



Oktoberfest

The Denver Wiesen

October 16-18 & 22-25, 2026
National Western Center
Main Campus Plaza

WHERE BAVARIAN TRADITION MEETS MILE HIGH SPIRIT

Hosted by the Bavarian Guild for Colorado and Wyoming



BRINGING

Munich to The Mile High

Welcome to The Denver Wiesen, where authentic Bavarian tradition meets high-altitude Colorado fun. Hosted proudly by the Bavarian Guild, we're bringing the unstoppable energy and heartfelt spirit of Munich's legendary festival straight to the Rocky Mountains.

But this celebration is more than a party – it's the fruition of real economic opportunity. In November 2024, the Mayors of Denver and Munich signed the City2City Economic Partnership, opening a formal pathway for business, investment, and collaboration between our two cities. In just six months, that momentum produced seven executed economic agreements between Munich and Denver industry leaders, making City2City one of the strongest transatlantic economic partnerships the City and County of Denver has ever seen.



The Denver Wiesen

IS THE NEXT CHAPTER

The Denver Wiesen is the next chapter of that story: built to fuel continued investment between Bavaria and the Rockies. Every sponsor who joins us isn't just supporting a festival; they're becoming part of a growing economic bridge between two regions, with the Bavarian Guild's five pillars – business relationships, subnational policy, arts & culture, education, and entrepreneurship – all built to keep that bridge open long after the tents come down.

In partnership with the National Western Center, we're throwing a world-class event at a historic landmark that blends age-old German customs with Colorado creativity. Come celebrate with your neighbors – through music, food, and tradition – in the spirit of timeless Bavarian hospitality and Western community.

Prost to new friendships!





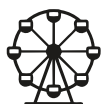
A TWO-WEEKEND
CELEBRATION OF

Community & Culture

From lively family-friendly entertainment and exceptional artisan vendors to savory local and imported German cuisine and beer, there's something for everyone to enjoy. Guests looking to elevate their experience can secure exclusive VIP table opportunities to enjoy the festivities in premium style.

A True Bavarian Experience

FREE & OPEN TO THE PUBLIC



Observation Wheel

Overlooking the
plaza and mountains



The Bier Hall

Featuring VIP table
reservations with
Munich-style beer service
& seated dining



Artisan Market

Featuring European
and Colorado makers



Live Entertainment

Throughout both
weekends

Expected to welcome 55,000+ attendees across two
weekends, daily from 1-9pm MT



Sponsorship Package

CONTRIBUTING SPONSOR BENEFITS SUMMARY | \$6,000 INVESTMENT

Status & Licensing	Digital & Social	Onsite Signage & Exhibiting	VIP & Client Hospitality
Contributing Sponsor status connected with the festival	Logo placement on Denver Wiesen's website sponsor page	Logo on the sponsor marquee at the festival and one Festival Hall pennant	Four invitations to the Opening Celebration and Ceremonial Keg Tapping
Licensing rights to the Denver Wiesen logo and "Proud Sponsor" designation for the term of the agreement	Social Media recognition on Facebook and Instagram	Logo presence on select onsite printed collateral	Four complimentary steins (½ or full liter) & four drink tickets for sponsor use
Recognition as a founding partner in the legacy of Oktoberfest – The Denver Wiesen			Four complimentary valet parking vouchers
First right of refusal for sponsorship renewal ahead of the 2027 Oktoberfest			One reserved table in the Bier Hall's VIP section: 8-person capacity

YOUR BUSINESS, PART OF **The Legacy**

Sponsorship at The Denver Wiesen isn't just visibility at a festival – it's a seat at the table in one of the fastest-growing transatlantic economic partnerships in the country. With Munich's Mayor, Denver's Mayor, and the Governors of Colorado, Wyoming, and Bavaria all standing behind this partnership, your brand is aligned with serious civic and economic momentum, not just a beer tent.

We believe in customizing every sponsorship to fit your business. Whether you're looking for brand visibility or a deeper corporate giving relationship, we offer a wide range of opportunities — from naming a festival attraction to hospitality and benefit packages built around your goals.

This is our inaugural year, and the best time to get involved. As the Denver Wiesen grows into Colorado's next great signature event, early sponsors will be remembered as founding partners in its story.





READY TO BE PART OF THE
Legacy?

CONTACT DORA IYIGUN

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