



## Are you interested in Promoting or Marketing at Civic Center EATS?

**Civic Center EATS**, metro Denver’s largest gathering of gourmet food trucks, takes place in Downtown Denver’s historic Civic Center Park on Tuesdays, Wednesdays, & Thursdays between May & early October.

Described as “the ultimate power lunch” by *Westword* & a “phenomenon” by *The Denver Post*, the event – featuring live music & shaded bistro seating – has become a favorite summertime tradition, with a portion of the proceeds supporting Civic Center Park’s ongoing revitalization.

Civic Center EATS has proven to be an attractive place for businesses & non-profits to promote a product, service, or event to the lunchtime crowd. On average the event draws 2000+ attendees each day, representing a cross section of the downtown & metro Denver community.

The Civic Center Conservancy allows for a limited number of marketing & promotional opportunities each season. **A 10’ x 10’ booth space or the right for an on-site promotional team starts at \$500/day.** Season-long partnerships are also available.

If you are interested in promoting at Civic Center EATS, please send an email to [eric@civiccenterconservancy.org](mailto:eric@civiccenterconservancy.org) with the following information:

- What you are looking to promote?
- Desired date(s) of promotion
- Desired size of footprint
- Any decision deadlines
- A short summary of how you intend to activate at Civic Center EATS
- Contact information
- Any relevant websites & social media
- How do you plan to pay – check, cash, card, or bank transfer? *Note that electronic payment methods will incur a 3% surcharge*

We will confirm that we received your email & follow-up upon review of your materials.

**EATS Attendee information is on the next page**



## About the EATS Attendee

Located at the crossroads of government, culture, commerce and community, Civic Center Park's prime downtown location provides tremendous access to potential customers – representing a large potential audience for sponsors.

- Downtown Denver is home to more than **72,000 residents**, **121,000 employees**, & **55,000** students.
- In 2015, there were over 1.6 million visitors to downtown Denver.
- Civic Center Park is one block from the 16th Street Mall, where an average of 60,000 people use RTD's Free MallRide shuttle each weekday.
- Civic Center Park is surrounded by public institutions with large employee workforces & visitor traffic, including:
  - Denver's City & County Building & Webb Municipal Office Building (12,000 city employees)
  - The Colorado State Capitol (plus 10 nearby state office buildings)
  - The Denver Art Museum (300 staff, approx. 20,000 monthly visitors)
  - The Denver Central Library (over one million annual visitors)
- More than **34,000 residents** live in neighborhoods surrounding Civic Center.

It is a group that loves being outside, eating high-quality food, & pays \$10+ for lunch.

- 67% of attendees come from downtown Denver with the remaining 33% traveling to Civic Center Park for EATS from around the metro area.
  - 51% of people came from work
  - 27% of people came from home
  - 22% from somewhere else
- Nearly 80% of attendees come to EATS more than once per season with almost 30% coming multiple times per month.
- Peak attendance is typically between 12:00 & 1:00 p.m.
- Thursdays tend to be the busiest days followed by Tuesdays & Wednesdays.

Month	Estimated Average Weekly Attendance
May	6,900
June	6,300
July	5,250
August	4,400
Sept.	3,600
Oct.	3,500