



TASTE OF PIKES PEAK



2024 Sponsorship Opportunities

COLORADO RESTAURANT ASSOCIATION | PIKES PEAK CHAPTER



About Taste of Pikes Peak

In its 27th year, Taste of Pikes Peak remains dedicated to its mission: uniting restaurants, beverage suppliers, and industry enthusiasts to celebrate the vibrant culinary landscape of the Pikes Peak Region. Our event is not just about savoring incredible flavors but also about giving back to the community.

With a remarkable 26-year legacy and ticket sales reaching from Pueblo to Denver, Taste of Pikes Peak serves as a vital ambassador for the Pikes Peak Region's culinary scene. We take immense pride in being the largest food event in Southern Colorado, and our commitment extends beyond indulgence.

By attending Taste of Pikes Peak, you're not only treating your taste buds but also contributing to a meaningful cause. We are the primary fundraiser for the Pikes Peak Chapter of the Colorado Restaurant Association, supporting essential initiatives like the Colorado Restaurant Foundation and ProStart programs in regional high schools. Your participation helps nurture future culinary talent and sustains the operations of our local chapter.

Join us in celebrating the rich flavors of our region while making a positive impact on the culinary community. Taste of Pikes Peak is where exceptional cuisine meets philanthropy, and we invite you to be a part of this extraordinary journey. Your presence adds flavor to our mission, and together, we can savor the taste of success while supporting a brighter culinary future for all.





2023

BEST OF
COLORADO SPRINGS
·GOLD·



2024 BEST OF THE
SPRINGS
The Gazette



Why Sponsor?



Brand Visibility and Exposure:

Logo placement on event marketing materials, including posters, flyers, and online promotions.

Enhanced Brand Reputation:

Association with the region's largest food and beverage event, signaling support for the local community.

Targeted Marketing Opportunities:

Access to a diverse and engaged audience of 2,000+ attendees, providing a platform to showcase products and/or services.

Networking and Relationship Building:

Access to 100+ vendors and potential partners for collaborations and business opportunities and access to industry-specific networking opportunities.

Community Engagement and Corporate Social Responsibility (CSR):

Demonstrate commitment to the local community through support of a significant local event.

Participation in charitable initiatives associated with the event, showcasing CSR efforts.

Branded Experiences:

Opportunity to create a branded experience or activation area at the event, engaging attendees directly with your products or services.

Hospitality and Entertainment:

VIP access for company representatives, offering an enjoyable event experience fostering relationships with key stakeholders.

ROI Measurement:

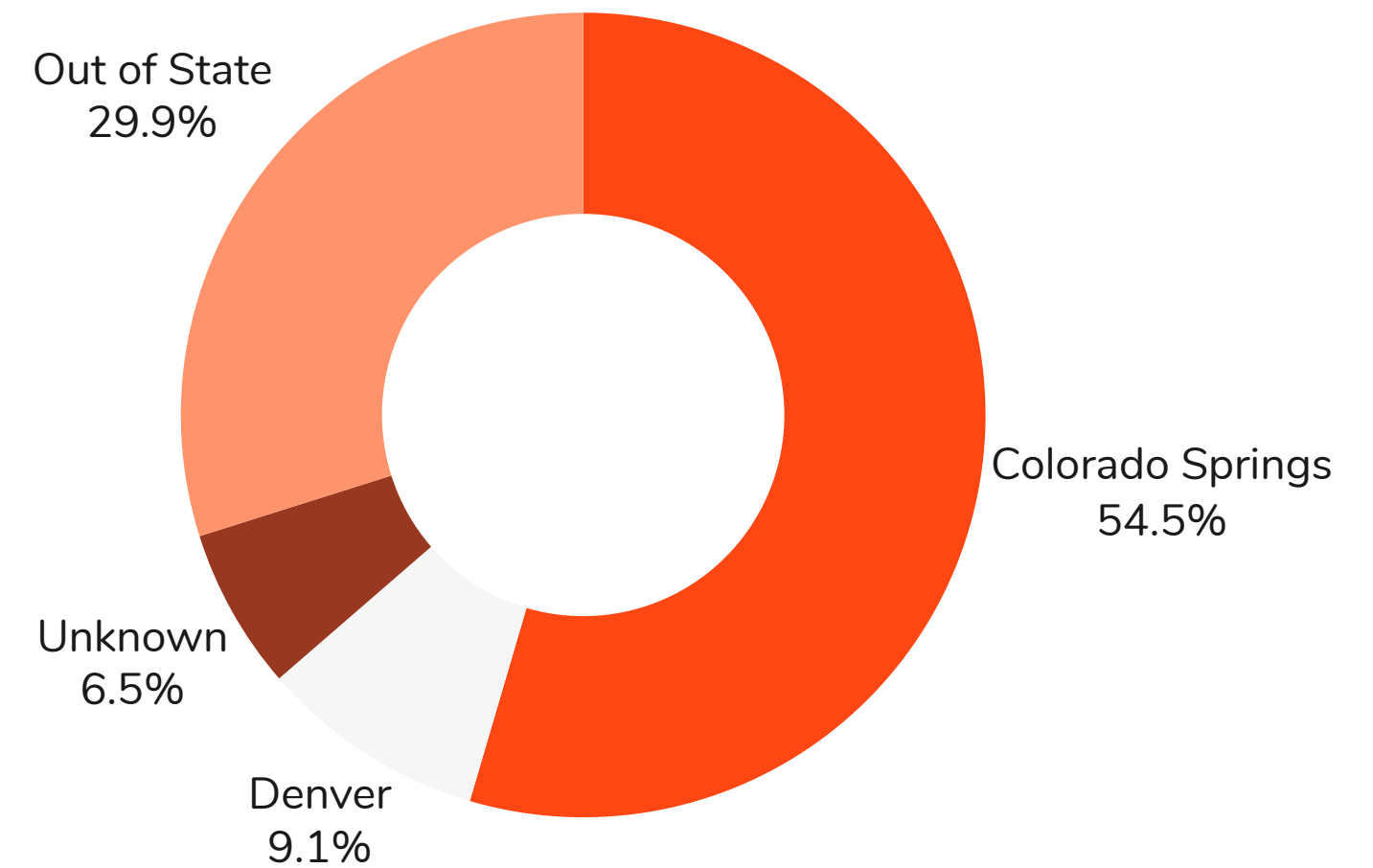
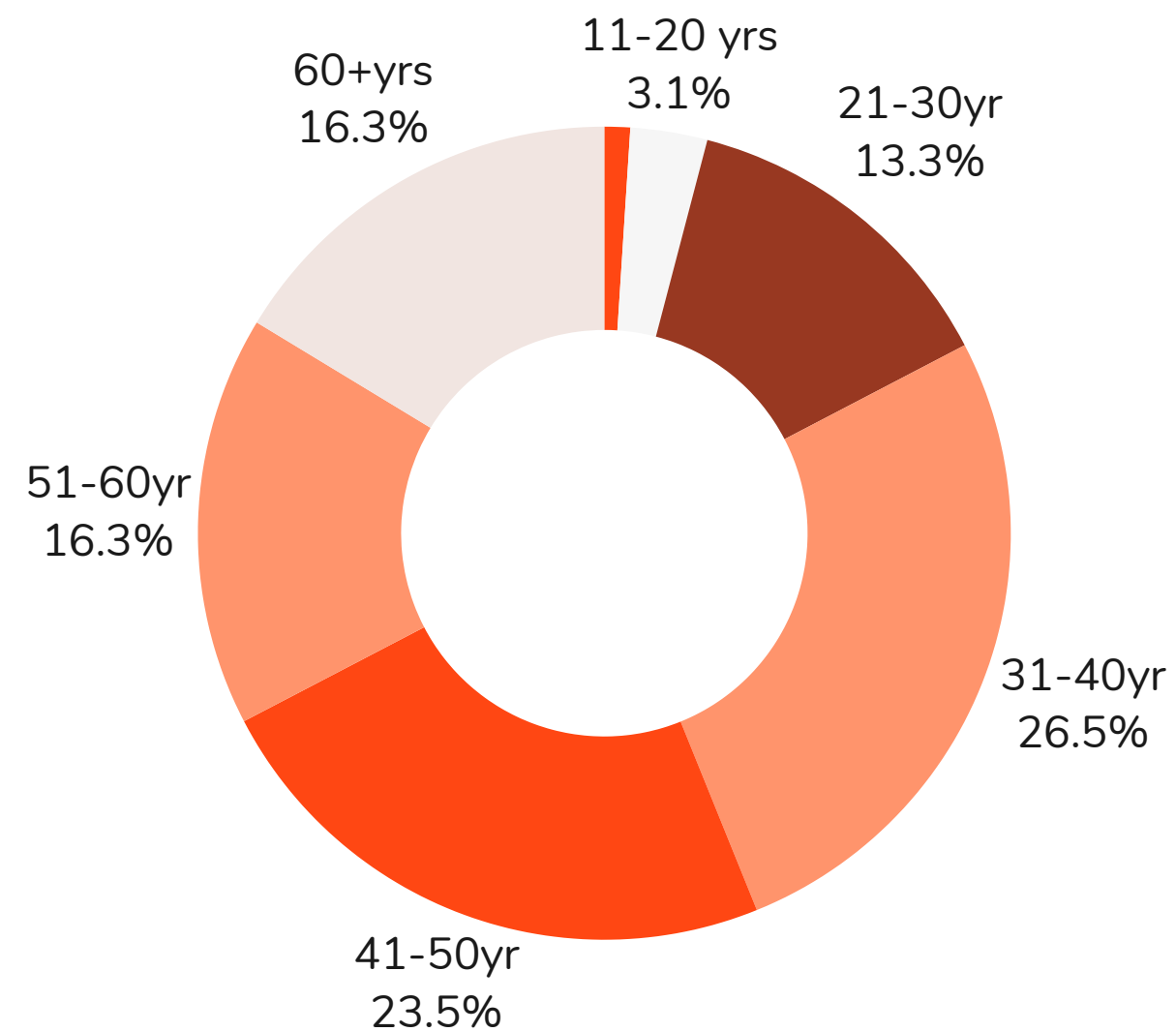
Access to post-event analytics and reports measuring the impact of the sponsorship on brand visibility and engagement. Metrics include media impressions, social media reach, and attendee feedback for evaluation

THE TASTE AUDIENCE

Based on July 2023 event

1498 Purchased Tickets

2014 Total Attendees



Nearly 45% of attendees are millennials.

"As the most accepting generation to date, millennials embrace food & beverage environments and connect with brands that enhance the experience."





TASTE OF PIKES PEAK

SPONSORSHIP OPPORTUNITIES

	PRESENTING \$10,000	ASSOCIATE \$8000	SUPPORTING \$5000	CONTRIBUTING \$2500
LOGO LOCKUP IN ALL MARKETING & MEDIA	✓			
LOGO ON SPONSOR SIGNAGE	✓	✓	✓	✓
LOGO ON EVENT SIGNAGE	✓	✓		
LOGO IN ALL EVENT MARKETING (POSTER, PRINT ADS, EMAILS, AUDIO)	✓	✓		
SPONSORABLE ASSET OPPORTUNITIES	✓	✓	✓	✓
SOCIAL MEDIA POSTS ON TOPP CHANNELS	2 POSTS	1 POST	2 STORIES	1 STORY
OPPORTUNITY TO PROVIDE CONTENT TO PPCRA NEWSLETTER	2 NEWSLETTERS	1 NEWSLETTER		
RESERVED VIP TABLE	✓	✓		
VIP TICKETS	10 VIP	8 VIP + 2 GA	4 VIP + 4 GA	2 GA

2023 MEDIA PARTNERS

\$30K+ in Earned and Paid Value



2023 MEDIA PARTNERS

\$30K+ in Earned and Paid Value

Outlets at Castle Rock
 crocs | Under Armour | SOREL | lululemon | THE NORTH FACE | PAOLO RUFFINO | PATRY'S CANDIES

Paty's Candies
 Every Adventure Starts with a Bite
 719-633-7215 | WWW.PATYS CANDIES.COM

TASTE OF PIKES PEAK
 JULY 27, 2023 | 5 - 9 PM
 DOWNTOWN COLORADO SPRINGS
 www.TASTE OF PIKES PEAK.COM

GENEROUSLY SPONSORED BY:
 US FOODS | LART | SUNSHINE | TASTE OF PIKES PEAK | COLORADO SPRINGS | FANDY | xfinity

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 The Gentlemen's Issue

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with the SOFAKILLERS
 Get Off Your Sofa and Come Dance to Some Killer Music!

Unlimited Tastes
 60+ Restaurants
 Craft Beer & Wine

GENEROUSLY SPONSORED BY:
 US FOODS | BLACKHAT | LART | SUNSHINE | TASTE OF PIKES PEAK | COLORADO SPRINGS | FANDY | xfinity | SIDE DISH

www.TASTE OF PIKES PEAK.COM

TASTE OF PIKES PEAK
 PRESENTED BY US FOODS

with the SOFAKILLERS
 Get Off Your Sofa and Come Dance to Some Killer Music!

5 - 9 PM
 JULY 27, 2023
 DOWNTOWN COLORADO SPRINGS

ENTER TO WIN FREE TICKETS
 FOUR GA TICKETS VALUED AT \$240

Click Here to Enter

TASTE OF PIKES PEAK

JULY 27, 2023 | 5 - 9 PM

PRESENTING SPONSORSHIP

\$10,000 - 2 Corporate and 2 Industry Specific Available

MEDIA BENEFITS

- Logo or name on all print and e-marketing materials valued at more than \$30K including:
 - Event Posters, Emails, Digital Ads, Social Media Buy (valued at more than \$30K)
 - All Promotional Ads (Independent, COS Lifestyles Magazine Online)
 - All online promotions
- Logo or name in all pre-event e-promotions including ticket e-blasts and advertising emails
- Logo on event web page with link to sponsor site
- Name recognition on all ticket confirmations
- Minimum of 2 social media posts on PPCRA Networks with opportunity for Stories Takeover
- Name recognition on all press releases
- Opportunity to collaborate on special event promotions (to be determined in partnership with CRA Board)
- Opportunity to provide information in PPCRA Newsletter *(Industry Sponsors Only)
- Opportunity to present at PPCRA Chapter Meeting *(Industry Sponsors Only)

ONSITE BENEFITS

- 10 VIP Event Tickets Valued at \$100/each and Reserved Seating in VIP
- 10 Parking Passes
- 5 Branded Banners displayed throughout event (provided by sponsor)
- Logo on all VIP Lanyards or wristbands (250)
- Logo on stage banners and VIP area
- 10x20 Space for onsite marketing provided at event
- Logo or name on all event and sponsor signage
- Name mentions from stage throughout event
- Opportunity to Sponsor/Brand one of the following:
 - VIP Lounge
 - Main Stage
 - Seating Area



ASSOCIATE SPONSORSHIP

\$8,000 - Four Sponsorships Available

MEDIA BENEFITS

- Logo or name on all print and e-marketing valued at \$30K:
 - Event Posters
 - All Print Ads (Independent, Gazette, Magazine, Online)
 - All Online Marketing
- Logo or name in all pre-event e-promotions including ticket e-blasts and advertising emails
- Logo on event web page with link to sponsor site
- Name recognition on all ticket confirmations
- Minimum of 1 social media posts on PPCRA Networks with opportunity for Stories Takeover
- Name recognition on all press releases
- Opportunity to collaborate on special event promotions (to be determined in partnership with the CRA Board)

ONSITE BENEFITS

- 8 VIP Tickets valued at \$100 each, 2 GA Tickets
- 3 Branded banners displayed at event (provided by sponsor)
- 10x10 Space for onsite marketing provided at event
- Logo or name on all sponsor signage
- Name mentions from stage throughout event
- Opportunity to Sponsor/Brand one of the following:
 - Custom Activation
 - Green Team Sustainability Program
 - Volunteer Program



SPONSORABLE ASSETS

Included in Presenting or Associate Level Partnerships

VIP Hour

Access to the VIP audience in the first hour of the event. Sponsor the exclusive tastings offered to our VIP attendees.

Benefits:

- Sponsor logo on specific VIP Signage
- Opportunity to partner with VIP vendors for a brand specific taste

*option included with Associate Level Sponsorship



Main Stage

Broadcast your local music love with a sponsorship of the stage. The 2024 event will feature a two hour set from two different music options and is the perfect place for an audio shoutout to all attendees.

Your onsite activation will be placed near the stage offering an engaged audience.

Benefits:

- Sponsor logo on stage signage
- Audio mentions from stage with each act



Sustainability Program

Show your inner-greenie with a sponsorship of the sustainability practices TOPP has put into practice for 2024.

Initiatives include:

- r.Cup: reusable cups for all attendees removes more than 30,000 single use tastings cups from landfills
- Compostable Plates & Sporks for all vendors
- Three stream waste options: Recycling, Compost & Landfill



Seating Area

We heard from our attendees and they want to put their feet up and take a break. Sponsor the seating area directly across from the main stage and showcase your brand at each table.

This year's seating area will be open to all attendees and is a prime location to place your onsite activation.

SUPPORTING SPONSORSHIP

\$5000 - Six Sponsorships Available

MEDIA BENEFITS

- Logo on event web page with link to sponsor site
- Name recognition on all ticket confirmations
- 1 story on PPCRA and TOPP Channels
- Name recognition on all press releases
- Opportunity to collaborate on special event promotions (to be determined in partnership with event committee)

ONSITE BENEFITS

- 4 VIP Tickets valued at \$100 each and 4 General Admission Tickets
- 10x10 Space for onsite marketing provided at event
- Logo or name on all sponsor signage
- Name mentions from stage throughout event



CONTRIBUTING SPONSOR

\$2500

MEDIA BENEFITS

- Logo on event web page with link to sponsor site
- Name recognition on all ticket confirmations
- Name recognition on all press releases
- One story on PPCRA and TOPP Social Media Channels
- Opportunity to collaborate on special event promotions (to be determined in partnership with event committee)

ONSITE BENEFITS

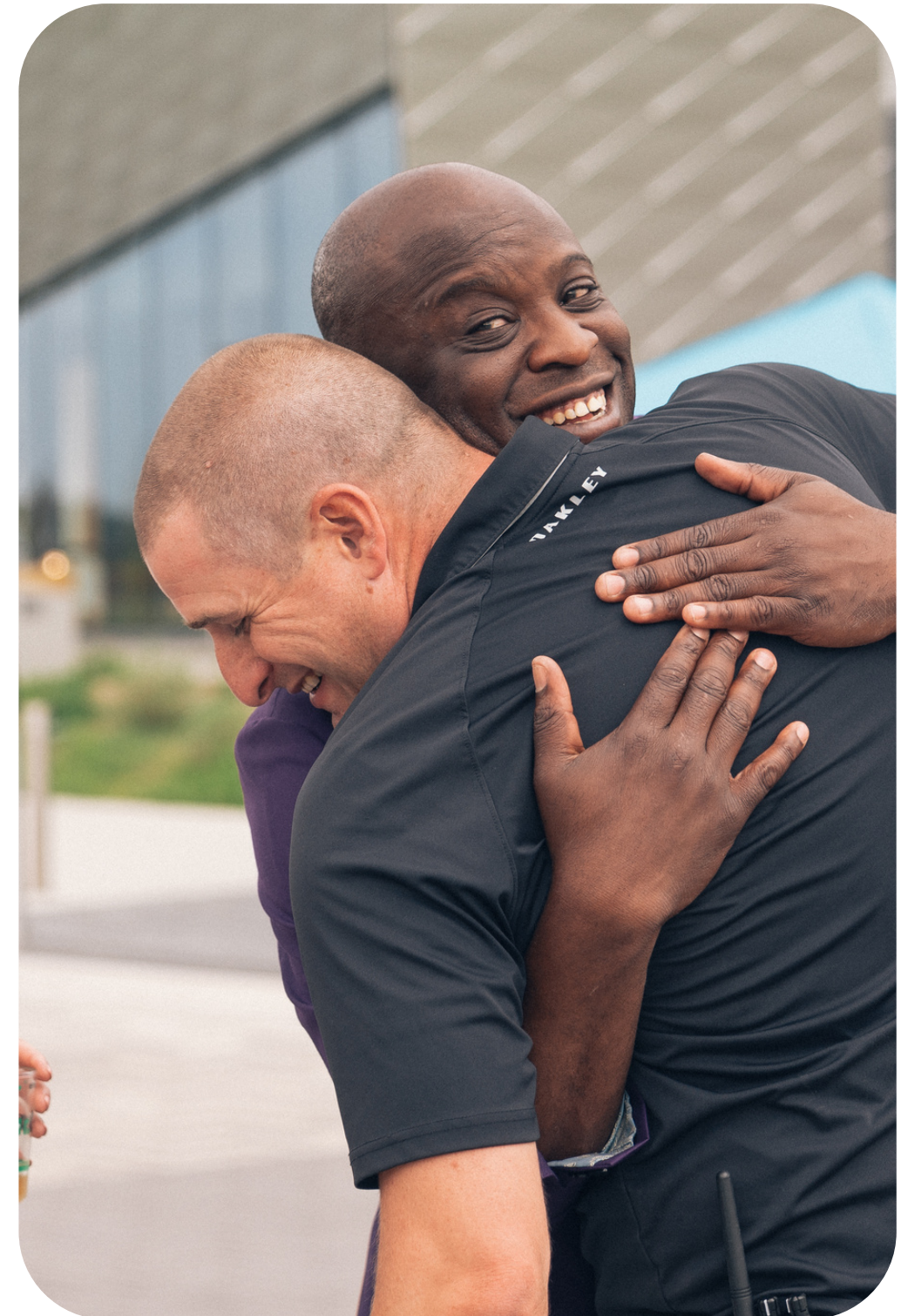
- 4 GA Tickets valued at \$65
- 10x10 Space for onsite marketing provided at event
- Logo or name on all event signage
- Name mentions from stage throughout event

CORPORATE EXHIBITOR

\$1000 for 10x10 Space

ONSITE BENEFITS

- 10x10 Space for onsite marketing provided at event



VIP OFFICIAL WINE & COCKTAIL

\$3000

PPCRA BENEFITS

- Exclusive Wine or cocktail with Official Liquor served in the VIP area
- Booth space in the VIP area
- Booth space in the general admission area
- Logo and/or mention Inclusion in all VIP marketing
- Official Wine/Liquor Sponsor Recognition on website and all marketing
- Direct connections to restaurant owners throughout the process to possibly grow your restaurant side of your portfolio

ONSITE BENEFITS

- 4 GA Tickets valued at \$65
- 10x10 Space for onsite marketing provided at event
- Logo or name on all event signage
- Name mentions from stage throughout event



INDUSTRY SUPPLIER

\$2000

PPCRA BENEFITS

- Logo on event web page with link to sponsor site
- Name recognition in Chapter Communications April-July
- Opportunity to present at PPCRA Chapter Meeting
- Opportunity to provide information for 2 Chapter Newsletters

ONSITE BENEFITS

- 4 GA Tickets valued at \$65
- 10x10 Space for onsite marketing provided at event
- Logo or name on all event signage
- Name mentions from stage throughout event

CUSTOM SPONSORSHIPS

We would love to work with you to craft a sponsorship that meets your goals. For information on sponsorship:

Lauren Ripko

lauren@studioqevents.com

303-929-2434



About PPCRA

Founded in 1933, the Colorado Restaurant Association (CRA) is the leading trade organization for the state's foodservice industry. Colorado's restaurant industry is a driving force of the state's economy. Our sole purpose is to protect restaurant businesses and to help them thrive. The CRA is run by restaurateurs, for restaurants.

The Pikes Peak Chapter of the CRA has approximately 200 restaurant members and more than 235 total members that provide products and services to the foodservice industry.



READY TO SPONSOR COLORADO SPRINGS' TOP EVENT?

**Contact:
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303-929-2434**

