details:



Event Overview




KILLEEN
TEXAS




The Beer and Bratwurst Festival is set to take place Summer 2025. Our team suggests the event take place on Saturday, June 14th, 2025, from 12 PM to 4 PM at the Killeen Civic Conference Center Complex. This date and location is subject to change, and is acting as a place holder. We think you will get great attendance as this is Father's Day weekend and the event theme fits perfectly to celebrate dads!

This unique event will celebrate the timeless pairing of beer and bratwurst, featuring live music, craft beer tastings with 10 craft brewers, gourmet bratwurst 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 for the first year at \$30 per beer pass.

Guests will pay the brat 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 and an event T-Shirt! Plenty of seating will be available for attendees to relax.

The Beer and Bratwurst Festival provides the perfect opportunity for the community to come together and enjoy an afternoon filled with exceptional food, drinks, and entertainment.

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.

By entrusting SBG Hospitality with these critical planning and coordination tasks, you can be confident that your event will be executed efficiently, professionally, and with exceptional attention to detail. We have a fantastic reputation for delivering exceptional community events!



Venue Management

SBG Hospitality is dedicated to ensuring your event takes place at the ideal location that complements its vision and goals. Our team will thoroughly research and select a venue that suits all aspects of your event, including accessibility, atmosphere, and logistical requirements.

For the Beer and Bratwurst Festival, we are exploring the Killeen Special Events Center, a venue that offers both indoor and outdoor spaces. This venue provides an excellent option for creating a half indoor, half outdoor layout, where guests can cool down and hide from the sun while sampling cold craft beers.

Select and Secure Venue

- We'll secure the venue and ensure it aligns with your event's specific needs, considering capacity, layout, and overall vibe.

Arrange for Necessary Infrastructure

- To ensure the venue is fully equipped for the event, we will arrange for essential infrastructure such as tents, stages, seating, and any other setup required for smooth operations and guest comfort.

Ensure Availability of Utilities

- We will coordinate with the venue/city to ensure there are adequate utilities such as electricity, water, and restrooms. Our team will confirm that everything is in place for a safe and comfortable experience for attendees and staff.

SBG Hospitality will manage every aspect of venue coordination, ensuring that all logistical components are addressed, infrastructure is in place, and utilities are available, so your event runs seamlessly from start to finish.

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 both vendors and sponsors 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 and Instagram Pages

- SBG Hospitality will establish dedicated Facebook and Instagram pages 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 and Influencers

- SBG Hospitality will collaborate with local media outlets and influencers to amplify the event's reach. Our team will coordinate press releases, event calendar listings, and interviews with media to generate buzz and attract coverage. Additionally, we will partner with local influencers to share the event with their followers, leveraging their platforms to promote the festival to a wider audience authentically and engagingly.

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, such as general admission and VIP packages. 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 making general admission free the first year, charging \$35 for the beer pass and 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 a mix of polka music and other lively genres, such as folk rock, bluegrass, and acoustic covers, creating a festive and vibrant atmosphere. 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
 - Keg Rolling Races:
 - Stein Relays
 - Brat Eating Contest

We will handle the rules, prizes, and production for each activity, ensuring they run smoothly and add to the overall enjoyment of the festival.

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.



Event Safety

SBG Hospitality prioritizes the safety and well-being of all attendees, staff, and participants. We will take proactive measures to ensure a safe and secure environment at the festival. Here's how we'll handle safety and security:

Develop a Safety and Emergency Response Plan

- SBG Hospitality will create a comprehensive safety and emergency response plan, detailing procedures for handling medical emergencies, crowd control, severe weather, and other potential incidents. This plan will be tailored to the venue layout and event activities, ensuring a quick and effective response to any situation.

Coordinate with Local Authorities for Security and Medical Services

- Our team will work closely with local law enforcement, emergency medical services, and private security firms to ensure adequate coverage throughout the event. This includes arranging on-site security personnel, a medical first aid station, and clear communication channels with local authorities.

Ensure Compliance with Health and Safety Regulations

- SBG Hospitality will ensure that the festival adheres to all health and safety regulations set forth by local, state, and federal authorities. This includes overseeing proper food handling by vendors, ensuring sufficient sanitation facilities, and verifying that all activities and setups meet safety standards.

By combining our team's expertise, proactive planning, and close coordination with local authorities, SBG Hospitality will provide a safe, secure, and enjoyable environment for everyone attending the event.



Logistics and Operations

SBG Hospitality is committed to ensuring that every aspect of the Beer and Bratwurst Festival 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.

By taking care of the logistics and operations, SBG Hospitality will ensure the Festival is executed flawlessly, leaving attendees, vendors, and stakeholders with a memorable and stress-free experience.



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. We'd love to see this festival be an annual celebration in Killeen!

