
**ANYTHING CAN HAPPEN
ON COLFAX**

SUMMER 2026 LAUNCH

COLFAX AVE BID BLUEBIRD BID COLFAX CULTURE & COMMUNITY COLLAB

SPONSORSHIP OPPORTUNITIES 2026 - 2027

POP UPS • ART INSTALLATIONS • HEADLINE EVENTS

COLFAX IS SO BACK

After years of BRT construction, The Colfax Culture & Community Collab is bringing residents, visitors, and businesses back to Colfax Ave with a bold, long-term event series.

You won't be able to get these experiences anywhere else.

And isn't that what Colfax is all about?

LUCHA LIBRE	COLFAX IN GINGERBREAD	PERFORMANCE ART	SKATEBOARDING
FREE FOOD		TAROT READINGS	COCKTAIL CLASSES
GIVEAWAYS	SECRET CONCERTS	CHILI COOKOFF	COMEDY
			FREE HAIRCUTS

BREATHE LIFE INTO DENVER'S MOST ICONIC AVENUE WHILE REACHING HUNDREDS OF BUSINESSES AND THOUSANDS OF DENVERITES

Our Reach & Community

Your sponsorship connects your brand with a highly engaged, Denver-rooted audience across digital, physical, and community channels.

14.9K

INSTAGRAM FOLLOWERS

**@COLFAXAVEDEN +
@BLUEBIRDDISTRICT**

6.2K

FACEBOOK FOLLOWERS

**@COLFAXAVE +
@BLUEBIRDDISTRICT**

6,900+

**NEWSLETTER
SUBSCRIBERS**

212+

PARTNER BUSINESSES

5,000+

**IN-PERSON GUESTS
EXPECTED**

40%

**AVERAGE NEWSLETTER
OPEN RATE**

Newsletter Impact

Our newsletter reaches approximately 2,760 engaged readers per send. It is an ideal platform for sponsor announcements, event previews, and community storytelling.

Physical Presence

Sponsors receive visibility along one of Denver's most recognizable corridors through event signage, printed collateral, on-site activations, and public art programming.

Cultural Credibility

Colfax is Denver's entertainment street — authentic, creative, independent, and unforgettable. Sponsoring its comeback aligns your brand with local pride, small business recovery, arts and culture, and meaningful community investment.

COLFAX AVE: BROADWAY TO COLORADO BLVD
212+ BUSINESS PARTNERS

Events & Activations

Sponsors gain visibility across a multi-season lineup of events and activations designed to drive foot traffic, celebrate local culture, and reconnect people to the corridor.

COLFAX AVE INDIE BASH

JULY 22, 2026

A summer celebration of independent business, music, art, and community. Indie Bash gives Denver a reason to gather on Colfax and celebrate the local businesses that give the corridor its unmistakable character.

COLFAX ART UNDERGROUND - AN OPEN AIR ART WALK

AUGUST 2026 - AUGUST 2027

A year-round digital experience connecting public art, artist stories, corridor history, and local businesses.

The Colfax Art Walk will be supported by an interactive digital map designed to help visitors explore the corridor through public art, local history, and business discovery. Featuring 20 original art panels, 17 power box vinyl wraps, and pedestrian light post banners throughout the district, the map will guide self-guided tours while connecting viewers to artist stories, building history, participating businesses, and fun Colfax tidbits along the way. To further engage visitors, the experience will also include a video tour and may expand to include an audio tour, creating a dynamic and accessible way for people to experience the art, support local businesses, and connect with the creative energy of Colfax.



“ANYTHING CAN HAPPEN ON COLFAX” POP-UPS (UP TO 20 EVENTS)

ONGOING

Activations with corridor businesses that create moments of delight for commuters, lunch crowds, residents, and visitors. These “one-day-only” happenings will be just out of the ordinary enough to draw in even the most occasional customers, generating extra revenue for businesses and leaving attendees with the feeling they can’t miss the next one.

SQUAT ACTIVATIONS (4-6 EVENTS)

FALL / WINTER 2026

Month-long artist takeovers of temporarily unused storefronts, these short-form pop-up activations are designed to create surprise, delight, and foot traffic. They will stir the imagination of passersby and future business owners of what a fully realized Colfax can be.

ANYTHING CAN HAPPEN ON COLFAX – FIRST FLAGSHIP EVENT

OCTOBER 2026

The major launch of the post-BRT comeback campaign. A highly visible community event marking a new era for the corridor.

ANYTHING CAN HAPPEN ON COLFAX – SECOND FLAGSHIP EVENT

NOV/DEC 2026

A second major activation extending the campaign and continuing to drive traffic, attention, and community energy to the street.



**SPONSORS ARE PART OF A COMEBACK THAT PEOPLE CAN SEE AND FEEL.
PUBLIC ART. POP-UPS. FLAGSHIP EVENTS. BUSINESS PROMOTIONS.
LIKE COLFAX ITSELF, WE HAVE IT ALL**

Choose Your Level of Impact

From regional corporations to neighborhood businesses and community champions, there is a meaningful way to invest in Colfax.

Avenue Presenting Sponsor — \$25,000

Exclusive • 1 Available

- Named presenting rights across the full program year
- Premier logo placement on all event signage and campaign collateral
- Speaking opportunity at all flagship events
- Co-branded press release and media pitch, focused on your role reviving Colfax.
- Logo placement on the Digital Art Walk
- Two featured sponsor stories in newsletter
- Social media spotlight across campaign channels
- Logo placement on program website homepage
- Branded activation space at flagship events
- VIP invitations for up to 8 guests
- Quarterly impact report

Corridor Premier Sponsor — \$15,000

Limit 2

- Logo placement on campaign signage and marketing collateral
- Speaking opportunity at two flagship events
- Logo placement on the Digital Art Walk
- Featured newsletter spotlight
- Four social media shoutouts per year
- Logo placement on program website
- Branded presence at two flagship events
- VIP invitations for up to 4 guests
- Recognition in media outreach
- Semi-annual impact report



Corridor Champion — \$10,000

Limit 4

- Headliner naming rights for one flagship event or major activation
- Logo placement on event-specific signage and collateral
- Speaking opportunity at sponsored event
- Two social media features per year
- Logo placement on program website
- Featured sponsor mention in one newsletter
- VIP invitations for up to 2 guests
- Annual impact report

Block Builder — \$5,000

Unlimited

- Naming rights for one Squat activation
- Logo placement on activation signage
- One social media feature per channel
- Name or logo on program website
- Newsletter acknowledgment
- Two invitations to sponsored activation

Weekday Wonder Sponsor — \$2,500

Unlimited

- Named sponsorship of one Weekday Wonder pop-up
- On-site brand presence at sponsored activation
- Social media thank-you shoutout
- Name or logo on program website
- Newsletter mention
- Two invitations to sponsored event

Street Supporter — \$1,000

Unlimited

- Logo placement on program website sponsor page
- Social media thank-you shoutout
- Name included in newsletter acknowledgment
- Two invitations to one flagship event

Custom sponsorship packages available. Multi-year partnerships welcome.

Why Sponsor?

Brand Visibility

Sponsors receive meaningful exposure through social media, newsletters, event signage, website recognition, public programming, and live community engagement.

Community Impact

Your sponsorship supports small business recovery, arts and culture, corridor activation, and a more vibrant future for one of Denver's most iconic streets.

Measurable Value

Sponsors receive reporting on reach, engagement, visibility, and program impact — helping demonstrate the value of community investment and local brand alignment.

Our goal is to deliver a compelling return through a mix of visibility, credibility, hospitality, community goodwill, and measurable engagement.

Ready to Invest in Colfax?

Whether you are a regional corporation, local business, foundation, or individual supporter, there is a place for you in this campaign.

Let's build the right sponsorship opportunity for your goals and help bring Colfax back in a bold, visible, unforgettable way.

DENON MOORE

Business Support Director
Colfax Ave | Colfax Culture &
Community Collab (4Cs)
denon@colfaxave.com
(303) 832-2086

COLFAX AVE BID

COLFAX CULTURE & COMMUNITY COLLAB
(4CS) 501(C)(3)



ANYTHING CAN HAPPEN ON COLFAX. HELP MAKE SURE IT DOES.