



2026

OKTOBERFEST –
THE DENVER WIESN

OCTOBER 16 – 18 & 22 – 25, 2026

OKTOBERFEST – THE DENVER WIESN

The Denver Wiesn is Denver's premier, authentic celebration of Bavarian culture, debuting in its inaugural year as a two-weekend festival at the National Western Center in October 2026.

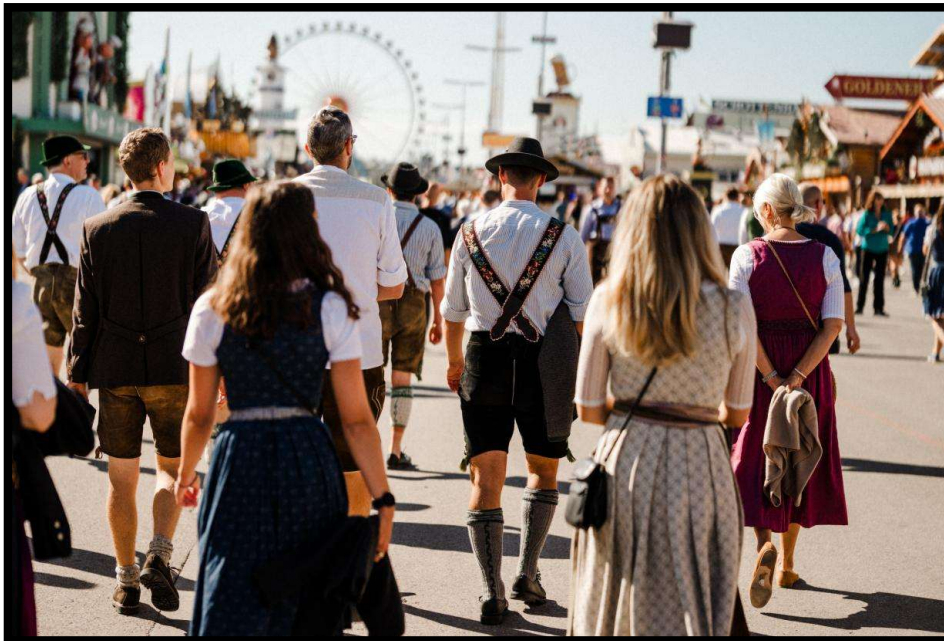
Hosted by the Bavarian Guild, the Festival celebrates centuries of German tradition by connecting the shared agricultural heritage, time-honored traditions, and pioneering spirit of Bavaria and Colorado.



OKTOBERFEST – THE DENVER WIESN

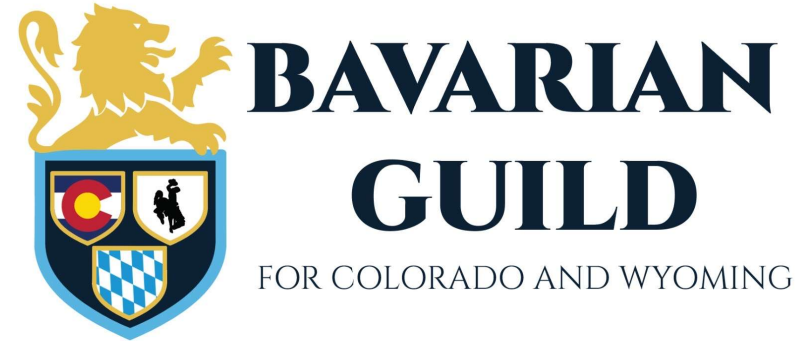
More than just a festival. The Denver Wiesn is designed to be a landmark cultural tradition. Throughout the two weekends, attendees will enjoy free admission, live music, a full-scale Observation Wheel and family friendly fun!

The Denver Wiesn will provide the perfect pour of German beers, a variety of authentic European cuisine as well as European and Colorado artisans.



THE BAVARIAN GUILD FOR COLORADO & WYOMING

The Bavarian Guild for Colorado & Wyoming is a registered 501(c)(6) nonprofit created to anchor the U.S. side of the City2City Munich-Denver Economic Partnership and to grow broader State-to-State ties between Bavaria and Colorado-Wyoming across business, policy, culture, education and innovation.



The partnership began on November 22, 2024 as the Munich Mayor and Denver's Mayor signed the City2City agreement.





THE BAVARIAN GUILD'S MISSION

The Bavarian Guild's mission and focus is to advance transatlantic exchange – **economic, cultural and academic** – between Bavaria and the Rockies through five pillars:

- ❖ Meaningful Business Relationships & Investments
- ❖ Sub-National Foreign Policy
- ❖ Arts, Culture & Sports
- ❖ Education, Research & Apprenticeship
- ❖ Entrepreneurship & Innovation

THE DENVER WIESN OVERVIEW

- ❖ Bringing community together in community and celebration, a very high importance to the Bavarian Guild
- ❖ Denver Wiesen is expected to draw over 55,000 people over the course of the seven days
- ❖ Experience the Denver Wiesen Observation Wheel overlooking the Plazas and mountains
- ❖ Opportunity for Table Reservations, including Munich style beer and VIP food service within the Bier Hall tent
- ❖ Highly desirable anticipated attendee profile:
 - 🍺 52% male / 48% female
 - 🍺 50% homeowners / 50% renters
 - 🍺 47 % single / 44% married
 - 🍺 Highly educated with 58% having a Bachelors Degree or higher
 - 🍺 59% having an average annual household income of \$90,000 or higher

STRONG PARTNERSHIPS & SUPPORT OF DENVER WIESN

The Denver Wiesn has already received incredible endorsements from the Mayors of Denver and Bavaria.

Additionally, The Denver Wiesn has also received glowing enthusiasm and endorsements from the Governors of Colorado, Wyoming and Munich.

Proud to have the National Western Center as not only a Presenting Sponsor, but our host property for the Denver Wiesn!

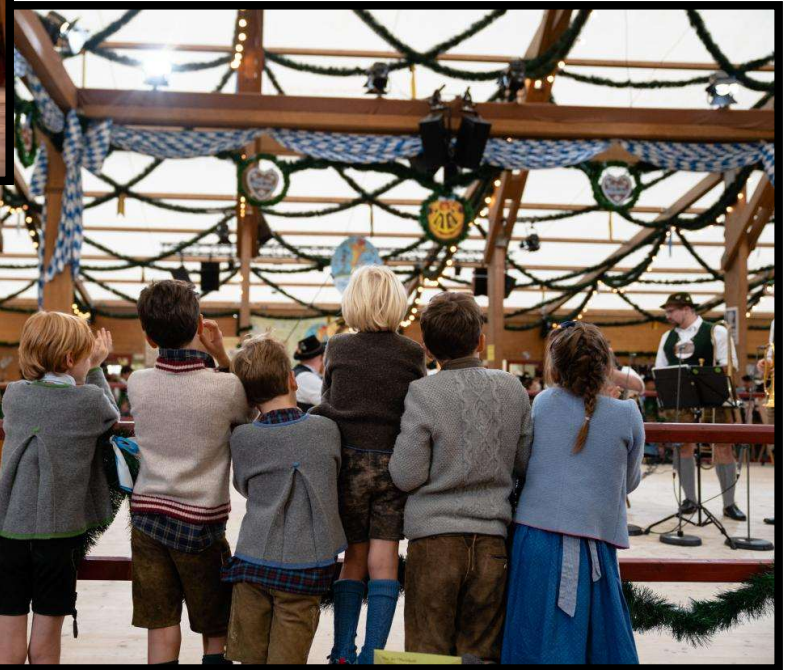
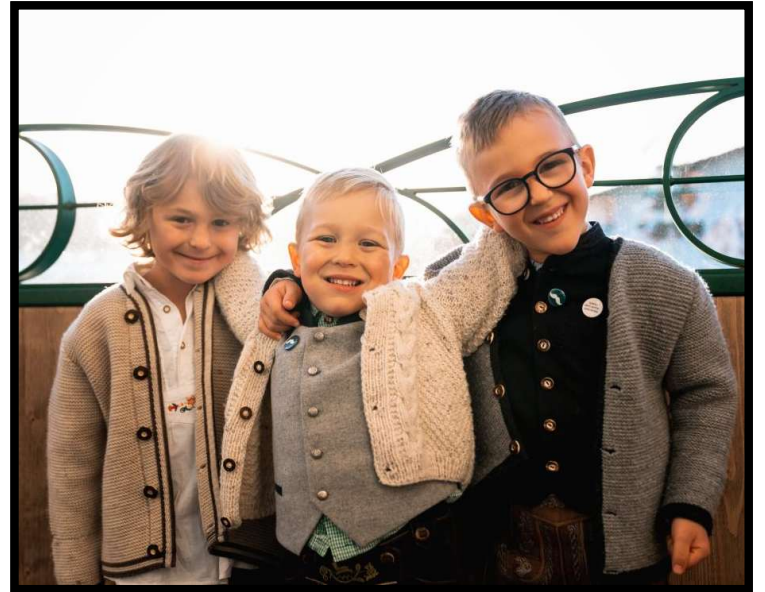


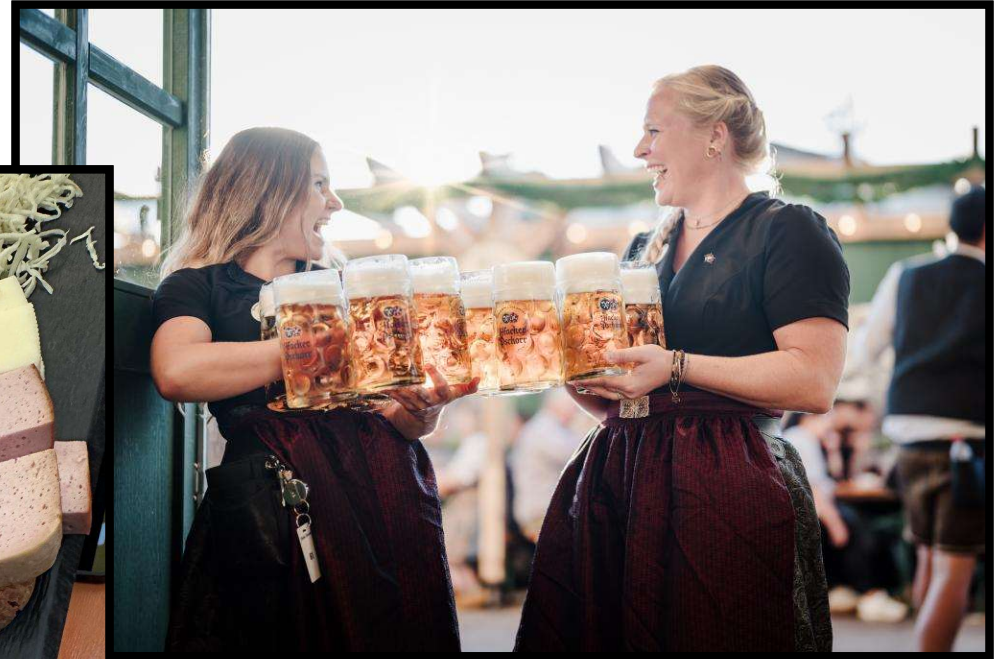
Excited to be collaborating with Visit Denver. Visit Denver's CP, Chief Tourism Officer Flavia Light said "We are excited for Denver to have the Denver Wiesn become our newest signature event."

PUBLIC RELATIONS

- ❖ Working with Bryant Palmer of Oh Hey Creative. He is building a robust PR campaign feature multi-level outreach and approaches
- ❖ An extensive digital campaign is being built and rolled out early summer through social media platforms, e-news letters and enhanced SEOs of the DenverWiesn.com
- ❖ Focus on bringing influencers to the Denver Wiesn and hosting them throughout the Festival







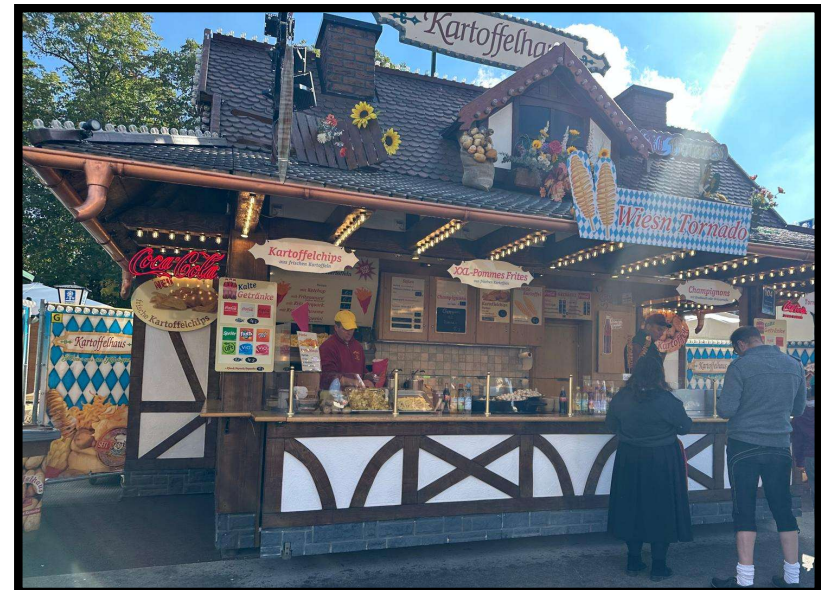
2026 SPONSORSHIP OPPORTUNITIES

Presenting Sponsor - \$24,000 (One Sold, One Available)

These two top-tier sponsors will receive universal marquee billing below-the-name recognition in all event promotional advertising and collateral materials, extensive event signage, exhibiting rights and hospitality benefits, plus name integration of one of the Denver Wiesen's top assets.

Official Sponsor - \$18,000 (Four Available)

These high-profile sponsors will receive premium marquee billing in all print advertising as well as collateral materials, extensive onsite signage, exhibit space and hospitality benefits, plus the ability to be the “Denver Wiesen’s Official...”



2026 SPONSORSHIP OPPORTUNITIES

Associate Sponsor - \$12,000

These midlevel sponsors will receive Associate recognition in all print advertising and collateral materials, all event signage, premier exhibiting location and hospitality benefits

Supporting Sponsor - \$8,000

These lower-level sponsors will receive Supporting recognition in select collateral materials, some event marquee signage, on site exhibiting and hospitality benefits

Contributing Sponsor - \$6,000

These sponsors will receive Contributing recognition in some event signage, on-site exhibiting and hospitality benefits





**THANK YOU FOR YOUR INTEREST IN
OKTOBERFEST – THE DENVER WIESEN!**

We look forward to creating a customized sponsor proposal for you!

Save the dates:

October 16, 17 & 18 and October 22, 23, 24 & 25, 2026

sally@innovsponsorships.com

