

The background of the entire image is a photograph of a crowd at a festival, with many people holding up wine glasses and celebrating. Golden confetti is falling from the top. The text is overlaid on this background. The word "DENVER" is in orange, "FOOD + WINE" is in green, and "FESTIVAL" is in white. There are also two white fork and knife icons flanking the word "DENVER".

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!

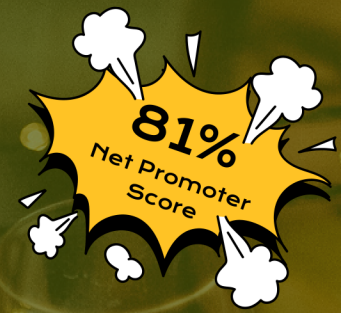


Grand Tasting // September 7 Attendance: 750 VIP and 1,750 First Taste and GA

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 DF+WF

400K+
Direct reach

32K+
Unique website visits

69%
of attendees were women

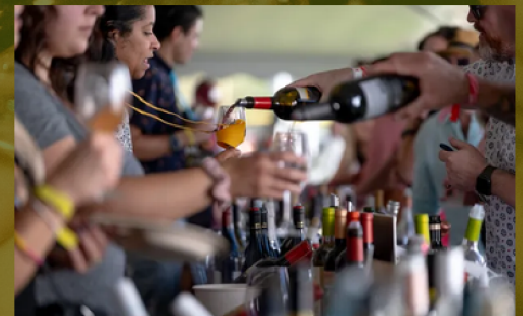
50%
of attendees have a household income of \$100,000 +

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

Sponsorship Opportunities

Denver Food + Wine Festival provides a platform for you to connect directly with producers, consumers, and industry leaders! All of our packages include opportunities for brand awareness, community engagement, and industry support. We offer tiered benefits through our "Yes, Chef" sponsorships, in addition to 21+ exclusive sponsorships ranging in price from \$2,500 - \$15,000. Let's work together to find a package that fits for your needs, social initiatives, and, most importantly, your budget!

Interested in sponsorship?

Please contact Devany McNeill, VP of Strategic Partnerships
dmcneill@corerestaurant.org // (303) 717-0939

Yes, Chef! Sponsor Benefits	Executive Chef \$15,000	Chef de Cuisine \$10,000	Sous Chef \$7,500	Chef de Partie \$5,000
Logo in DF+WF email marketing				
Logo on DF+WF website				
DF+WF website ad	Premium	Prominent	Prominent	Standard
Logo on all event signage	Prominent	Prominent	Standard	Name
Grand Tasting Booth	40' x 40' pad site	30' x 30' pad site	20' x 20' pad site	10' x 10' pad site
Shake + Brake Showdown ticket package	6 Tickets	6 Tickets	4 Tickets	2 Tickets
Grand Tasting ticket package	6 VIP + 6 First Taste	4 VIP + 4 First Taste	2 VIP + 4 First Taste	2 VIP + 2 First Taste
Tailored, on-site activation				

Exclusive Sponsorships

“Top Shelf” Sponsor // 2 Available \$15,000

Let's work together to create a “Top Shelf” interactive experience for our VIP guests!

Package includes:
Logo in DF+WF email marketing
Logo on DF+WF website
Premium DF+WF website ad
Prominent logo inclusion in all event signage
40' x 40' Grand Tasting pad site
Opportunity to set up dummy displays + marketing
Opportunity for tailored, exclusive on-site activations
6 VIP + 6 First Taste Grand Tasting tickets
6 Shake + Brake Showdown tickets

Only 1
Remaining!
SOLD

“3 Pillars” Sponsor // 3 Available \$10,000



Workforce Development

Help us support
the future of our
industry!

Activation:

A Colorado ProStart®
high school team will
create, cook, and serve a
dish to DF+WF guests!

Package includes:

Logo in DF+WF email marketing
Logo on DF+WF website
Prominent DF+WF website ad
Prominent logo inclusion in all
event signage
30' x 30' Grand Tasting pad site
Opportunity to distribute
personal marketing material
4 VIP + 4 First Taste Grand
Tasting tickets
6 Shake + Brake
Showdown tickets



Financial Relief

Help us break
down financial
barriers!

Activation:

DF+WF guests try their
luck at collecting fund\$
in our inflatable cash
booth!

Package includes:

Logo in DF+WF email marketing
Logo on DF+WF website
Prominent DF+WF website ad
Prominent logo inclusion in all
event signage
30' x 30' Grand Tasting pad site
Opportunity to distribute
personal marketing material
4 VIP + 4 First Taste Grand
Tasting tickets
6 Shake + Brake
Showdown tickets



Health & Wellness

Help us promote
healthier bodies
and minds!

Activation:

DF+WF guests sample
F&B that celebrates
healthy choices and a
balanced diet!

Package includes:

Logo in DF+WF email marketing
Logo on DF+WF website
Prominent DF+WF website ad
Prominent logo inclusion in all
event signage
30' x 30' Grand Tasting pad site
Opportunity to distribute
personal marketing material
4 VIP + 4 First Taste Grand
Tasting tickets
6 Shake + Brake
Showdown tickets

Exclusive Sponsorships

\$7,500



“Registration”

Greet our guests as they arrive and check in!

- Package includes:
- Logo in DF+WF email marketing
 - Logo on DF+WF website
 - Prominent DF+WF website ad
 - Standard logo inclusion in all event signage
 - 20' x 20' Grand Tasting pad site
 - 2 VIP + 4 First Taste Grand Tasting tickets
 - 4 Shake + Brake Showdown tickets



“Chill Zone”

Help attendees stay cool in your branded, air-conditioned tent!

- Package includes:
- Logo in DF+WF email marketing
 - Logo on DF+WF website
 - Prominent DF+WF website ad
 - Standard logo inclusion in all event signage
 - 20' x 20' Grand Tasting pad site
 - 2 VIP + 4 First Taste Grand Tasting tickets
 - 4 Shake + Brake Showdown tickets



“Chef Demo”

Prominent chef to provide a cooking demo in conjunction with Riedel Seminar

- Package includes:
- Logo in DF+WF email marketing
 - Logo on DF+WF website
 - Prominent DF+WF website ad
 - Standard logo inclusion in all event signage
 - 20' x 20' Grand Tasting pad site
 - 2 VIP + 4 First Taste Grand Tasting tickets
 - 4 Shake + Brake Showdown tickets

\$5,000



“Savor the Spin”

- Package includes:
- Logo in DF+WF email marketing
 - Logo on DF+WF website
 - Standard DF+WF website ad
 - Name inclusion on all event signage
 - 10' x 10' Grand Tasting pad site
 - Branded prizes + personal swag
 - 2 VIP + 2 First Taste Grand Tasting tickets
 - 2 Shake + Brake Showdown tickets



“Say Cheese”

- Package includes:
- Logo in DF+WF email marketing
 - Logo on DF+WF website
 - Standard DF+WF website ad
 - Name inclusion on all event signage
 - 10' x 10' Grand Tasting pad site
 - Branded neon photo booth sign
 - 2 VIP + 2 First Taste Grand Tasting tickets
 - 2 Shake + Brake Showdown tickets



“Seasoned Sketches”

- Package includes:
- Logo in DF+WF email marketing
 - Logo on DF+WF website
 - Standard DF+WF website ad
 - Name inclusion on all event signage
 - 10' x 10' Grand Tasting pad site
 - Branded caricature drawing paper
 - 2 VIP + 2 First Taste Grand Tasting tickets
 - 2 Shake + Brake Showdown tickets

\$2,500



“Restaurant Support” 2 Available

*Load-In Sponsor
Break-Down Sponsor*

- Package includes:
- Logo on golf carts
 - Logo on restaurant logistics web page
 - Logo on all event signage
 - Access to DF+WF restaurant contact list



“H2O-Station” 2 Available

*Hydration-Station Sponsor
Sanitation-Station Sponsor*

- Package includes:
- Logo on stations
 - Logo on restaurant logistics web page
 - Logo on all event signage
 - Access to DF+WF restaurant contact list



VIP “Swag Bag” 5 Available

Provide a memorable, branded gift to last our guests a lifetime!

- Package includes:
- Logo on table
 - Logo inclusion in bag
 - Logo on all event signage
 - Access to DF+WF restaurant contact list