

# COLORADO BEER & CIDER CIRCUS

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## ADVERTISING & DRIVING VALUE FOR YOUR BUSINESS

The Colorado Cider & Beer encompasses the best in craft cider and craft beer in the Rocky Mountain region. Our goal is to expand the palate and appreciation of craft beverages among existing and potential consumers of the product. Cider is the fastest growing alcoholic beverage in the country, growing by 71-percent in 2014 and drawing millennials and consumers with disposable income.

In addition, our event invites spectacular entertainers and activities that are additional draws for the active Colorado culture.

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CRAZY IDEAS!**

## SPONSORSHIP OPPORTUNITIES INCLUDE:

- ★ Main Stage Sponsor
- ★ Entertainment Sponsor
- ★ VIP Sponsor
- ★ Grand Tasting Sponsor
- ★ Cheese Fest Sponsor
- ★ After Party Sponsor
- ★ Cider University Sponsor
- ★ Booth spaces available







# DEMOGRAPHICS

\*Research conducted by independent, third-party – Intercept Insight

**85%** of attendees are from Colorado

**80%** attended with children

**78%** own their own home

**88%** have a Bachelor's Degree or higher

**79%** have incomes higher than 75k a year

**25 to 44** - average age of more than half of attendees

**48%** declared themselves outdoor enthusiasts

**31%** declared themselves wine and foodies

**75%** said hiking was a favorite summer-time activity

**67%** says mountain and road biking were favorite summer-time activities

**3,100** people attended in 2015



## ABOUT SUPERFLY FABULOUS EVENTS

The Colorado Cider & Beer Circus is brought to you by SuperFly Fabulous Events. Over the last decade, we've hosted more than 30,000 people at our events which feature quality beer, cider, races and much more. We've been featured in Elevation Magazine, Blue Ridge Outdoors and a pilot show for the Game Show Network – Ben Bailey's America.

We strive to provide our sponsors high-touch opportunities to reach your desired market and demographic. In addition to day-of representation, we have a broad social media reach among many channels.