# FESTIVAL FESTIVAL

2025 Sponsorship Opportunities



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

The Denver Food + Wine Festival is an annual, multi-day event featuring the best of Colorado's restaurants, featuring the finest wines and spirits, all culminating in the festival's signature Grand Tasting!

September 3-6, 2025
Tivoli Quad on the Auraria Campus

# 3 events attracting over 3,000 attendees and reaching an audience of 426,000



# Riedel Wine Glass Seminar > Wednesday, Sept. 3 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 >> Thursday, Sept. 4 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 >>> Saturday, Sept. 6 Attendance: 2,500

The 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 Southern Glazer's Wine & Spirits portfolio, poured by their team of professionals.

# Tiered Sponsorships

The 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 a great time! We offer tiered benefits through our "Yes, Chef!" sponsorships, in addition to unique sponsorship opportunities ranging in price from \$2,500 - \$15,000.

Let's work together to find a package that fits for your marketing, networking, and budget goals!

Wass of				
Cheft	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	×	×	×	×
Ad on DF+WF website	Premium	Prominent	Standard	
Logo on all event signage	Premium	Prominent	Standard	Standard
Inclusion on New Member marketing one-sheet*	Premium	Prominent	Standard	Logo
Inclusion on Invoice Insert marketing one-sheet**	Premium	Prominent	Standard	Logo
Post-event Promotion in Hospitality News	×	*		
Grand Tasting pad site (10' x 10' area, table provided)	×	*		
Shake + Brake Showdown tickets	8 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



# Unique Sponsorship Opportunities



Last years Top Chef Alumni area was a hit, so we're bringing it back!

HAVE YOUR PRODUCT STEP INTO THE SPOTLIGHT WITH THE COLORADO'S TOP CHEF ALUMNI
There are five opportunities where your product takes center stage alongside one of Colorado's celebrated
Top Chef alumni. Your product will be featured in a signature bite created by a Top Chef competitor and then
served to guests during the Grand Tasting. Each dish will be prepared and served with the help of
Colorado ProStart® high school culinary students. This activation offers standout brand visibility!

#### FIVE AVAILABLE. PACKAGE INCLUDES:

Logo in all DF+WF email marketing
Logo on DF+WF website
Premium DF+WF website ad
Logo on dedicated activation signage

Post-event promotion in Hospitality News
Space for marketing materials
6 Shake + Brake Showdown tickets
2 VIP + 2 First Taste tickets to Grand Tasting

#### Glassware Sponsor \$6,000

Provide glassware featuring your company logo etched onto every keepsake glass!

One available. PACKAGE INCLUDES:

Logo in all DF+WF email marketing
Logo + ad on DF+WF website
Logo on event signage
Post-event marketing
4 Shake+Brake Showdown tickets

2 VIP + 4 First Taste tickets to Grand Tasting

#### VIP Welcome Bites \$2,500

Your brand will be featured in a chef-designed app, prepared & served by ProStart® high school culinary students to VIP guests as they come through the line and enter the VIP experience.

500 bites, served until gone!

Three available. PACKAGE INCLUDES:

Logo in all DF+WF email marketing
Logo + ad on DF+WF website
Logo on event signage
Post-event marketing
4 Shake+Brake Showdown tickets
2 VIP tickets to Grand Tasting



"Say Cheese" \$5,000

One available. PACKAGE INCLUDES:

Logo in all DF+WF email marketing
Logo displayed on DF+WF website

DF+WF w

Logo inclusion vent signage

Defined vent signage!

4 Shake + Brake Showdown tickets

2 VIP + 2 First Taste tickets to Grand Tasting



#### "Hydration Station" \$5.000

Provide water to participants!

One available. PACKAGE INCLUDES:

Logo in all DF+WF email marketing
Logo + ad on DF+WF website
Logo on event signage
Post-event marketing
8 Shake+Brake Showdown tickets
2 VIP + 4 First Taste tickets
to Grand Tasting



"Clean Up" \$2,500

One available.
PACKACE NCLUDES:

Leafler given gurants
Logo on F gistins page
Logo event signage
4 Shaker Brake Showown tickets

2 VIP tickets to Grand Tasting



# "VIP Gift Bag" \$2,500

700 gift bags for attendees + 60 gift bag for participating restaurants. Place your company brochure + swag in bags!

Five available.
PACKAGE INCLUDES:

Logo in all DF+WF email marketing Logo + ad on DF+WF website Logo on all event signage 4 Shake+Brake Showdown tickets 2 VIP tickets to Grand Tasting



# FESTIVAL



#### **Marketing Metrics**

#### **Event Metrics**

2.3M+

Total impressions

610k+

Total followers across influencer partners 84%

of attendees were Denver-Metro residents 81%

Net Promoter Score (NPS)

400K+

Direct reach

57K+

Unique website visits 63%

of attendees were women

\$175K

average household income of attendees

**30k** 

Marketingemail opens 45%

Open rate on email marketing

58%

of attendees are 25-44 years old 3K+

festival attendees













#### Hosted by and benefitting:



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 Kind Therapy Inc.

#### Your support helps us to:

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

