



TWO PARTS PRESENTS

2017 PORTFOLIO

WHO WE ARE AND WHAT WE DO...

Two Parts produces some of the largest craft festivals in the state, focusing on celebrating local culture in new and interesting ways. Our mission is to create community through discovery, consumption, and discussion of local experiences and craft products.

Our team is skilled and experienced in all aspects of event production: creative concepting, collaborative execution, navigating the process of a safe successfully permitted event, targeted marketing and outreach, and creative problem-solving for successful execution. Our varied experience in the food, beverage and craft sectors have made us skilled in creating high-impact successful results for our clients and attendees.



OUR VISION FOR 2017 PARTNERSHIPS

We love working with sponsors to elevate our events and would be thrilled to partner with your company this year! We're excited to announce our 2017 schedule and work with you to build out a customized package. The best way to start is for you to peruse our portfolio and pinpoint the events and promotions that best fit your brand!

Have a specific goal you're looking to accomplish with event sponsorship? Talk to us about a customized recommendation. We look forward to collaborating with you to come up with perfect activations and marketing strategies that bring your company the most exposure.





OUR INITIAL CONCEPTS INCLUDE

BEER EVENTS

Craft beer rules Colorado. Two Parts' bread and butter is producing the best beer festivals in town. All have different themes and attendance goals, built to complement and elevate the craft beer scene!

FOOD EVENTS

It's no secret that the Two Parts Team and our following are big foodies. We're excited to grow and build more concepts in 2017 as Denver's food scene continues to blossom!

SPIRITED EVENTS

We don't drink just craft beer! We are involved in multiple concepts that highlight different industries. These events feature distilleries, wineries, and even cideries, as we create niche events for different interests.

PROMOTIONS

Two Parts also creates unique programs to get our following out and exploring. These promotional programs last for several months and have devoted followings as a result of great curation and marketing!





SPRING

COLLABORATION FEST
3,500 ATTENDEES

One of our most-acclaimed events, Collaboration Fest features the release of 75+ collaboration beers from hundreds of breweries all over the country.



SUMMER

SESH FEST
2,500 ATTENDEES

Sesh Fest is a summery celebration of sessionable (low alcohol beers), lawn games, and good times.



SUMMER

SNOWMASS RENDEZVOUS
2,500 ATTENDEES

A summertime retreat in the mountains of Colorado partnered with the Colorado Brewers Guild. This event features dozens of Colorado breweries with a breathtaking backdrop.



FALL

FRESH HOP FESTIVAL
1,000 ATTENDEES

A harvestime celebration of fresh hopped beers, where all of the breweries take the hops from crop to kettle in just 24 hours.



FALL

STATEWIDE - NEW!
5,000 ATTENDEES

New for 2017, we're excited to bring together our largest craft beer event ever, featuring nearly every brewery in the state. This event is sure to be an incredible celebration of Colorado and all things craft.



WINTER

DENVER BEER FESTIVUS
2,500 ATTENDEES

One part delicious Denver beer, one part holiday revelry, this special holiday-timed beer fest is the pinnacle celebration of Denver's amazing growing craft beer scene and the culture that comes with it.



TRUCK STOP - NEW!
10,000 ATTENDEES

New for 2017, Truck Stop will feature bites from all of Denver's leading restaurants, food trucks, and small batch, artisan producers. Join us as we celebrate one of the best merging food scenes in the country!



THE BIG EAT
1,500 ATTENDEES

Small bites from Denver's best independent restaurants, live entertainment, and a steady flow of cocktails. What else could you possibly want?



GRAND COFFEE BAZAAR
1,000 ATTENDEES

Denver's first and largest celebration of local coffee roasters and the craft of caffeine.



WINTER WINE
1,000 ATTENDEES

Returning for its second year in a new and larger location, Winter Wine offers tastings of Colorado and domestic wines, chocolate and cheese pairings, and a dressed-up crowd looking to celebrate.



COCKTAIL SERIES - NEW!
1,500 ATTENDEES

We'll be hosting pop-up events throughout the city featuring new and celebrated spirits in cocktails specially curated by expert mixologists in unique venues.



PRESSED CONFERENCE
1,000 ATTENDEES

A showcase of Colorado's growing cider scene in the heart of summer, with games, great food and of course, delicious cider.



DSTILL
1,500 ATTENDEES

One part American craft spirits, one part swanky celebration, the DSTILL Showcase brings together craft spirit producers from across the country for this signature tasting event.



PASSPORT PROGRAM
20,000 ATTENDEES

One of our most popular promotions to date, the 2017 Summer Passport Program will launch in up to 10 cities this summer, offering 2-for-1 drinks at each city's best bars and restaurants Memorial Day through Labor Day.



FIKA
5,000 ATTENDEES

The caffeinated sister program to the Summer Passport, Fika features 2-for-1 specials at local coffee shops encourages passport-holders to stop, take a break, and share a few moments with a friend.



WINTER WARMER
10,000 ATTENDEES

Winter Warmer offers curated collection of cozy spots with cocktail-forward offerings valid December through March.



MUG CLUB - NEW!
3,000 ATTENDEES

Mug Club offers monthly gifts, experiences, and free pours at rotating breweries throughout Denver. Founded in 2016, our first mug club sold out in just a few hours!

NEXT STEPS

Time is of the essence! We are currently solidifying annual partnerships for 2017, and will need to move quickly to build the perfect package to suit your needs. We'd love to meet in person to talk further about details and next steps.

SCOPE

The Two Parts recipe for successful sponsorships is to keep our promise to our audience by producing carefully curated partnerships that stay true to the theme of the event. We want to position our sponsors as partners in our programming, finding ways to weave your brand into our events to generate visibility and return on investment.

LET'S DO THIS!

Let's get a meeting on a calendar.



BEER.
WINE.
SPIRITS.
FOOD.
GOODS.
MAKERS.
MOVERS.
SHAKERS.

FOR MORE INFO

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