

A background image showing people in winter gear, including ski jackets and goggles, in what appears to be a gear room or event space. The scene is dimly lit, with some items on tables and racks visible. The text is overlaid on this image.

Colorado Brewery Running Series

# SPONSORSHIP OPTIONS

2026 Event Season

**WE ARE THE BREWERY RUNNING SERIES™ AND WE RUN FOR BEER! WE ORGANIZE FUN RUN EVENTS THAT ALL START AND END AT LOCAL BREWERIES. BE ACTIVE. HAVE FUN. GIVE BACK!**

**A PORTION OF ALL PROCEEDS SUPPORT LOCAL NON-PROFITS.**



**BE ACTIVE**



**HAVE FUN**



**GIVE BACK**



# OUR EVENTS

---

- Saturday or Sunday mornings
- Waves of runners start from 10-11AM
- Participants stick around the brewery for 60-90 minutes after they finish their run to enjoy another beer, listen to live music, and chat with on-site sponsors
- Event wraps up by 1PM



# OUR RUNNERS

---

- Ages 30-55
- 60/40 Female/Male Split
- Average household income of ~100k
- Active lifestyle
- Reside in metro area +1st tier suburbs

# OUR AUDIENCE

---

- Email list: 15,600+
- Facebook: 9,700+
- Instagram: 9,000+
- Strava: 3,700+

# 2026 SCHEDULE

- FEB 21** **2026 KICKOFF PARTY**  
BARQUENTINE BREWING | EDGEWATER
- FEB 22** **THE TWO22 RUN (2.22 OR 4.44 MILES)**  
TWO22 BREW | AURORA
- MAR 14** **PI DAY 5K (3.14 MILES & PIZZA)**  
WIBBY BREWING | LONGMONT
- MAR 15** **IRISH I HAD A BEER 5K**  
BREWD OG | DENVER
- APR 11** **DANICO BREWING 5K**  
DANICO BREWING | DENVER
- APR 19** **LEFT HAND HALF MARATHON & 5K**  
LEFT HAND BREWING | LONGMONT
- APR 26** **AVERY BREWING SPRING 5K**  
AVERY BREWING | BOULDER
- MAY 2** **DENVER BEER CO. 50K (SOLO/RELAY)**  
DENVER BEER COMPANY | DENVER
- MAY 3** **MAY THE 4TH BE WITH YOU 5K**  
FROLIC BREWING | WESTMINSTER
- MAY 9** **FIREHOUSE 5K**  
STATION 26 BREWING | DENVER
- MAY 16** **STEM ACREAGE 5K**  
ACREAGE BY STEM CIDERS | LAFAYETTE
- JUN 7** **BRECKENRIDGE HALF MARATHON & 5K**  
BRECKENRIDGE BREWERY | LITTLETON
- JUN 13** **4 NOSES BREWING 5K**  
4 NOSES BREWING | BROOMFIELD
- JUN 14** **ACES & PACES POKER RUN 5K**  
COHESION BREWING | DENVER
- JUN 27** **WILD PROVISIONS 5K**  
WILD PROVISIONS BEER PROJECT | BOULDER
- JUL 5** **THE WHEAT RIDGE HALF & 5K**  
PROST BREWING | WHEAT RIDGE

- JUL 11** **ODELL BREWING 5K**  
ODELL BREWING | FORT COLLINS
- JUL 18** **WELDWERKS BREWING 5K & 10K**  
WELDWERKS BREWING | GREELEY
- JUL 26** **ROCKY MOUNTAIN TAP 5K**  
ROCKY MOUNTAIN TAP & GARDEN | LOUISVILLE
- AUG 1** **COLORADO 150 DAY 5K**  
TBD | TBD
- AUG 7/8** **1876 CENTENNIAL RUN (3.76K/5K/10K/18.76K)**  
NEW BELGIUM RANGER STATION | SNOWMASS
- SEP 12** **TOTALLY RAD 80s 5K**  
NEW IMAGE BREWING | WHEAT RIDGE
- SEP 13** **CABIN CREEK BREWING 5K**  
CABIN CREEK BREWING | GEORGETOWN
- SEP 19** **RUN FOR THE HOME TEAM 5K**  
WALDSCHÄNKE CIDERS | DENVER
- SEP 26** **OKTOBERFEST 5K**  
PROST BREWING | NORTHGLENN
- OCT 4** **NEW BELGIUM HALF MARATHON & 5K**  
NEW BELGIUM BREWING | FORT COLLINS
- OCT 18** **AVERY BREWING FALL 5K**  
AVERY BREWING | BOULDER
- OCT 25** **FIVE ALARM 5K & CHILI COOK-OFF**  
BIERSTADT LAGERHAUS | DENVER
- OCT 31** **BOOS & BREWS HALLOWEEN 5K**  
NUMBER THIRTY EIGHT | DENVER
- NOV 1** **DIA DE LOS MUERTOS 5K**  
CHELUNA BREWING | AURORA
- NOV 8** **VETERANS DAY 5K**  
GOAT PATCH BREWING | COLORADO SPRINGS
- NOV 28** **TROT & TAP 5K**  
COLORADO TAP HOUSE | ARVADA
- DEC 5** **UGLY SWEATER 5K**  
LEFT HAND BREWING | LONGMONT



# OPTION 1

## SINGLE 5K EVENT

- 10'x10' tent space (or 6' table space depending on location) at a 2025 CBRS event of your choosing (premium for half marathon events)
- Option to include item in post-run giveaways
- Link and logo in event specific email and social media communications (2-3M impressions expected in 2025)
- Shout-out during on-site announcements
- Event photography
  - Post-event social posts
  - Use the photos as you like - they're yours too!
- Free beer for company representatives



# OPTION 2

## HALF MARATHON 3 OR 4-PACK

- 10'x10' tent space (or 6' table space depending on location) at 3 or 4 2025 CBRS Half Marathon Events of your choice.
- Option to include item in post-run giveaways
- Link and logo in event specific email and social media communications (2-3M impressions expected in 2025)
- Shout-out during on-site announcements
- Repetitive brand impressions throughout events and season
- Event photography
  - Post-event social posts
  - Use the photos as you like - they're yours too!
- Free beer for company representatives
- **2 x 50% staff discount codes for each event (Up to \$225 value)**



# OPTION 3

## SIX-PACK (INCLUDES UP TO 2 HALF MARATHONS)

- 10'x10' tent space (or 6' table space depending on location) at **six** 2025 CBRS event of your choosing **(including half marathon events)**
- Option to include item in post-run giveaways
- **Listing on CBRS website (2M+ visitors/year)**
- Inclusion in event specific electronic and social media communications (2-3M impressions expected in 2025)
- Repetitive brand impressions throughout events and season
- Shout-out during on-site announcements
- Event photography
  - Post-event social posts
  - Use the photos as you like - they're yours too!
- Free beer for company representatives
- **4 free 2025 CBRS 5k in-person event entries (\$140 value)**



# OPTION 4

## DENVER BEER CO 50K

### EVENT

Join us for the Denver Beer Co. 50k run on **Saturday, May 2, 2026**. This unique urban odyssey 50k run connects all 5 Denver Beer Co. Taprooms (Olde Towne Arvada > Platte St. > Lowry > South Downing > Littleton).

This is a point-to-point run, starting at the Denver Beer Co. Olde Town Arvada location, and ending at the Denver Beer Co. Littleton location. Along the way, runners will hit 3 more DBC taprooms (Platte St., Lowry, and South Downing). These three along-the-way taprooms will function as the relay hand-off points for all relay team competitors. These taprooms will function as rest and re-hydration stations (water and beer!) for all runners.

### PERKS

- Sponsorship includes all perks outlined in our “Option 1” package, choice of set up location, & ticket discounts for your staff. Have another idea? Reach out and we’ll talk!

### PRICING

- **\$250 includes all marketing opportunities & set up at either start or finish line**
- **\$450 includes all marketing opportunities & set up at both start and finish line**



# OPTION 5

## FULL SEASON

- Table space at **unlimited** 2025 CO Brewery Running Series events **(including half marathons)**.
- **Discounts available on full season add on options (See Page 10 for more info)**
- Listing on CBRS website (2M+ visitors/year)
- Inclusion in electronic and social media communications (2-3M impressions expected in 2025)
- Repetitive brand impressions throughout events and season
- **8 free 2025 CBRS 5k in-person event entries (\$240 value)**
- **Family/friend/team code for more discounted registrations for any event**
- **Color logo on printed race maps throughout the season**
- Shout-out during on-site announcements!
- Event photography





# PRICING

## OPTION 1 - \$200

- \$300 for half marathon events
- Perfect for testing out the CBRS audience

## OPTION 2 - \$750 (3) \$1000 (4)

- \$150-\$425 in savings
- Perfect for getting your name out there in the market

## OPTION 3 - \$1,000

- \$200-\$500 in savings
- Pick and choose dates that work best for your team's schedule

## OPTION 4

- See slide 9 for pricing

## OPTION 5 - \$2,800

- \$3,500 for category exclusivity
- Largest opportunity for repeat impressions

# ADD-ON OPTIONS



- **Branded Event Bibs** (\$550/1000 units)
- **Company logo on the participant course maps** (\$50/event)
- **Branded 21+ Wrist Bands** (\$550/1000 units)
- **Live Music Banner** (\$2,250/season)
- **Step & Repeat Back Drop** (\$5,250/season)
- **Branded Banners on the Start/Finish Arch** (\$5,250/season)
- **Branded Carpet at the Start/Finish Arch** (\$6,750/season)

# QUESTIONS?

---

**AMANDA TOLLBERG - EVENT MANAGER**

amanda@breweryrunningseries.com

651-587-3940

**BRADY ARCHER - DIRECTOR OF EVENTS**

brady@breweryrunningseries.com

720-275-7399