

The background of the entire graphic is a photograph of a crowd of people at a festival, with many hands raised holding wine glasses. The scene is overlaid with a semi-transparent olive green filter. The text is centered and reads: "DENVER" in orange, "FOOD + WINE" in green, and "FESTIVAL" in white. There are also icons of a fork and knife on either side of "DENVER".

DENVER

**FOOD
+ WINE**

FESTIVAL

**2026
Partnership
Opportunities**



Denver Food + Wine Festival

August 26-29, 2026 | Tivoli Quad, Auraria Campus

DENVER FOOD + WINE FESTIVAL

The Denver Food + Wine Festival (DF+WF) is a multi-day consumer festival celebrating the Colorado restaurant, wine, and spirits scenes. In 2026, events will include educational seminars, online auctions, tastings, and interactive experiences, showcasing dozens of restaurants and hundreds of wines and spirits. Sponsors enjoy visibility at festival events and in the robust digital marketing campaign that supports it.

Attendance: 3,000+ | Direct Reach: 400,000+

Proceeds from the DF+WF benefit the **Colorado Restaurant Foundation**, a 501(c)(3) education and charitable non-profit serving the Colorado restaurant community.

The CRF manages the **Colorado ProStart®** program (teaching management and culinary skills to juniors and seniors in more than 85 Colorado high schools), the **Angel Relief Fund** (hardship-assistance grants for restaurant employees across Colorado), and **health and wellness programs** for the industry.

Who attends DF+WF?

- 56% Female, 44% Male
- Average Age: 39-41
- 72% live in metro Denver
- 44% of attendees report household incomes of \$100,000+

Based on 2025 survey of DF+WF attendees



CONTACT: Devany McNeill
dmcneill@corestaurant.org
(303) 717-0939

Denver Food + Wine Festival

August 26-29, 2026 | Tivoli Quad, Auraria Campus



Marketing can be so fun!

Partner Benefits

	PLATINUM SPONSOR \$15,000	GOLD SPONSOR \$10,000	SILVER SPONSOR \$7,500	BRONZE SPONSOR \$5,000
Company listed in DF+WF Marketing* <i>Online, email, media - timing dependent</i>				
Company Logo on DF+WF Website* <i>Stays up through 2026</i>				
Social Media Recognition <i>CRA & DF+WF Instagram</i>	3 Stories	2 Stories	1 Story	
Advertisement on DF+WF website* <i>Stays up through 2026</i>				
Logo on event signage <i>Based on sponsorship level</i>	Premium	Prominent	Prominent	Standard
Dedicated Ad in DF+WF Email Marketing**				
Dedicated ad(s) in <i>Hospitality News</i> e-newsletter <i>Pre- & post-event. Current open rate: 50%</i>	10 ads	8 ads	6 ads	4 ads
Grand Tasting Tickets	6 VIP + 6 First Taste	4 VIP + 4 First Taste	2 VIP + 4 First Taste	2 VIP + 2 First Taste
Shake + Brake Showdown Tickets	8 tickets	6 tickets	4 tickets	2 tickets



Customized Partnership Opportunities

Something special you would like to make happen through sponsorship?

We would love to work with you!

*For inclusion in all promotions, sponsorship needs to be confirmed by May 2024. After this date you will be included once sponsorship is confirmed.

**All ads subject to CRA/F approval.

Unique Sponsorships



\$5,000

Our Top Chef Colorado Alumni activation is a hit every year!

HAVE YOUR PRODUCT STEP INTO THE SPOTLIGHT WITH COLORADO'S TOP CHEF ALUMNI
There are five (5) 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 (5) AVAILABLE - PACKAGE INCLUDES:

Company listed in DF+WF pre-event marketing
Logo on DF+WF website
Premium DF+WF website ad
Logo on event signage + dedicated signage

4 ads (pre- or post-event in Hospitality News e-newsletter
Space for displaying marketing materials
2 Shake + Brake Showdown tickets
2 VIP + 2 First Taste Grand Tasting tickets

Glassware Sponsor

\$6,000

Provide glassware, with your logo etched onto every keepsake glass!

One (1) available.

PACKAGE INCLUDES:

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

VIP Welcome Bites

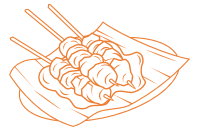
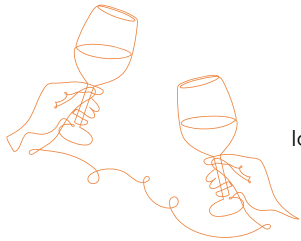
\$4,000

Your brand featured in a chef-designed bite, prepared + served by Colorado ProStart® high-school culinary students to VIP guests as they enter the VIP experience.
700 bites, served until gone!

Three (3) available.

PACKAGE INCLUDES:

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



"Say Cheese"

\$3,000

One (1) available.

PACKAGE INCLUDES:

Logo in DF+WF email marketing
Logo displayed on DF+WF website
DF+WF website ad
Logo inclusion in all event signage
Dedicated event signage!
4 Shake + Brake Showdown tickets
2 VIP + 2 First Taste Grand Tasting tickets



"Hydration Station"

\$5,000

Provide water for attendees!

One (1) available.

PACKAGE INCLUDES:

Logo in DF+WF email marketing
Logo + ad on DF+WF website
Logo on event signage
Post-event marketing ads (3)
2 Shake + Brake Showdown tickets
2 VIP + 2 First Taste Grand Tasting tickets



"VIP Gift Bag"

\$2,500

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

Five (5) available.

PACKAGE INCLUDES:

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



All sponsors will receive DF+WF participating restaurants' contact list!

DENVER FOOD+WINE FESTIVAL 2026

**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 and the finest wines and spirits, culminating in the festival's signature Grand Tasting!

August 26-29, 2026

Tivoli Quad on the Auraria Campus

3 events attracting over 3,000+ attendees
and reaching an audience of 426,000+ statewide.



Riedel Wine Glass Seminar > Wednesday, August 26

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, August 28

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, August 29

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.

Highest Rated Event

DENVER FOOD+WINE FESTIVAL

80%
Net Promoter Score

Marketing Metrics

Event Metrics

2,300,000+
Total impressions

610,000+
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

\$175,000
average household income of attendees

30,000
Marketing emails

50%
Email open rate

58%
of attendees are 25-44 years old

3,000+
festival attendees

