



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 nikki@eclecticactivation.com 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 **80,000 residents**, **130,000 employees**, & **58,000 students**.
- In 2018, there were over 17.3 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. 70,000 monthly visitors)
 - The Denver Central Library (over one million annual visitors)
- More than **40,000 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