



Castle Rock Downtown Alliance

A partnership between the Downtown Development Authority and Downtown Merchants Association

Beer Vendor 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!

Participating beverage providers will receive the following benefits:

- Opportunity to bring a branded tent and have premier booth locations at events.
- Ice and cups provided by DMA.
- Named on social media posts. We interact with and follow all of our beverage partners throughout the year including participation with our events and supporting your own events, posts and promotions.
- Breweries will receive \$250 per tapped keg at each event.
- Oktoberfest participation also includes name/logo on individual beer menu signage at event - describing your beverage product, IBU, ABV, etc., as well as a master event menu with your logo, logo on stage signage, logo on event t-shirt, as well as Oktoberfest social media marketing!

The list below provides information on the spots for breweries available at each event:

Event	Estimate Attendance	Spots Available	Minimum Kegs Required	Price per Tapped Keg (1/2 bbl)
Spring Kickoff Concert	3,000	4	4	\$250
Car Show Weekend (sign for both days)	13,000	5/day	4/day	\$250
Car Show Street Party & Concert (just Fri.)	5,000	5	4	\$250
Classic Rock Cruise-In Car Show (just Sat.)	8,000	5	4	\$250
Boots and Brews	3,250	6	5	\$250
Oktoberfest	14,000	16	10	\$250

Winery, Distillery, and Craft Cocktail Opportunities

There are opportunities for you to participate as well. Please reach out to us to express your interest in participating in our events!

If you have questions, please email karah@castlerockcdc.com.

Thank you to our 2024 Beverage Providers!

