



Wild Child Brewing

Term Sheet Template

DATE:

[Wild Child Brewing] - [Silver Eagle Distributors]

1. Company

Wild Child Brewing - is a 5-year old innovative and aggressive brewery based in Lee's Summit, Missouri, 20 miles East of Kansas City.

Vision: Drive superior growth with a greater focus on the needs of consumers and customers

Mission: Create amazing, flavorful beers and transform the industry through innovative technology solutions

Core Values: Integrity, Hard Work, Quality, and Responsibility

Ideal Partner Culture: Seeking to partner with a highly collaborative, well established company that is willing to invest in the long-term success of both parties and leverage their brand and large customer base to expand the reach of the Wild Child Tapped Out mobile application.

Silver Eagle Distributors - is a 25 year old beverage distributor based in Chicago, Illinois. The company is highly competitive in both North America and Europe.

Vision: We pride ourselves on delivering tangible satisfaction and quality in everything we make. All of which ensures that we exceed customers' expectations.

Mission: Make society better for the future by making brewing more sustainable, using science to find new innovative solutions to have a positive impact on society.

Core Values: Community, Opportunity, Professionalism, and Sustainability

Ideal Partner Culture: Seeking to partner with an innovative and process-driven company that can collaborate with patience and perseverance.

2. Opportunity

Wild Child Brewing is seeking to collaborate with an established company that has national distribution channels, a national customer base, and a brand known for quality. We want to leverage a national organization's capabilities to build a referral partnership and accelerate the growth of the Tapped Out mobile app.

Silver Eagle Distributors is seeking to collaborate with an innovative brewery that is disrupting the industry. We want to leverage the knowledge of partners to launch new technology into the market under the Silver Eagle brand and further satisfy our customers.



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3. Qualifications

Wild Child Brewing's partner candidate(s) must have:

1. National (US) distribution network
2. National marketing/brand presence
3. Willing to engage in national co-marketing campaigns
4. Willing to refer their customer base to the Tapped Out mobile application
5. 20+ years in business

Silver Eagle Distributors partner candidate(s) must have:

1. At least 3 years of proven growth in the brewing industry
2. Won numerous awards for innovation - establishing themselves in the industry
3. Have the capacity to handle a large number of users on their mobile application
4. Willingness to collaborate constantly to ensure partnership goals are achieved
5. Have extremely good customer satisfaction (which we pride ourselves on)

4. Goals for the Partnership

Wild Child Brewing

1. Expand a national sales channel for the Tapped Out app serving over 35 states throughout the United States.
2. Have at least 1,200,000 active users on Tapped Out mobile app by the end of the first year of the partnership.
3. Have at least 30 dedicated sales representatives trained and actively working to sell Tapped Out by the end of year 1.

Silver Eagle Distributors

1. Further position ourselves as an innovative organization by pushing Wild Child's Tapped Out application into over 35 states throughout the United States
2. Have at least 300 additional breweries listed on the app within the first year of the partnership agreement
3. Ramp 30 of our sales reps within 1 year to be actively selling and marketing the application



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5. Team

Wild Child Brewing

Co-Founders are: David (Sour Brewmaster), Peter (Mead Brewmaster), and Stephen (Technology)

Kate - Partnerships Lead

Silver Eagle Distributors

Steve - Partnerships Lead

Greg - Director of Distribution

Sarah - Chief Marketing Officer

The parties agree to establish a Governance Team that will be sponsored by at least one senior executive from each company. The Governance Team will meet on a regular basis to direct the partnership.

6. Communications

1. Upon the launch of the partnership, the parties agree to hold weekly "Working Team" meetings (in-person or video conference).
2. Upon the launch of the partnership, the parties agree to hold quarterly Governance Team meetings (in-person or videoconference).
3. The parties will collaborate to design scoreboards based on each company's deliverables and provide such scoreboard updates at least once per week via email or shared electronic platform.

7. Deal Terms

The parties agree to:

1. 5-year agreement with auto-renew terms
2. 25% revenue sharing going to Silver Eagle for initial app setup fee (\$300)
3. 10% revenue share going to Silver Eagle for monthly mobile app subscription fee (\$100)
4. 3% revenue share going to Silver Eagle for food orders through the food delivery service integration on the app
5. Wild Child incurs no explicit cost (their cost is their time)
6. No termination for convenience within the first 24 months
7. Potential for exclusive rights to sell & distribute if monthly sales volumes are met over the first 12 months



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8. For Consideration

Silver Eagle Distributors

1. Silver Eagle to have preferential placement in Tapped Out mobile app for potential advertising space

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1. Parties to have national joint press release - announcing their collaboration