

*Downtown Castle Rock*

**2024**

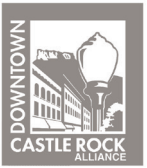
**Food & Beverage  
Opportunities**

*The Mission:*

The Downtown Merchants Association hosts free and family-oriented events in an effort to create and maintain a vibrant Downtown and provide Castle Rock residents and visitors with opportunities for quality entertainment.

**Register Today!**

 @DOWNTOWNCASTLEROCK |  @DTCASTLEROCK



# 2024 Downtown Events



MAY 18TH  
**Spring Kickoff Concert**  
5:00 PM - 10:00 PM | Festival Park



WEDNESDAYS IN JUNE, JULY & AUGUST  
**Music in the Park**  
6:30 PM - 8:00 PM | Festival Park



JUNE 1ST  
**Movie in the Park**  
5:00 PM - 10:00 PM | Festival Park



JUNE 14TH  
**Car Show Street Party & Concert**  
6:00 PM - 9:00 PM | Wilcox Square



JUNE 15TH  
**Classic Rock Cruise-In Car Show**  
10:00 AM - 3:00 PM | Wilcox Square



JULY 27TH  
**Boots & Brews**  
11:00 AM - 4:00 PM | Festival Park



SEPTEMBER 21ST  
**Oktoberfest**  
1:00 PM - 9:00 PM | Wilcox Square



OCTOBER 6TH - 12TH  
**Restaurant Week**  
Downtown Castle Rock Participating Restaurants



OCTOBER 25TH  
**Fangtastic Festival**  
12:00 PM - 3:00 PM | Festival Park



NOVEMBER 29TH - DECEMBER 29TH (WED. - SUN.)  
**Carriage Rides**  
4:30 PM - 8:30 PM Weekdays, 5:00 PM - 8:00 PM Weekends  
Downtown Castle Rock



SUMMER: WEDNESDAYS IN JUNE, JULY AND AUGUST  
WINTER: MONDAYS & TUESDAYS FROM NOV. 25TH TO DEC. 30TH  
**Trolley Rides, Summer & Winter**  
Summer: 6:00 PM - 8:00 PM | Winter: 5:00 PM - 7:00 PM

For more information, please email [events@downtowncastlerock.com](mailto:events@downtowncastlerock.com).





# Demographics & Bundle Sponsorship Opportunities

## Downtown Castle Rock Event Attendance

<b>100</b> PER SESSION	MUSIC IN THE PARK
<b>800</b>	FANGTASTIC FESTIVAL
<b>1,500</b>	MOVIE IN THE PARK
<b>3,000</b>	SPRING KICKOFF CONCERT
<b>3,250</b>	BOOTS & BREWS
<b>12,000</b>	CRUISE-IN CAR SHOW WEEKEND
<b>12,500</b>	OKTOBERFEST

**Interested in bundling sponsorship opportunities for the 2024 Event Season?**

Contact us at [events@downtowncastlerock.com](mailto:events@downtowncastlerock.com).

\*See Pages 4 and beyond for benefits

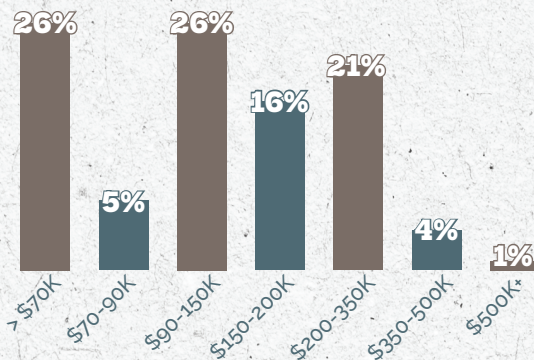
77% of Downtown Castle Rock event attendees indicated that they are more likely to purchase from/visit a business that sponsors our events.



### Attendee home ownership:



### Attendee income data:



**(A high percentage of high earners!)**



**42%**

of attendees are making 150k or more a year.

### Age demographics:



**9TH** wealthiest county in the nation (US Census)



Our Population:

**85,000**

(\*2 families per day!)





# Beer & Liquor Opportunities

The DMA invites beer and liquor providers to attend our events and market their exceptional products. The DMA greatly values our partnership with alcohol providers and will provide marketing opportunities with each event to present your product to the Castle Rock market!

Event marketing benefits include:

- Opportunity to bring branded tent and have premier booth locations at events
- Ice and cups provided by DMA
- Named on social media posts
- Oktoberfest participation perks also include printed/laminated individual beer menu at each booth and printed/laminated compilation menu on event signage!
- Breweries will receive \$250 per tapped keg.

**Sign up early to receive \$300 per keg - Sign up by 3/1/24!**

Events	Estimated Attendance	Spots Available	Min. Kegs Required
Spring Kickoff Concert	3,000	4	4
Movie in the Park	1,500	4	3
Car Show Weekend	12,000	10	3
Car Show Street Party & Concert (Fri)	5,000	5	3
Classic Rock Cruise-in Car Show (Sat)	7,000	5	3
Boots & Brews	3,250	6	5
Oktoberfest	12,500	15	10

\*Beer providers can sign up for Fri. and/or Sat. There are 5 spots available on each day.

**Questions? Email [events@downtowncastlerock.com](mailto:events@downtowncastlerock.com).**

**For information on non-food/non-beverage small business booth pricing, see our Sponsorship & Small Business Booth Opportunities packet.**

**Distillery and winery spots available by request.**

## Thank You to our 2023 Vendors



# Food Vendor Opportunities

The 2024 event season promises to be our biggest yet. Our food vendors will have an event full of hungry customers looking to eat. Food vendors are a key aspect of our events and will be given priority placement and are promoted on social media marketing event attractions. Spots are limited so sign up early!



Events	Estimated Attendance	Food Truck	Spots Available	Food Booth	Spots Available	Snack Booth	Spots Available
Spring Kickoff Concert	3,000	\$450	3	\$350	2	\$300	3
Movie in the Park	1,500	\$250	3	\$250	2	\$150	2
Car Show Weekend	12,000	\$750	10	\$650	4	\$450	4
Car Show Street Party & Concert (Fri)	5,000	\$400	5	\$350	2	\$250	2
Classic Rock Cruise-in Car Show (Sat)	7,000	\$400	5	\$350	2	\$250	2
Boots & Brews	3,250	\$450	4	\$350	2	\$250	3
Oktoberfest	12,500	\$500	5	\$450	5	\$250	4
Fangtastic Festival	800	\$100	1	\$100	1	\$100	1

**Questions? Email [events@downtowncastlerock.com](mailto:events@downtowncastlerock.com).**

**For information on non-food/non-alcohol small business booth pricing, see our Sponsorship & Small Business Booth Opportunities packet.**

