



2024 Partnership Opportunities

EAT DENVER

Connect directly with the region's leading
independent food and beverage professionals.

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ABOUT EATDENVER

*“Denver would not be the emerging food city it currently is without this community — a vast network of restaurants and chefs working together and supporting one another in, what is quite simply, an impossible industry to survive alone. Leading this charge, arguably the flagbearer of this community, is **EatDenver**...”*

-303 Magazine

EatDenver is a 501(c)(6) nonprofit membership organization that connects and empowers our regional independent food and beverage community.

Our work includes hosting monthly industry **education** programs and facilitating opportunities for professional development, fostering **collaboration** within the industry through a digital membership platform and networking events, **marketing** independent restaurants through headline events and social media, and **advocating** on a local and statewide scale for the needs and values of an inclusive and equitable food and beverage community.

OUR WORK



Education



Collaboration & Networking



Marketing



Advocacy



OUR MEMBERS



**280 independent
F&B members**



**450 owners
& operators**



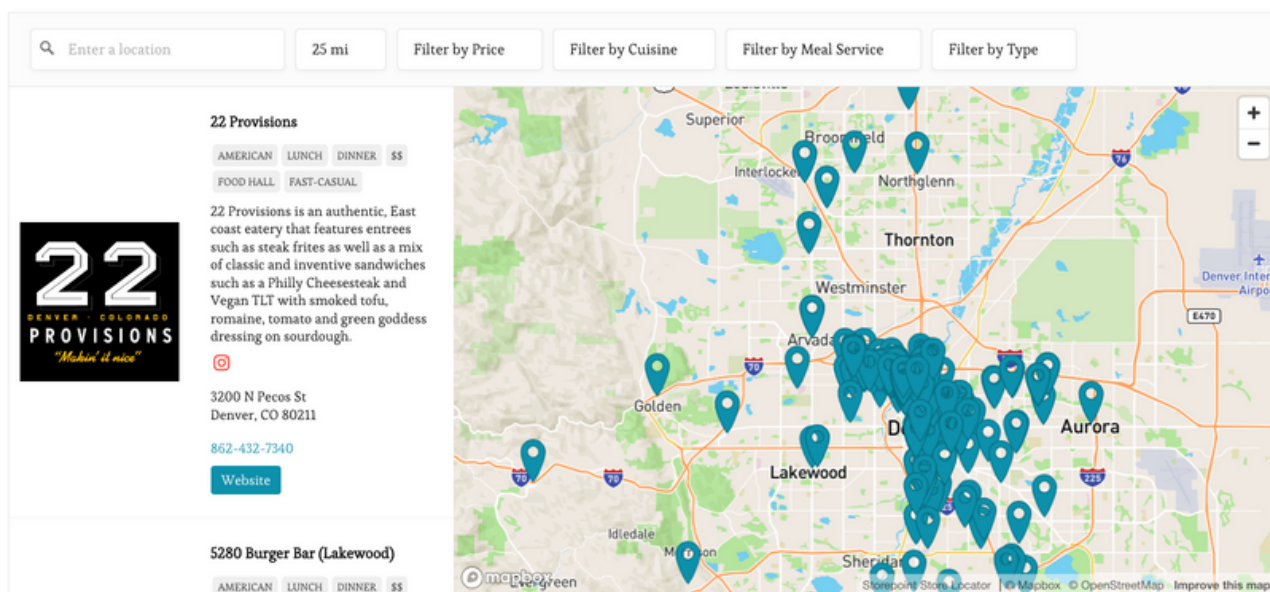
10,000 employees



**\$650 million +
in buying power**

Since 2008, our membership has grown to over 275 locally owned, regional restaurants, bars, coffee shops, breweries, bakeries, food trucks, and food hall stalls.

Guided by a belief that a rising tide lifts all boats, the foundation of our organization is in fostering collaboration between food and beverage owners, chefs, managers, and staff.



*For a full list of EatDenver members, please visit: eatdenver.com/map



When you partner with EatDenver, you support, align and connect with our growing member network representing engaged and collaborative leaders in the restaurant community.

All independent and regionally owned, our membership includes 16 MICHELIN-recognized restaurants and bar programs, over 22 James Beard Foundation Award winners and nominees, 4 Top Chef participants, 10 of 5280 Magazine's 2023 "25 Best Restaurants," and more.

EATDENVER EQUITY STATEMENT

EatDenver is committed to facilitating and advancing a diverse, inclusive, and equitable food and beverage community for our member restaurants, along with their employees and guests.

Our 2024 initiatives to ensure this outcome includes:

- Appropriately layering DEI initiatives into the mission, leadership, and ongoing work of EatDenver
- Evaluating federal and state policies and initiatives to determine the impacts on underrepresented/underserved members of our industry
- Ensuring EatDenver's advocacy incorporates the wants and needs of underrepresented members of our industry
- Facilitating monthly programs and headline events that consider the intersectionality of our membership and showcase diverse speakers/panelists, perspectives, and experiences
- Implementing membership growth & onboarding strategies that support BIPOC, LGBTQIA+, female, and first-time operator ownership structures
- Continuing to develop and share informed resources, best practices, and toolkits for promoting diversity, equity, and inclusion



MEMBER TESTIMONIALS

"EatDenver has not only helped our restaurant grow through their marketing support, food events and advocacy, but they have helped us flourish as restaurateurs. The connection and camaraderie you gain with other independent restaurant owners through EatDenver is invaluable. When you join EatDenver, you join a network of professionals who support one another and the organization fiercely, and when a major event happens like COVID that leaves everyone spinning, EatDenver is there to help provide some solid ground and a system for recovery"

MEG BATIZY

Operating Partner, The Lobby

"Our team has found the support of the EatDenver team to be one of our greatest business tools. Having a team of people taking up the reins for small and local businesses has proved invaluable. They advocate for the group in a way no single owner or manager would have the time or training for. The platform of other restaurant professionals to utilize for information and support is something I never want to be without!"

KATE KAUFMAN

Operations Director, Denver Central Market

"Things like communication and education are the easy-to-describe mechanics of EatDenver that work so well. What's really important is the collaboration. Restaurateurs who compete tooth and nail for business come together to share their knowledge. The result is remarkable."

JOHN IMBERGAMO

Founder, The Imbergamo Group



EATDENVER LEADERSHIP

Our volunteer working board includes owners, operators, chefs, and professionals peripheral to the hospitality industry. In addition to EatDenver, our board members engage with and have leadership roles within a wide variety of civic and industry organizations, such as the Colorado Restaurant Association, Downtown Denver Partnership, Boulder Chamber, Independent Restaurant Coalition, Colorado Bartenders Guild, and more.

2023/2024 BOARD

- **Beth Gruitch:** Co-Owner, Crafted Concepts
- **Bryant Palmer:** Owner, Oh Hey Creative; Secretary, EatDenver; Marketing, Membership & Sponsorship Committee Chair, EatDenver
- **Chad Michael George:** Owner, Proof Productions; Director of Operations, The South Broadway Country Club; Treasurer, EatDenver
- **Daniel Asher:** Co-Owner, Working Title Food Group; Senior Account Exec, Cut+Dry
- **Giles Flanigan:** Co-Owner, Blue Pan Pizza
- **Heather Dratler:** VP Brand Engagement, B Public Relations
- **John Imbergamo:** Owner, The Imbergamo Group
- **Karen LuKanic:** Owner, Chef Zorba's; President, EatDenver
- **Kendra Anderson:** Owner, MQ Consulting Group; DEI Task Force Chair, EatDenver
- **Kristin Eagen:** Director of Training & Development, The Culinary Creative Group
- **Liz Quaid:** Director of People & Culture, Four Seasons Hotel & Resorts
- **Meaghan Goedde:** COO, Olive & Finch
- **Peter Newlin:** Chief Vision Officer, The Gastamo Group; Chief Experience Officer, Birdcall
- **Sarah Abell:** Partner, Baltz & Co.; Vice President, EatDenver; Programs Chair, EatDenver
- **Sheila Lucero:** Culinary Director, Big Red F Restaurant Group; Executive Chef, Jax Fish House
- **Thach Tran:** Owner, Energy Bar Cafe



WAYS TO COLLABORATE

When you support EatDenver, you're **aligning** and **connecting** with over 300 independent food and beverage owners, operators, and chefs in the Denver region.

Let's design a partnership that works to optimize your return on investment, support your marketing goals, and generate valuable, long-term relationships.

2024 Event Packages

Reach an audience of chefs, operators, and event-goers who value local, high-quality food and beverage at **ED Talks** (*March*), **The Big Eat** (*July*), or **Harvest Week** (*October*).

Sponsorship can include on-site experiences, digital marketing campaigns, and product placement.

2024 Industry Ally (Annual) Packages

We've learned that the most valuable and impactful partnerships are founded on mutually beneficial and meaningful relationships built over time, with multiple touch-points throughout the year.

Annual packages involve integration into our headline events, education programs, and through ongoing digital marketing campaigns and promotions.



HEADLINE EVENTS: ED Talks (March 2024)

ED Talks is a members-only annual event built for an audience of independent restaurant operators, chefs, and managers.

ED TALKS
1 morning
5-6 ten-minute talks
200-300 attendees

With a lineup curated by EatDenver’s board, six speakers deliver 10-minute talks with the goal of attendees walking away able to explore, discuss, and implement new ideas into their businesses, and feeling empowered about their roles in the food and beverage industry.

Previous speakers have included Chef Marcus Samuelsson, Senator John Hickenlooper, Dana Rodriguez, Adrian Miller, and Kourtney Garrett.

ED Talks Benefits	\$2,500 Seed Sower	\$5,000 Cultivator	\$7,500 Collaborator
Logo on event signage	✓	✓	✓
Recognition in all event marketing	✓	✓	✓
Logo on promotional slides ahead of presentations	✓	✓	✓
Logo on presentations & video recording	✓	✓	✓
Verbal thank you at event	✓	✓	✓
Social media mentions (IG, FB, Twitter, LinkedIn)	1	2	3
Custom activation		✓	✓
Event access – # of tickets	4	6	10

*Custom activations (food and beverage product placement, event welcome bag, speaker sponsorship, event kickoff party, etc.) are available starting at the \$5k level.

HEADLINE EVENTS: The Big Eat (July 2024)

The Big Eat is an annual party and fundraiser celebrating the Denver area’s vibrant and dynamic independent restaurant scene. This signature summertime event features bites and sips from **more than 70 locally-owned restaurants, bars, and beverage brands** in the open-air Galleria at the Denver Performing Arts Complex.

As Denver's only food festival celebrating independent restaurants, **1200 guests** experience the best of Denver, all while supporting the local restaurant community.



The Big Eat Benefits

\$5,000
Seed Sower

\$7,500
Cultivator

\$10,000
Collaborator

Logo on event signage



Recognition in event press release



Recognition in public newsletter
(11k subscribers)



Linked logo on event website



Social media mentions (IG, FB,
Twitter, LinkedIn)

1

2

3

Custom activation



Digital campaign post-event



Event access - # of tickets

4

6

8

**Custom activations (food and beverage product integration, 10x20 booth, afterparty host, chef's lounge sponsor, etc.) are available starting at the \$7.5k level.*

HEADLINE EVENTS: Harvest Week (October 2024)

Harvest Week is a week-long pop-up dinner series showcasing Colorado’s independent restaurants, local agriculture, and craft food and beverage makers through six-course, family-style meals prepared by a one-of-a-kind lineup of Colorado chefs.

Proceeds from the event go toward EatDenver’s work in connecting and empowering the regional independent food and beverage community and The GrowHaus’ mission to advance food justice by providing food access, education, and economic opportunities.



4
nights

24
independent restaurants

520
attendees

Harvest Week Benefits	\$5,000 Seed Sower	\$7,500 Cultivator	\$10,000 Collaborator
Logo on event signage	✓	✓	✓
Recognition in event press release	✓	✓	✓
Recognition in public newsletter (11k subscribers)	✓	✓	✓
Linked logo on event website	✓	✓	✓
Social media mentions (IG, FB, Twitter, LinkedIn)	1	2	3
Custom activation (chef’s lounge sponsor, F&B integration, etc.)		✓	✓
Digital campaign post-event			✓
Event access - # of tickets	4	6	8

*Custom activations (food and beverage product integration, Harvest Week kickoff party host, chef’s lounge sponsor, kitchen equipment sponsor, chef sponsor, etc.) are available starting at the \$7.5k level.



INDUSTRY EDUCATION

Our industry education opportunities are advertised to 530 hospitality professionals via our member newsletter, and include customizable benefits including digital marketing and on-site activations.

Education opportunities are an element of our Industry Ally packages. Want to support our programming à la carte? Packages start at \$1.5k.

Monthly Education Programming

Industry education occurs on a monthly basis, focused on relevant industry topics, and facilitated by professionals such as operators, lawyers, educators, accountants, and more.

Previous programs have included:

- “Staying Up in a Down Market” – *menu engineering, branding, and marketing*
- “Creating LGBTQ+ Inclusive Spaces for Staff & Customers” – *inclusivity training*
- “Investing in Your Restaurant” – *wealth management, employee retention, and retirement*
- “Self Care 101” – *mental health and wellness*
- “Friends With Benefits: Embracing the New Standard of Employee Benefits”
- “State of the Industry” – *HR and upcoming employment law in Colorado*
- “Prepare for the Unexpected: Creating an Emergency Action Plan for Your Restaurant”

Headline Events & Quartly Happy Hours

In addition to monthly member programs, EatDenver puts on March and September headline events and quarterly industry happy hours, attracting an average of 100 attendees.

Previous headline speeches have included:

- “Living Servant Leadership,” facilitated by Zingerman’s (ZingTrain)
- “What Do You Have Without Alcohol?” facilitated by Josh Harris (Bon Vivants Hospitality)
- “State of the Industry: Restaurant Technology” facilitated by Mark Leavitt (Enlightened Hospitality)

2024 Industry Ally Partnerships

Collaborate with us on a year-long partnership, where we integrate your organization into our events, programs, and digital marketing campaigns throughout the year, delivering the biggest impact for your investment. **Please note, packages are customizable within the below frameworks.*

\$10,000

Sustaining Partner

\$15,000

Premier Partner

Headline Events

**Ability to upgrade event presence at a discounted rate*

Package receives benefits to one event at the \$5k level

Package receives benefits at two events at the \$5k level
OR
one event at the \$7.5k level

Industry Education

**Ability to upgrade education presence at a discounted rate*

Package includes the ability to underwrite one of our education opportunities

Package includes the ability to underwrite one of our education opportunities with an in-person activation

Digital Marketing & Other Benefits

Recognition in bi-weekly member newsletter (535 recipients)



Linked logo on EatDenver homepage



Company information in member resource library



Social media mentions

2 minimum

3 minimum

Sponsored e-blast to members



Personalized recommendation on industry listserv (425 members)



Opportunity to directly engage with EatDenver board





DIGITAL PRESENCE

**data from October 2023*



@eatdenverco

6.2k Facebook followers



@eat_denver

10.7k Instagram followers



@eatdenverco

10.9k X followers



@eatdenver

387 LinkedIn followers



11k public email subscribers



530 EatDenver member newsletter subscribers (operators & owners)



EatDenver.com: 20k site visits, 31k page views (2023)

HarvestWeek.com: 6.2k site visits, 7.8k page views (2023)



EAT DENVER

Let's talk about ways we can work together:

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