

SPONSORSHIP OPPORTUNITIES

**Saturday, October 17, 2026 ~ Parfet Park
in Golden, Colorado**

The 17th Annual "Knock Your Boots Off" Beverage Tasting & Chili Cook-Off is BACK! Now proudly presented by the Golden Welcome Center, this favorite fall tradition brings together great beverages, award-worthy chili, and plenty of community spirit in the heart of historic downtown Golden.

A true must-attend event, guests enjoy beverage samples, live entertainment, delicious food vendors, business exhibitors, a silent auction and more. Each year, more than 1,500 beverage and chili enthusiasts gather to celebrate one of Golden's most anticipated events. Proceeds to benefit the Golden Welcome Center and St. Jude Children's Hospital, supporting visitor and guest services, community engagement and lifesaving programs for children and families.

Sponsorship offers a unique opportunity to showcase your business, increase brand visibility and demonstrate community support. Sponsors receive exposure through marketing that reaches audiences across social media, print, radio and other digital media.

****ALL EVENT SPONSORS RECEIVE:**

- Year round event website link and logo recognition on goldenbeerchilicookoff.org
- Social media recognition

Gold Sponsors - \$3,000 (exclusive opportunity)

- Logo recognition on promotional poster, ads, website
- Banner placement on event fencing
- Complimentary 10' x 10' booth space
- Six (6) admission tickets
- Option for pre-function space on the GWC Creekside Patio

Silver Sponsors - \$1,000 (4 available)

- Logo recognition on promotional poster, ads, website
- Four (4) admission tickets

Business Exhibitor Sponsors - \$750 (unlimited)

- Logo recognition on promotional poster, ads, website
- Complimentary 10' x 10' booth space

Ticket Sponsor - \$750 (exclusive opportunity) - SOLD

- Logo recognition and offer on electronic ticketing platform
- Complimentary 10' x 10' booth space
- Two (2) admission tickets

Bronze Sponsors - \$500

- Banner placement on event fencing

Golf Carts, Stage or Chili Award Sponsors - \$250 each Cornhole Board Sponsor - \$125 each

WE CAN CUSTOM CREATE A SPONSORSHIP PACKAGE TO FIT YOUR MARKETING NEEDS!

The Golden Beverage Tasting & Chili Cook-Off is an event of the Golden Welcome Center, a 501(c)(3) nonprofit organization.

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