



# DENVER CHILI FEST 2011

**Saturday, Sept. 24, noon – 6 pm**  
**55<sup>th</sup> & Federal @ The Chili Guys**

## ***The Hottest Event in Colorado for True Chile Lovers!***

Here in Colorado, we *love* our green chiles.  
**We really love our green chiles...**

We are so lucky to live in a place where we  
can pick up a bushel of the best fresh roasted  
green chiles in the world - just around the corner.





## About The Denver Chili Fest

The Denver Chili Fest was founded in 2009 as a way for chile lovers to joyously celebrate the chile harvest ... and as an opportunity for others to discover why Coloradans are so passionate about their chiles.

The Denver Chili Fest offers an unparalleled opportunity for sampling, recipe experimentation, and in-depth education on chiles.

In the spirit of community, The Denver Chili Fest is a fundraiser for Food Bank of the Rockies.



## Featured Events

### **The Green Chile Recipe Competition**

The public is invited to enter their own original recipes made with green chiles – creativity is encouraged! The competition will be divided into four recipe categories: appetizers, soup/chili, main dish, and People's Choice (determined by popular vote). Rules and entry form are at [denverchilifest.com](http://denverchilifest.com). The winner in each category will be awarded cash prizes and bonuses donated by our sponsors. Sampling these amazing recipes has been major attraction for attendees!

### **The Chile Education Station**

Over a dozen different varieties of chiles are available for tasting in free quesadilla samples. How to select chiles, peel and seed them, and pack for freezing will be covered. Plastic gloves, freezer bags, and cooking DVD's are given away to attendees.

### **Best Restaurant Chili Verde Cookoff**

A half dozen local restaurants will be dishing out their famous green chili ... with best green chili determined by popular vote from attendees. We expect photo-finish competition as Denver has many restaurants serving truly incredible green chili!



## Who Comes to the Chili Fest?\*

- Passionate chile lovers who value superb cuisine
- Up and coming gourmet cooks and followers of the latest food trends
- A balance of male and female attendees
- 71% age 35+
- 88% Caucasian
- 48% income over \$100K
- Football Fans cooking up the best Game Day recipes

## Why Sponsor the Denver Chili Fest?

- A great way to reach a highly focused, passionate, affluent audience
- Personal exposure and product sampling to over 800 attendees
- Web exposure to over 50,000 of this targeted audience
- Positioning as an integral part of the Denver culture of Southwestern gourmet food lovers



## Featured Vendor packages

### Hot: Exclusive

This sponsorship provides one-sponsor exclusive recognition in all web, media, and print publicity.

- Sponsor reference in all Festival advertising and publicity
- Corporate logo prominently displayed with link on Festival website
- A 10' by 10' exhibitor booth at entrance
- Featured coupon and/or recipe distribution
- Ongoing recognition with green chile recipes from Festival published throughout the year on blogs, newsletters, and cooking websites

*Vendor Fee: \$1,000*

### Medium Hot: Product Placement & Sampling

This sponsorship provides repeated product promotion in high traffic areas at the festival with ongoing placement for sales.

- Product placement and sampling at high traffic locations in the Green Chile Recipe Competition and Gourmet Taste Fest
- Aggressive promotion of product samples by Festival staff
- Logo prominently displayed on Festival website
- Coupon and/or ad promoted via mailing list to over 10,000 chili lovers
- Product offered for sale in The Chili Guys Food Store

*Vendor Fee: \$225*

### Mild: Festival Booth

On-site booth and web promotion

- 10' by 10' booth at Festival
- Sell product, give out samples or coupons
- Logo and link displayed on sponsorship page

*Vendor Fee: Before September 1 - \$100*

*From Sept. 1 to 23 - \$125*





## **The Denver Chili Fest**

**1 Day**

**Recipe Competition**

**Extraordinary Food**

**Unparalleled Chile  
Education**

**National web & media  
Coverage**

**Saturday, September 24  
noon – 6 pm**

**55<sup>th</sup> & Federal Blvd  
at The Chili Guys  
1 mile south of I-76**

**303-316-8002  
info@denverchilifest.com**