

Denver Beer Fest FAQs

Q: What is Denver Beer Fest?

A: Denver Beer Fest (DBF) is a 10-day celebration of “all things beer” in the Mile High City which serves as a kickoff to the Brewers Association’s Great American Beer Festival (GABF) and will incorporate both weekends of Denver Oktoberfest. Denver is already regarded as one of the most sophisticated beer cities in the world. The purpose of this event is to build on that reputation, generate national publicity, bring more visitors to Denver, and stimulate business for VISIT DENVER members.

Q: Do you have to brew/sell beer at your location to participate in this event?

A: Anyone is welcome to participate in Denver Beer Fest! We are open to any level of participation and recognize that for this event, collaboration and partnerships will be vital in engaging a wide range of organizations. Some interested parties may not have a physical location in the area while others may only have space to offer. If you would like assistance finding a beer producer or partner, please let us know or check out www.coloradobeer.com for a list of Colorado Brewers who are aware of Denver Beer Fest and looking for restaurants with which to work.

Q: I want to be unique. What types of events are already being hosted? How can I keep track of those? Does VISIT DENVER limit the number of similar events?

A: VISIT DENVER will not limit the number of similar events but does encourage you to get creative to ensure a successful program. We have provided a list of thought-starters based on our research of other beer events held around the country. Current participants and event submissions will be available on our site, www.DenverBeerFest.com, for your perusal.

Q: Is there a schedule of events?

A: Yes, all event details will be posted on www.DenverBeerFest.com where they will be listed by date and type of location.

Q: How do I register?

A: To register, please e-mail Carrina Junge at cjunge@visitdenver.com with your contact information, business name, and a brief description of the event you’re interested in hosting.

Q: What if I’m not a member of VISIT DENVER?

A: You do not need to be a member of VISIT DENVER to participate in Denver Beer Fest. To learn more about benefits of being a member of VISIT DENVER, contact Tara Meekma at tmeekma@visitdenver.com or 303.571.9438.

Q: What are the dates of DBF?

A: The official dates are Sept. 18-27, 2009.

Q: What/when is the Great American Beer Festival?

A: The Great American Beer Festival, held Sept. 24-26, is the largest beer festival in the world in terms of the number of beers available for sampling. Denver has proudly hosted this event for the past 26 years.

The festival attracts visitors from across the globe; last year, some 46,000 people attended. More information can be found at www.greatamericanbeerfestival.com.

Q: What/when is Oktoberfest?

A: Denver Oktoberfest is one of the city's longest running festivals held in the Ballpark neighborhood. The 40th annual event will be held the weekends of Sept. 18-20 and 25-27. More information can be found at www.oktoberfestdenver.com.

Q: How do we get our events listed?

A: Simply follow the instructions provided in the letter you received and submit events to Carrina Junge at cjunge@visitdenver.com. The dedicated Web site, www.DenverBeerFest.com, should go live in mid-July and we have already received media interest. To get the most publicity, please get your events in as soon as possible.

Q: Is VISIT DENVER sponsoring individual events?

A: The main function of VISIT DENVER will be to collect and organize the many events taking place on our dedicated Web site, www.DenverBeerFest.com, and promote the festival as a whole, but it will be up to others to create the events.

Q: How is VISIT DENVER going to promote DBF and/or individual events?

A: Similar to Denver Restaurant Week, the event Web site will be the primary force behind the DBF. In addition, VISIT DENVER will create and distribute promotional materials such as coasters and posters to help drive traffic to the site and boost overall awareness of the event. We are working with Mayor Hickenlooper's office to create a "kick-off" event.

Q: Is there a Web site?

A: Yes, www.DenverBeerFest.com is currently being created by VISIT DENVER and will function as the dedicated event Web site that will list all the DBF events details by date and type of location.

Q: Who creates and organizes the events?

A: All events are created and executed by the individual or partner organizations. VISIT DENVER will simply accept those events and promote them through www.DenverBeerFest.com.

Q: What is the cost of DBF?

A: DBF is FREE! The best part of DBF is that there is no cost to participate in this inaugural event. What a value!

Q: How can I become a member of VISIT DENVER?

A: To learn more about benefits of being a member of VISIT DENVER, contact Tara Meekma at tmeekma@visitdenver.com or 303.571.9438.

Q: Is this event just open to events in Metro Denver?

A: Yes, the event is just open to events in the seven-county, Denver Metro area.