# Memorandum of Understanding (MOU)

## 1. Introduction

This Memorandum of Understanding (MOU) is made between Cipher Craft and Murree Brewery to formalize the collaboration for the upcoming event.

## 2. Purpose of MOU

The purpose of this MOU is to outline the terms and conditions under which Murree Brewery will provide in-kind sponsorship in the form of beverages for the event.

## 3. Responsibilities

**Murree Brewery:** To provide the agreed-upon quantity of beverages, including energy drinks for all participants, and deliver them to the event location on the specified date. Murree Brewery will also have the opportunity for logo placement on event materials.

**Cipher Craft:** To acknowledge Murree Brewery’s contribution, display their logo on all promotional materials, include their branding in social media and post-event coverage, and allow a technical person from Murree Brewery to be a speaker on cutting-edge technology at the event.

## 4. Duration of Agreement

This MOU shall commence on 14th August 2024 and shall remain in effect until the conclusion of the event on 15th September 2024, unless terminated earlier by either party in writing.

## 5. Publicity Rights

Cipher Craft agrees to promote Murree Brewery’s sponsorship through various channels, ensuring maximum visibility during and after the event.

## 6. Financials

This MOU represents an in-kind sponsorship, and no monetary exchange will take place between the parties.

**Murree Brewery Nouman (Organizer)**

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Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_