

Maximize Your Exposure
to Colorado Restaurants



SPONSORSHIP & PROMOTIONAL OPPORTUNITIES



2023





2023 SPONSORSHIP & PROMOTIONAL OPPORTUNITIES

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Who We Are

The Colorado Restaurant Association (CRA) exists to protect restaurants and help them thrive -- and we take that mission seriously.

Founded in 1933, the CRA is the leading trade organization for the State's dynamic foodservice industry. With a 40+ person board cultivated from our membership, plus eight chapters statewide, we are run by restaurateurs, for *all restaurants*.

The Colorado Restaurant Foundation (CRF) is a 501(c)(3) educational and charitable complement to our 501(c)(6) Association. The CRF is dedicated to enhancing training and education, career development, and overall well-being within the industry.

Both arms of the organization play critical roles in our ability to serve all restaurants in Colorado.

ALMOST
70%
of **Colorado
Restaurants**
— ARE —
INDEPENDENTLY
**OWNED
& OPERATED**



“ This is a most difficult time for the hospitality sector... the CRA has reached out and helped in so many ways. I am grateful. ”

- Gary M., Denver restaurateur



Who We Are

THE ASSOCIATION

- Advocates on behalf of restaurants at the federal, state, and local levels
- Provides resources for restaurants, from step-by-step compliance guidance to free legal counsel
- Offers education, training, tools, and discount programs for owners and operators
- Champions Colorado's restaurant industry to the public, the media, legislators, and key stakeholders
- Offers a place for our industry community to gather, share information, and support one another
- Runs food safety, responsible alcohol, allergen, and sexual harassment industry certification courses

THERE ARE
12,700+
EATING &
DRINKING
LOCATIONS
— IN —
Colorado

THE FOUNDATION

- Provides financial support and grants for mental health care to hospitality workers experiencing hardship
- Manages a workforce development pipeline for restaurants, including the statewide ProStart culinary exploration program for high school students and Registered Apprenticeships for anyone 17 and older
- Provides scholarships to students pursuing careers in the industry
- Provides health and wellness programming and support for the hospitality industry



Why Sponsor



When you become a sponsor of the Colorado Restaurant Association and/or Foundation, you gain access to the largest network of restaurant owners in the state -- representing half of all Colorado restaurants -- and we help you to communicate with them directly and effectively. No other organization can offer the same volume and caliber of targeting within this fast-paced industry. You also make it possible for the CRA/F to meaningfully support our industry in a variety of ways.

OUR SPONSORS ENJOY

Brand awareness

- Your name, product, and/or service promoted by Colorado's hospitality-industry experts

Direct lines of communication to a variety of audiences

- Your message shared with Colorado's hospitality industry
- Access to our Board of Directors, some of the most influential restaurateurs in their communities
- Access to our chapters and the meetings and events they host across the state
- Access to our extensive database of restaurateurs, industry influencers, and taste-making consumers
- Media engaged with restaurants

Creative advertising

- Direct access to your target market across multiple channels
- Event presence and recognition

Networking opportunities

- Consumer and B2B industry events
- Board of Directors and chapter meetings

“ We cannot properly articulate the degree to which your efforts have aided us. We are incredibly grateful. Thank you for your outstanding leadership! ”

- Bob, Colorado restaurateur



Partnership Opportunities

Corporate Sponsors

Partner with the CRA across programming throughout the year! Enjoy recognition in a variety of formats and venues, position your business as an essential restaurant resource, and receive referrals from our team.

Event Sponsors

Align yourself with a signature event and enjoy a heightened presence in a room full of restaurant industry decision-makers. Opportunities include visual, digital, and verbal recognition, as well as options to present.

ASSOCIATION EVENTS

Blue Ribbon Legislative Reception	A must-attend reception for Colorado lawmakers and restaurateurs <i>Attendance: 200+ Direct Reach: 5,000+ January</i>
Colorado Restaurant & Bar Show	The largest foodservice trade show in Colorado <i>Attendance: 1,000+ Direct Reach: 10,000+ March</i>
Lifetime Achievement Awards	A prestigious awards program for lifelong hospitality professionals <i>Attendance: 150+ Direct Reach: 5,000+ October</i>
Board of Directors Orientation	A two-day annual meeting attended by the full Boards of the Association and Foundation <i>Attendance: 80+ October</i>
Industry Spotlight Awards	The only awards ceremony for employees at all levels of the restaurant industry <i>Attendance: 250+ Direct Reach: 5,000+ Fall</i>
Board of Directors Meetings	Quarterly meetings of Association Board members <i>Attendance: 80+ Quarterly</i>
Chapter Board Meetings	Regularly scheduled Board meetings of our eight local chapters <i>Attendance: Varies by Board Monthly or quarterly</i>

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“Thank you for being such a great resource to our community trying time. Your leadership is a beacon of reason.”

- Patrick, Denver restaurateur

FOUNDATION EVENTS

CO ProStart® Invitational

An electrifying competition among our CO ProStart® high school culinary and management teams as they vie for \$1.2 million in scholarships.
Attendance: 250+ | Direct Reach: 1,500+ | March

CO ProStart® Scholarship Event

A family-friendly event honoring college undergraduates and CO ProStart® scholarship recipients, plus instructor, mentor, and students of the year.
Attendance: 250+ | Direct Reach: 10,000+ | April

Drink Red, Wear Red

Hosted in partnership with the CRA Mile High Chapter, a lively gathering celebrating the Denver restaurant scene that raises funds to support restaurant workers experiencing hardship.
Attendance: 750+ | Direct Reach: 10,000+ | June

Denver Food + Wine Festival

A multi-day, consumer-facing festival celebrating the Denver restaurant and beverage scenes, which benefits CRF workforce development and health & wellness programming.
Attendance: 3,000+ | Direct Reach: 400,000+ | September

Marketing & Advertising

Reach your audience through impactful marketing and advertising opportunities with the CRA! Work with us to design a campaign, place ads through our existing channels, or share content and services through our essential member communication and membership resources. Partnerships with the CRA result in enhanced visibility and positioning as a vital industry asset.

Mix & Match

We're happy to create custom sponsorship packages based on what is important to you!

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CRA Corporate Sponsorship

Sponsor Levels & Benefits

CONTACT: Devany McNeill

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Sponsor Benefits	PLATINUM SPONSOR \$20,000	GOLD SPONSOR \$10,000	SILVER SPONSOR \$5,000
CRA Membership Credit	100%	100%	100%
CRA “Proud Sponsor” Logo <i>Use our logo on your collateral materials</i>	Platinum Sponsor logo	Gold Sponsor logo	Silver Sponsor logo
Events Ticket Package <i>Represent your brand at select CRA and CRF events</i>	2 tickets (VIP when available)	2 tickets	2 tickets
Colorado Restaurant & Bar Show <i>Largest foodservice trade show in the state</i>	Free booth	Free booth	50% off booth
Colorado Restaurant & Bar Show <i>Attendee bag insert</i>			
Colorado Restaurant & Bar Show <i>Onsite show guide ad</i>	Full page	Half page	Quarter page
Company Logo on CRA Homepage <i>Live link on corestaurant.org</i>			
Blog on Site <i>Partner content in Hospitality News and on corestaurant.org</i>	Quarterly	Bi-annually	Annually
Hospitality News Ad <i>Reach Colorado’s restaurant community</i>	Quarterly	Bi-annually	Annually
Hospitality News Logo Sponsor <i>Brand recognition in 100+ eNewsletters annually</i>			
New Member Packet Insert <i>Share your brand with new members</i>	Monthly	6 times/year	3 times/year
Attend Board of Directors Orientation <i>Network with industry decision-makers</i>			
Presentation to CRA Board of Directors <i>Introduce your brand in five minutes</i>			
Corporate Sponsor Recognition <i>Brand or logo recognition at all events</i>			
Social Media Posts (Post or Story) <i>Reach the industry and consumers where they are</i>	Quarterly		

Blue Ribbon Legislative Reception

January 2023 | History Colorado Center



EVENT SPONSORSHIPS

The Blue Ribbon Legislative Reception (BRR) brings together CRA members and Colorado state lawmakers for the most popular annual reception of the legislative session. This event is always a hot ticket: It's catered by 10+ local restaurants and a brief program includes remarks about sponsors. In addition to strong CRA Board of Director attendance, the BRR draws one of the largest legislator audiences of the legislative season.

Attendance: 250+ | Direct Reach: 5,000+



Sponsor Benefits

	PRESENTING SPONSOR \$2,000	SPONSOR \$1,250	SUPPORTER \$750
Company Logo on All Event Materials* <i>Event signage, invitation, and promotional assets</i>			
Event Tickets	6 tickets	4 tickets	2 tickets
Verbal Recognition During the Event			

* Logo to be included based on when sponsorship is confirmed. To be included on all promotional mailings, sponsorship needs to be confirmed by Nov 19, 2022.

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Colorado Restaurant & Bar Show

March 2023 | Colorado Convention Center

EVENT SPONSORSHIPS



CONTACT: Kelsey Berglund

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The Colorado Restaurant & Bar (CRB) Show is the largest foodservice trade show in Colorado, showcasing the cutting edge in products, services, techniques, and ideas that aid restaurateurs and bar owners in running better businesses. The two-day event features educational programming geared toward hospitality decision-makers, networking opportunities, demonstrations, and a show floor featuring 130+ vendors.

Attendance: 1,000+ | Direct Reach: 10,000+

Featured Sponsorships

	PRESENTING SPONSOR \$10,000	GOLD SPONSOR \$5,000	SILVER SPONSOR \$2,500	BRONZE SPONSOR \$1,000
Presence in CRA's Hospitality News** <i>No-cost ad in eNewsletter announcing participation</i>	1 Month			
Sponsored Email Announcement** <i>Sponsor-made email sent to members</i>				
Press Release Mention <i>Recognition in media communication</i>				
Session Introductions <i>Opportunity to introduce featured sessions</i>	Keynote Session	Educational Session		
Onscreen Logo Placement* <i>Brand recognition onscreen before featured sessions</i>	Keynote Session	Educational Session		
Promotional Literature Placement** <i>Opportunity to share brand materials</i>	Keynote Room	Educational Session Room		
Discounted Exhibit Space <i>Valuable 10'x10' exhibit booth on tradeshow floor</i>	1 Complimentary Booth	50% Discount	25% Discount	10% Discount
Discounted CRA Advertising <i>Opportunities to promote show participation</i>	75% Discount	50% Discount	25% Discount	10% Discount
Event Tickets <i>Includes access to all education sessions</i>	10 tickets	7 tickets	5 tickets	3 tickets
Logo Placement on Event Materials* <i>Brand recognition on all promotional materials</i>				
Logo Placement on Onsite Guide* <i>Brand recognition in event onsite guide</i>				
Logo Placement on Sponsor Signage* <i>Brand recognition on event sponsor signage</i>				

Colorado Restaurant & Bar Show

March 2023 | Colorado Convention Center



EVENT SPONSORSHIPS

Promotional Sponsorships

ONSITE GUIDE SPONSORSHIP	\$4,000	<p>The CRB Show Onsite Guide offers direct exposure to 1,000+ leading restaurateurs, chefs, and restaurant and bar managers. The Onsite Guide features the complete listing of educational sessions, presenters, networking opportunities, and exhibit activities.</p> <ul style="list-style-type: none"> • Full page ad on the internal cover of the Show Onsite Guide, distributed to 1,000+ attendees
SIGNAGE SPONSORSHIP	\$2,000	<p>Maximize your exposure by featuring a company logo in the bottom corner of all Show sponsor and session signage (print and digital).</p>
BAG SPONSOR	\$1,500 ⁺	<p>Every registrant will receive a top-quality show bag for their materials. Make sure your logo is on it! **</p> <ul style="list-style-type: none"> • Logo on bags that are distributed to 1,000+ attendees
LANYARD SPONSOR	\$1,500 ⁺	<p>Supplied to every attendee, these lanyards deliver highly visible, eye-level brand recognition. Attendees will wear your name for the duration of the show, ensuring maximum visibility.**</p> <ul style="list-style-type: none"> • Logo on lanyards that are distributed to 1,000+ attendees
WATER STATION SPONSOR	\$1,000 ⁺	<p>Branded water stations throughout the meeting provide all-day visibility for your company. The stations will be in the meeting area hallways and exhibit hall.**</p> <ul style="list-style-type: none"> • Logo on signage at 6+ water stations around Show floor
BAG INSERT SPONSOR	\$500 ⁺	<p>Include a promotional insert or branded item in the show bag to provide a lasting message to 1,000+ attendees.**</p>
VENDOR DEMO	\$500	<p>Increase your visibility and share products and services through a branded 20-minute presentation on the Center of the Plate demo stage.</p>

Onsite Guide Advertisements

Half-Page Ad	Full-Page Ad
\$525	\$925

[†] Plus costs of asset production and shipping.

^{*} Included based on when sponsorship is confirmed. To be included in ALL promotional mailings and brochures, sponsorship needs to be confirmed by January 10, 2023. After that date, sponsor will be included in all mailings and brochures still available.

^{**} Subject to CRA approval.





Lifetime Achievement Awards

October 2023 | The Broadmoor Resort
Colorado Restaurant Association Board of Directors Dinner

EVENT SPONSORSHIPS

The Lifetime Achievement Awards ceremony honors veteran hospitality professionals who have made significant, longstanding contributions to the restaurant industry. The awards program follows a reception and plated dinner; this event always yields strong CRA Board of Directors attendance.

Attendance: 150+ | Direct Reach: 5,000+



Sponsor Benefits	SILVER SPONSOR \$2,500	ENTERTAINMENT SPONSOR \$2,000	CENTERPIECE SPONSOR \$1,500
Event Speaking Opportunity <i>Opportunity for brief comments during ceremony</i>			
Logo Placement on Event Materials* <i>Brand recognition on all promotional materials</i>			
Opportunity to Provide Event Entertainment** <i>Plus logo placement on signage near entertainment</i>			
Opportunity to Design Event Centerpieces** <i>Plus brand recognition on each centerpiece</i>			
Event Tickets	2 tickets	2 tickets	1 ticket
Verbal Recognition <i>Mentioned during ceremony remarks</i>			
Logo Placement on Signage* <i>Brand recognition on event sponsor signage</i>			
Logo Placement Onscreen* <i>Brand recognition during cocktail hour</i>			

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* Logo to be included based on when sponsorship is confirmed. To be included on all promotional mailings, sponsorship needs to be confirmed by August 2023 for Lifetime Achievement Awards.
** Subject to CRA approval

CRA Board Orientation

October 2023 | The Broadmoor Resort



EVENT SPONSORSHIPS

The Colorado Restaurant Association and Colorado Restaurant Foundation Boards of Directors gather annually for a two-day board orientation at The Broadmoor Hotel in Colorado Springs. The Boards include more than 80 influential restaurant leaders and industry service providers from across Colorado.

	GOLD SPONSOR \$5,000	SILVER SPONSOR \$2,500	BRONZE SPONSOR \$1,000
Brief Presentation <i>Share with the CRA/F Boards during Orientation</i>			
Distribute Promotional Materials** <i>Promote products or services to decision-makers</i>			
Attend Lifetime Achievement Awards <i>Opportunity to network with the CRA/F Boards</i>	2 company representatives	2 company representatives	
Logo on Awards Dinner Menus*			
Logo on All Event Agendas*			
Logo on All Event Sponsor Signage*			
Verbal Recognition			

CRA Board Meetings

January, May, August 2023 | TBD

In addition to the Board of Directors Orientation listed above, the CRA Board of Directors meets three times throughout the year. This is your opportunity to make connections with the leaders in our industry.

Attendance: 50-60

CRA Board Meeting Sponsor

\$2,000 per Mtg

- Opportunity for brief presentation during lunch with the CRA Board of Directors
- Opportunity to distribute promotional materials



Industry Spotlight Awards

November 2023 | Ellie Caulkins Opera House at the Denver Performing Arts Complex

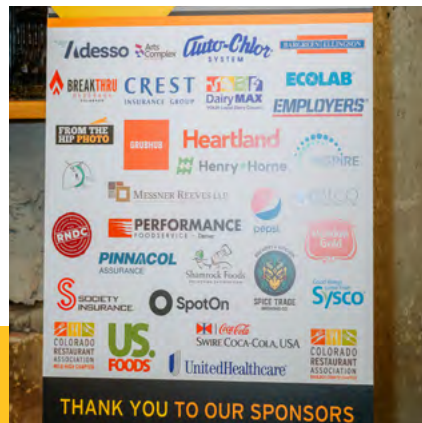
EVENT SPONSORSHIPS

The Industry Spotlight Awards is the only awards program in the state that honors employees at all levels of the restaurant industry for outstanding contributions to the field. The event includes a reception and awards ceremony.

Attendance: 250+ | Direct Reach: 5,000+



Featured Sponsorships	PLATINUM SPONSOR \$10,000	GOLD SPONSOR \$5,000	SILVER SPONSOR \$2,500	BRONZE SPONSOR \$1,000
Award Announcement <i>Opportunity to announce an award on stage</i>				
Promotional Slides** <i>Scrolling slides presented during cocktail hour</i>	4 slides			
Press Release Mention <i>Recognition in media communication</i>				
Event Tickets <i>Includes options for a reserved table</i>	Premier table + 10 tickets	Reserved table + 6 tickets	4 tickets	2 tickets
Logo Placement on Signage* <i>Brand recognition on event signage</i>	Prominent	Standard	Standard	Standard
Logo Placement on Screen* <i>Brand recognition during cocktail hour</i>				
Verbal Recognition <i>Mentioned during ceremony remarks</i>				
Logo Placement on Event Materials* <i>Brand recognition on all promotional materials</i>				



Industry Spotlight Awards

November 2023 | Ellie Caulkins Opera House at the Denver Performing Arts Complex



EVENT SPONSORSHIPS

Promotional Sponsorships

AWARD SPONSOR

\$1,500[†]

Opportunity to provide a gift to each award winner, presented off stage**

- Logo on signage at the event
- 2 tickets to the event
- Verbal recognition during event presentation
- Logo recognition on screen during cocktail hour

CENTERPIECE SPONSOR

\$1,500[†]

Opportunity to provide the featured table centerpieces for the event**

- Logo recognition on each centerpiece
- Logo on signage at the event
- 2 tickets to the event
- Verbal recognition during event presentation
- Logo recognition on screen during cocktail hour

DESSERT SPONSOR

\$1,500[†]

Opportunity to provide the dessert course for the event**

- Logo recognition at each dessert station
- Logo on signage at the event
- 2 tickets to the event
- Verbal recognition during event presentation
- Logo recognition on screen during cocktail hour

ENTERTAINMENT SPONSOR

\$1,000[†]

Opportunity to provide the featured entertainment for the event**

- Logo recognition on signage near entertainment
- Logo on signage at the event
- 2 tickets to the event
- Verbal recognition during event presentation
- Logo recognition on screen during cocktail hour

PRODUCT DONATION

Opportunity to provide product for a featured course

- Name on program at the event
- Verbal recognition during event presentation

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[†] Plus costs of asset production and shipping.

* Logo to be included based on when sponsorship is confirmed. To be included on all promotional mailings, sponsorship needs to be confirmed by September 2023 for Industry Spotlight Awards.

** Subject to CRA approval.



Advertising & Promotion

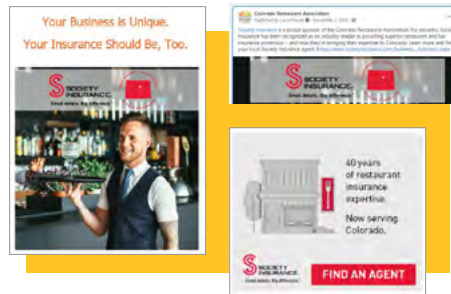
Email Advertising & More

Email is one of our most robust channels of communication with CRA members. Advertise in one of our regular weekly eNewsletters or create a dedicated piece.

Direct reach: 2,800+

Note: Hospitality News open rate is 40% or more. All ads subject to CRA/F approval.

Dedicated Email	\$500 Member	\$1,000 Non-Member
Sponsored Content in Hospitality News eNewsletter	\$500 Member	\$1,000 Non-Member
Website Banner Ads	For details, contact salesinquiries@multiview.com	
Logo in CRA Today	For details, contact salesinquiries@multiview.com	



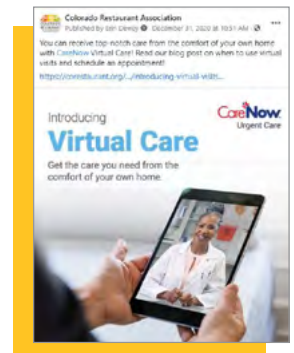
Social Media Advertising

Our social media channels reach 9,000+ restaurateurs and counting. Connect with our Facebook followers through an ad on our platform or work with us to sponsor native content.

Direct reach: 9,000+ | Boosted reach: 40,000+



Facebook Post or Story	\$300 Member	\$600 Non-Member
Native Content	\$500 Member	\$1,000 Non-Member



CRA Job Board Advertising

The CRA Job Board – found at corerestaurantjobs.com – is a hospitality industry connector and workforce development resource, bringing together job seekers and employers across Colorado. Sponsored job posts and companies can be featured in a variety of ways, while advertising can capture visitors from across the site.

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Colorado Restaurant Foundation Sponsorship



CRF program partners support the Angel Relief Fund, health and wellness outreach (including mental health), workforce development programs (including Colorado ProStart and Restaurant Youth Registered Apprenticeship), scholarships for students pursuing hospitality careers, and continuing industry education. Customized and program-specific sponsorships are available.

CONTACT: Rachel Pryor-Lease

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Sponsor Benefits	PLATINUM SPONSOR \$20,000	GOLD SPONSOR \$10,000	SILVER SPONSOR \$5,000
Logo Placement on CRF Homepage			
Partner Feature in CRA eNewsletter**	Quarterly	Bi-annually	Annually
Logo in CRF Donor Newsletter	Quarterly	Bi-annually	Annually
Partner Feature in CRF Donor Newsletter**	Annually		
Logo Placement Onscreen and on Signage at Workshops and Events			
Verbal Recognition at Scholarship Event and ProStart Invitational			
Logo on Promotional Material for Workshops and Events			
Opportunity to Present to CRF Board			
Tickets to Scholarship Event	6 tickets	4 tickets	2 tickets
VIP Tickets to Drink Red, Wear Red	6 tickets	4 tickets	2 tickets
Invitation to Participate in Colorado ProStart Invitational			
VIP Tickets to Denver Food + Wine Festival	6 tickets	4 tickets	2 tickets

** Subject to CRF approval



Colorado ProStart® Invitational

March 15-16, 2023 – Gaylord Rockies
Resort & Convention Center

EVENT SPONSORSHIPS



COLORADO PROSTART®

The Colorado ProStart® Invitational is an exciting showcase of our talented ProStart® students and programs across the state. Three separate competitions - Culinary, Management, and Event - allow students from dozens of high schools to go head-to-head for scholarships and a chance to compete at the National ProStart® Student Invitational in Washington, D.C., in May. This is the premiere opportunity to meet and support Colorado's next generation of talent in the hospitality industry.

Attendance: 250+ | Direct Reach: 1,300+

Event Details

In addition to the main event, the two-day Invitational features numerous hands-on learning opportunities for students and teachers; a Culinary & Hospitality Exploration Floor spotlighting employers and local postsecondary hospitality programs; tastings; and celebrations of the Colorado ProStart® program, including a Champions Dinner and Networking Hour.



COLORADO RESTAURANT FOUNDATION



DETAILS

WHEN:

March 15, 2023, 1 p.m. - 7 p.m.

March 16, 2023, 7 a.m. - 5 p.m.

WHERE:

Gaylord Rockies Resort & Convention Center

6700 Gaylord Rockies Blvd, Aurora

720-452-6900

OTHER DATES:

National ProStart® Student Invitational:

May 2-4, 2023

CO ProStart® Wrap-Up Celebration:

April 26, 2023

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Colorado ProStart® Invitational

March 15-16, 2023 – Gaylord Rockies
Resort & Convention Center



EVENT SPONSORSHIPS

Sponsor Benefits	CHAMPION \$10,000	MENTOR \$7,500	SUPPORTER \$5,000	CHEER LEADER \$2,500	FRIEND \$1,000
Logo on all Pre-Event Communication*					
Dedicated Social Media	4 Posts + 2 Stories	3 Posts + 2 Stories	1 Post + 1 Story	1 Story	
Press Release Mention					
Logo on Event Signage					
Opportunity to Present to Attendees					
Opportunity to Provide Gift to Attendees or Winners**					
Activation Opportunity on Culinary & Hospitality Exploration Floor***					
Tickets to Scholarship Event in April	Reserved Table (10 Tickets)	4 Tickets	2 Tickets		

Customized Partnership Opportunities

Many sponsorship opportunities are customizable and will include recognition at the event, a chance to present directly to participants, inclusion in marketing and collateral, and all benefits conferred to Champion Sponsors. Customized Partnership Opportunities begin at \$10,000.

Examples of opportunities: Title Sponsor, Award Sponsor, Culinary & Hospitality Exploration Floor Title Sponsor, Networking Hour Sponsor, Champions Dinner Sponsor, Transportation Sponsor, Education Sponsor, Educator Sponsor, and Media Sponsor.

* From date of sponsor commitment to date of event.

**CRF must approve swag in advance of event. Sponsor responsible for production costs.

***Table-top only display. Pop-up marketing allowed behind or next to table. CRF provides 8-foot draped table, 2 chairs, and a trash can. Contact CRF for

WiFi and power needs - there may be additional costs.

CRF is a 501(c) 3 organization; therefore, your donation is fully tax-deductible by laws governing non-profit organizations.





Scholarship Event

April 26, 2023

EVENT SPONSORSHIPS

The Scholarship Event honors college undergraduates and Colorado ProStart® scholarship recipients, as well as the instructor, mentor, and students of the year.

Attendance: 250+ | Direct Reach: 10,000+

Sponsor Benefits	PLATINUM SPONSOR \$10,000	GOLD SPONSOR \$5,000	SILVER SPONSOR \$2,500
\$2,000 Name Scholarship Award			
\$1,000 Name Scholarship Award			
Event Tickets	10 tickets	6 tickets	4 tickets
Logo Placement on Event Materials*	Prominent	Standard	Name
Logo Placement On Screen*	Prominent	Standard	Name
Logo Placement on Event Website*	Prominent	Standard	Name
Verbal Recognition at Event			
Recognition in CRF Donor Newsletter			

* Logo to be included based on when sponsorship is confirmed. To be included on all promotional mailings, sponsorship needs to be confirmed by March 2023.



Drink Red Wear Red

June 8, 2023 – Denver Museum of Nature & Science



EVENT SPONSORSHIPS



Drink Red Wear Red (DRWR) is a fabulous appreciation event which raises funds to support Colorado’s hard-working restaurant and hospitality employees. Proceeds benefit the Colorado Restaurant Association’s Mile High Chapter Hardship Fund and the Colorado Restaurant Foundation, both of which provide emergency grants to industry employees in need.

Attendance: 750+ | Direct Reach: 10,000+

Sponsor Benefits	DIAMOND SPONSOR \$10,000	RUBY SPONSOR \$7,500	EMERALD SPONSOR \$5,000	SAPPHIRE SPONSOR \$7,500	AMETHYST SPONSOR \$1,000
Company Logo on pre-DRWR Marketing* <i>Web, email</i>	✂	✂	✂	✂	✂
Dedicated Facebook Posts**	3 posts	2 posts	1 post		
Dedicated Instagram Posts**	2 Posts + 2 Stories	1 Post + 2 Stories	2 Stories	1 Story	
Mention in ALL Media Listings* <i>Print, Radio</i>	✂	✂	✂		
Press Release Mention	✂	✂			
Specific Mention in CRA Newsletter	✂	✂	✂	✂	
Company Logo on Onsite Program	Prominent	Prominent	Standard	Name	Name
Company Logo on Event Signage	✂	✂	✂	✂	✂
Table in VIP Area	✂	✂			
VIP Tickets	8 VIP + 2 GA Tickets	6 VIP + 2 GA Tickets	4 VIP + 2 GA Tickets	4 GA Tickets	2 GA Tickets

*Logo to be included based on when sponsorship is confirmed. To be included on all promotional mailings, sponsorship needs to be confirmed by April 1, 2023.
 **Subject to CRF approval. CRF is a 501(c) 3 organization; therefore, your donation is fully tax-deductible by laws governing non-profit organizations.

Event Details: DRWR will feature signature wines and spirits from Republic National Distributing, ample hors d’oeuvres from prominent local restaurants, great entertainment, a silent auction, private access to the Denver Museum of Nature & Science, and for VIP attendees – one of the most striking views in Denver!

Customized Partnership Opportunities: Many DRWR sponsorship opportunities are customizable and can include inclusion in all advertising collateral materials, such as the CRA website and newsletter (marketed to CRA members and non-members), PR, and social media communication to include Facebook and Instagram. Examples of opportunities include: VIP Title Sponsor, Media Sponsor, Beer Sponsor, Food Distributor Sponsor, Restaurant Sponsor, etc.



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Denver Food + Wine Festival

September 5-9, 2023 | Tivoli Quad, Auraria Campus

EVENT SPONSORSHIPS



The Denver Food + Wine Festival (DF+WF) is a multi-day consumer-facing and industry trade festival celebrating the Denver restaurant, wine, and spirits scenes. In 2023, events will include educational seminars, tastings, and interactive experiences, showcasing dozens of restaurants and hundreds of wines and spirits. Sponsors enjoy visibility at the festival and in the marketing campaign that supports it.

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

About the Colorado Restaurant Foundation

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 also supports the restaurant community through its Colorado ProStart® Program (teaching management and culinary skills to juniors and seniors in more than 40 Colorado high schools), Angel Relief Fund (emergency assistance grants for restaurant employees across Colorado), and health and wellness programs for the industry.

Event Attendees:

- 62.8% Female, 37.2% Male
- Average Age: 40-42
- 94% live in or within 25 miles of Denver
- 72% Mobile, 27% Desktop, 1% Tablet

**Note: Based on 2022 survey of DF+WF attendees*

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Denver Food + Wine Festival

September 5-9, 2023 | Tivoli Quad, Auraria Campus



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Sponsor Benefits	PLATINUM SPONSOR \$15,000	GOLD SPONSOR \$10,000	SILVER SPONSOR \$7,500	BRONZE SPONSOR \$5,000
Company Logo in DF+WF Marketing* <i>Online, email, media, press releases</i>				
Grand Tasting Booth	40' x 40' pad site	30' x 30' pad site	20' x 20' pad site	10' x 10' pad site
Social Media Recognition <i>To be scheduled with CRF team</i>	6 Posts + 2 Stories	4 Posts + 2 Stories	2 Posts + 2 Stories	1 Post + 1 Story
Logo Placement on Sponsor page of Website				
Ad in Mobile Website	Premium	Prominent	Prominent	Standard
Dedicated Email to DF+WF Email List**				
Logo Placement on Event Signage*	Prominent	Prominent	Standard	Name
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	6 tickets	6 tickets	4 tickets	2 tickets



Customized Partnership Opportunities

Partnership opportunities range from \$20,000 - \$100,000. Packages are customized based on your company's promotional goals and mission.

* Logo to be included based on when sponsorship is confirmed. To be included on all promotional mailings, sponsorship needs to be confirmed by June 2023.

** Subject to CRF approval.



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