

The background of the entire image is a photograph of a social gathering, likely a festival, with people holding wine glasses and confetti falling. The text is overlaid on this background. The word "DENVER" is in orange, arched letters with a white outline, flanked by two white fork and knife icons. Below it, "FOOD" and "+WINE" are in large, green, outlined letters. A thin white horizontal line separates "+WINE" from "FESTIVAL", which is in white, outlined letters. Below "FESTIVAL", the year "2024" and the phrase "Sponsorship Opportunities" are in white, solid text.

DENVER

FOOD
+WINE

FESTIVAL

2024

**Sponsorship
Opportunities**

DENVER FOOD+WINE FESTIVAL 2024

Join us in celebrating Colorado's vibrant food and beverage scene!

The Denver Food + Wine Festival is an annual, multi-day event series featuring the best of Colorado's restaurant community, the finest wines and spirits, educational tasting seminars, and the festival's signature Grand Tasting.

September 4-7, 2024
Tivoli Quad on the Auraria Campus, 1000 Larimer Street

4 Days // 3 Events // 3K+ Attendees



Riedel Wine Glass Seminar // September 4 Attendance: 80

In this unique wine-tasting experience, sommelier Shelley Sale demonstrates the relationship between the shape of a wine glass and your perception and enjoyment of the wine within.

Attendees take home their own set of Riedel glassware!



Shake + Brake Showdown // September 5 Attendance: 700+

The Shake + Brake Showdown is a lively, all-you-can-drink cocktail competition fueled by bites from Denver's best food trucks.

Attendees vote on the People's Choice Best Food Truck and Best Cocktail while dining, drinking, and dancing!

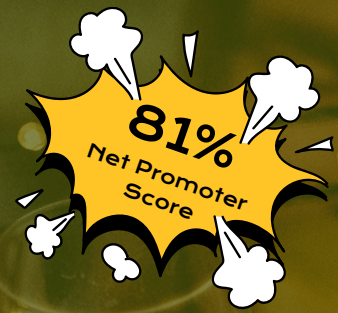


Grand Tasting // September 7 Attendance: 750 VIP and 1,750 First Taste and GA

The Denver Food + Wine Festival Grand Tasting showcases our region's culinary leaders -- award winning chefs, mixologists, and wine professionals -- sharing bites and sips that explore and celebrate Colorado's dynamic food-and-beverage scene. Expect 50 top local restaurants and hundreds of drink options from the Southern Glazer's Wine & Spirits portfolio, poured by their team of professionals.



DENVER FOOD+WINE FESTIVAL 2023



Marketing Metrics

Event Metrics

4.3M+
Total impressions

1.2M+
Total followers across influencer partners

85%
of attendees were Denver-Metro residents

86%
of attendees were NEW to DFWF

400K+
Direct reach

32K+
Unique website visits

69%
of attendees were women

50%
of attendees have a household income of \$100,000 +

100K+
Marketing-email opens

44%
Open rate on email marketing

25-45
Average age range of attendees

3K+
Festival attendance



Report conducted by
Visit Denver and See Deep

Hosted by and benefiting:



The Colorado Restaurant Foundation supports our state's hardworking foodservice and hospitality professionals. We are here to help them advance in the industry, recognizing that "help" can look differently for every individual.



Workforce Development

We address the labor needs of our industry by training and supporting employees through our workplace-learning continuum, leading directly to fulfilling careers and sustainable futures. We provide opportunities to learn about work, learn through work, and learn at work. We deliver a recipe for success through a multitude of programs: Colorado ProStart®, RestaurantReady, Bridge, and Apprenticeship.



Financial Relief

We eliminate financial barriers to professional advancement and personal autonomy by providing scholarships for high-school and post-secondary students seeking careers in the foodservice and hospitality industry, as well as through Angel Relief Fund grants for industry professionals facing unexpected hardships.



Health & Wellness

We offer a network of support to address physical, mental, and emotional hardships through our healthcare and mental healthcare resource center and, forthcoming, therapy-session subscription model in partnership with Khesed Wellness.



Your support helps us to:

- + Build immersive curricula for our work-based learning continuum
- + Provide stipends for restaurant host sites and classrooms
- + Purchase high-quality ingredients for hands-on teaching demos
- + Cover career-advancing credentialing
- + Offer trainings and continued-education opportunities for instructors
- + Provide translated materials and bilingual trainings to underserved communities
- + Expand healthcare programming with preferred mental-healthcare providers

Auto Dealer Sponsorship Opportunities

Denver Food + Wine Festival provides a platform for you to connect directly with affluent guests and influential hospitality and foodservice leaders! All of our sponsorship packages include opportunities for brand awareness, community engagement, and industry support.

Let's work together to build a package that fits for your needs, social initiatives, and budget!

WELCOME SPONSOR \$20,000

- Branded registration tent for both the Shake + Brake Showdown and Grand Tasting (sponsor provided, if desired, or CRF will brand a regular tent with signage)
- Logo on all wristbands
- Opportunity for booth, two cars near registration or throughout the festival
- 20' x 20' pad site (includes tent and electric)
- Opportunities for test drive as attendees wait to enter the festival
- Dedicated ad in DF+WF email marketing
- Logo on event signage
- Premium ad on event website
- 8 VIP + 6 First Taste tickets to the Grand Tasting; 8 tickets to the Shake + Brake Showdown

WELCOME SPONSOR PLUS \$30,000

- Branded registration tent for both the Shake + Brake Showdown and Grand Tasting (sponsor provided, if desired, or CRF will brand a regular tent with signage)
- Logo on all wristbands
- Opportunity for booth, four cars near registration or throughout the festival
- 30' x 30' pad site (includes tent and electric); CRF willing to provide a restaurant activation in your tent or partner on another traffic-driving opportunity
- Opportunities for test drive as attendees wait to enter the festival
- Two dedicated ads in DF+WF email marketing
- Logo on event signage
- Premium ad on event website
- Opportunity for pre-festival activation in coordination with the CRF (i.e. carpool karaoke with a chef, Riedel seminar at sponsor-preferred location)
- Co-branded tickets to be given away with a test drive or car purchase
- 10 VIP + 8 First Taste tickets to the Grand Tasting; 8 tickets to the Shake + Brake Showdown



Interested in sponsorship?

**Please contact Devany McNeill, VP of Strategic Partnerships
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