

EAT DENVER &



# HARVEST WEEK

The title "HARVEST WEEK" is written in a large, bold, orange, sans-serif font. The word "HARVEST" is on the top line and "WEEK" is on the bottom line. To the left of "HARVEST" is a light green illustration of a head of broccoli. To the right of "HARVEST" is a light green illustration of a slice of citrus fruit. To the left of "WEEK" is a yellow illustration of a bell pepper. To the right of "WEEK" is a light green illustration of an onion.

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A Pop-Up Dinner Series Celebrating Colorado's Local Food System

Presented by and Benefiting EatDenver & The GrowHaus

Sept 30 - Oct 3 / Ironton Distillery & Craffhouse, Denver



# Denver's Premier Farm-to-Table Event

Featured in publications such as 5280 Magazine, Westword Magazine, 303 Magazine, The Denver Post, and Denver Business Journal

Sold Out for Past 6 Years



*"This is Denver's food system at it's best...We're bringing the best harvest, best chefs, best distilleries, breweries and wineries together and seeing the magic of food in the city." - The Denver Post*



# Featuring Award-Winning Chefs & Independent Restaurants

Our 2023 participating restaurants (and associated chefs), all independent and locally owned, included James Beard Foundation Award winners and nominees, Top Chef participants, Westword's "Best of" winners, and more.

## 2023 Participating Restaurants

|                                    |                             |
|------------------------------------|-----------------------------|
| Ace Eat Serve                      | Molotov Kitschen            |
| Bistro Vendome                     | Ms Betty's Cooking          |
| Bodega Denver                      | Noisette                    |
| Brasserie Brixton                  | Point Easy                  |
| Dio Mio                            | Restaurant olivia           |
| El Five / Edible Beats             | River and Woods             |
| Flagstaff House                    | Santo                       |
| il porcellino salumi               | Somebody People             |
| Ironton Distillery and Craffthouse | Steubens                    |
| Jax Fish House                     | Tavernetta                  |
| Lady in the Wild                   | Vital Root / Edible Beats   |
| Lucina Eatery & Bar                | Woodie Fisher Kitchen & Bar |



In its 16th year, Harvest Week will bring together 24 Denver area chefs for four nights of unforgettable culinary excellence and community support. This highly anticipated annual event celebrates the vibrant local food system that nourishes our city and the impact of EatDenver and The GrowHaus.

Throughout the four-night dinner series, guests will indulge in a one-of-a-kind dining experience showcasing the best of Denver's local flavors and seasonal bounty. Renowned chefs, passionate farmers, and community advocates will inspire guests with their stories of how we are collectively sowing seeds of change.



4 nights



24 independent  
restaurants



520 guests





# The GrowHaus

## Cultivating Community-Driven Food Justice

The GrowHaus is a non-profit organization in North Denver providing food access as an entry point to building community wealth and well-being in Globeville and Elyria-Swansea.

The organization provides fresh food access to over **1,000 families every week** via partnerships with Denver Public Library and Boys and Girls Clubs of Metro Denver.

Throughout the year, The GrowHaus' community-led team provides educational opportunities related to growing and cooking food, as well as overall wellness for kids, adults, and families.



# EAT DENVER

EatDenver is a non-profit membership organization that **connects and empowers the Denver area's independent food and beverage community.**

EatDenver's 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 Audience

## EatDenver Member Restaurants



- 275 restaurants, 450 owners, 10,000 staff
- Dedication to high-quality hospitality, food, and drink, collaboration, and civic engagement
- \$192.5 million in purchasing power

## The GrowHaus Community



- 15,000 community-minded supporters who read newsletters, donate, and attend events
- 1,000 families who engage in food access and wellness programs weekly

## Harvest Week Attendees



- Predominantly ages 30–50 with high disposable income based in the Denver metro area
- Value high-quality, craft and local food and drink
- Care about supporting local community through social justice initiatives and nonprofit engagement



**EAT DENVER** &



# Our Reach



**21k combined Facebook  
followers**



**18k combined Instagram  
followers**



**13k combined Twitter  
followers**



**23k combined public email  
subscribers**



**530 EatDenver member newsletter  
subscribers (operators & owners)**



**HarvestWeek.com**  
**6.6k site visits (2023)**  
**8.2k page view (2023)**



# Sponsorship Packages



## Harvest Hero

Custom Activation and Engagement  
(activation focused on industry and/or event audience)

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Full page on Harvest Week website

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Verbal thank you every night of event

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Large logo / recognition on all ticketing, print collateral and signage

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Large linked logo / sponsor recognition on HarvestWeek.com, Facebook event page, and eatdenver.com/harvest-week

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Three social media mentions with sponsor recognition by both The GrowHaus & EatDenver

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Sponsor recognition in all event email marketing and event press release

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8 event tickets

**\$10,000**

# Sponsorship Packages



## Community Cultivator

Custom integration of products/services with participating restaurants

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Verbal thank you every night of event

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Medium logo / sponsor recognition on all print collateral and signage

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Medium linked logo / sponsor recognition on HarvestWeek.com, Facebook event page, and eatdenver.com/harvest-week

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Two social media mentions with sponsor recognition by both The GrowHaus & EatDenver

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Sponsor recognition in all event email marketing and event press release

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6 event tickets

**\$7,500**

# Sponsorship Packages



## Seed Sower

Ability to offer donated product / market product to participating restaurants

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Verbal thank you every night of event

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Small logo / sponsor recognition on all print collateral and signage

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Small linked logo / sponsor recognition on HarvestWeek.com, Facebook event page, and eatdenver.com/harvest-week

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One social media mention with sponsor recognition by both The GrowHaus & EatDenver

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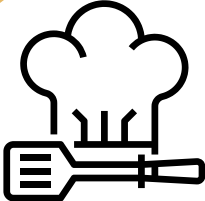
Sponsor recognition in all event email marketing and event press release

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4 event tickets

**\$5,000**

# F&B Sponsorship Packages



## Chef's Lounge Sponsor

Presenting sponsor of chef's lounge, available to all participating chefs, volunteers, and event staff throughout event

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Hosting venue for family meal every night of event and introduction at pre-shift meetings

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Verbal thank you every night of event

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Medium logo / sponsor recognition on all print collateral and signage

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Medium linked logo / sponsor recognition on HarvestWeek.com, Facebook event page, and eatdenver.com/harvest-week

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Two social media mentions with sponsor recognition by both The GrowHaus & EatDenver

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Sponsor recognition in all event email marketing and event press release

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6 event tickets

**\$7,500**

# F&B Sponsorship Packages



## Chef Stipend Sponsor

Provide \$200 stipends to each participating concept

Verbal thank you

Small logo on print collateral

Small logo on digital collateral

One social media mention

4 event tickets

**\$5,000**



## Ingredient Donation

Provide ingredients for our participating chefs

Placement in chef's lounge and/or event kitchen

Recognition on signage as participating food vendor

Recognition on digital collateral as participating food vendor

1 social media mention

2 event tickets

**\$2,500 + product**



# Custom Collaboration & Activation Ideas

Align your brand and employees with leaders in the Colorado food scene and design a sponsorship opportunity with your budget and goals in mind.

## VIP Event Experience (Option to Purchase)

Exclusive pre-event happy hour in private room  
Private distillery tour and tasting before the event

## Digital Marketing

Dedicated newsletter campaign  
Social media campaign involving giveaways and promotions

## Food and Beverage Integration

Product integration into a dish  
Product placement at event bar

Have another idea? Let's talk!



# Let's Talk About Ways We Can Work Together:



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