



Vending Activation Sponsorship

For over a decade, the Downtown Denver Rink has served as a hub for the community to gather with family and friends in the heart of the city. The rink attracts, surprises and entertains visitors, residents and employees with a uniquely urban experience during the holiday season.



Demographics

- ❖ 76% Adult/Young Professionals
- ❖ 24% Youth/Children
- ❖ Family & Friends
- ❖ Holiday Visitors Groups/Associations
- ❖ Couples Date Night
- ❖ Residents
- ❖ Downtown Denver Businesses

By The Numbers

- ❖ 50K+ ice skaters per season
- ❖ Over 100K attendees to the space during a season
- ❖ Located in Skyline Park/16th Street Mall & Arapahoe
- ❖ Opening Day: November 24, 2021
- ❖ Closing Day: February 20, 2022

The Skating Rink is operational 7 days a week from November 24th, 2021 through February 20th, 2022. *Promotional items given away onsite must be pre-approved.

There is a visually prominent 15' long x 10' deep area where the vendor can set up a 6' table and place signage.



Vending Pricing per day

- ❖ Non-profit company = \$250/day
- ❖ For-profit company = \$500/day
- ❖ National company = \$750/day

To book your vending day click here:
<https://downtowndenverpartnership.typeform.com/to/pZmW3jeQ>

For specific questions, email:
rink@downtowndenver.com