

Coloween

CATEGORY-EXCLUSIVE BEVERAGE PARTNERSHIP • 2026

COLOWEEN 2026

1,500 people. Six hours.
Open bar.

Saturday, October 31, 2026 • Bounce Empire, Lafayette CO • 21+

19TH
ANNUAL

14/15
YEARS SOLD OUT

1,500
HARD CAP,
EVERY GUEST IN COSTUME

COLLECTIVE360 • COLOWEEN®

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WHAT A BOTTLE DOES IN THIS ROOM

SIX HOURS. NO CASH REGISTER.

The bar is open from 9PM to 3AM and nobody hands over a card. There's no price sitting between your bottle and 1,500 people, so what gets poured is whatever the room is excited about. That's how one brand takes a third of the night.

39.91%

of every drink poured went to one brand, 2023

29.78%

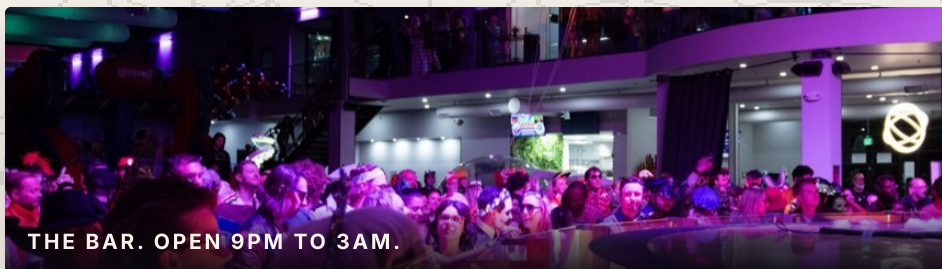
to the tequila and mezcal exclusive the same night

2,300

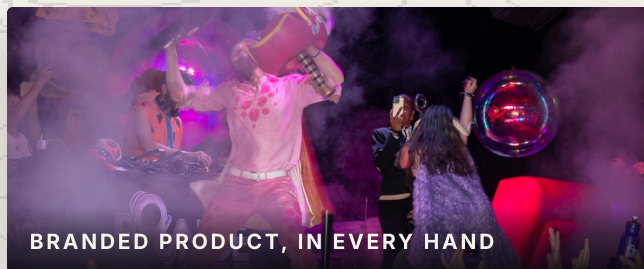
cans of a single brand consumed in one night, 2022

38

bartenders across two stages and four installations



THE BAR. OPEN 9PM TO 3AM.



BRANDED PRODUCT, IN EVERY HAND



YOUR WRAP, WHERE THE ROOM LOOKS

Brands that have poured this room: White Claw, four consecutive years · Casamigos · Sazerac / Wheatley · Hoteling & Co (Fiero, Severo, Convite) · Luxco / Yellowstone · Fireball · Keeper's Heart · RumChata · Crafthouse Cocktails · Exotico · Tres Generaciones · Liquid Death · Fever-Tree

CATEGORY EXCLUSIVITY

ONE BRAND PER SHELF.

All night, nothing else like your bottle gets poured. We design, build and staff a named space around it, and 100% of the fee goes into building that space.

TEQUILA & MEZCAL

Hotaling & Co took 29.78% of every drink poured in 2023 on this shelf.

SELTZER & RTD

White Claw ran it four straight years and took 39.91% of the night in 2023.

VODKA

Wheatley moved 3,194 drinks in 2021. It goes in every well drink in the building.

WHISKEY & BOURBON

Fireball, Yellowstone and Keeper's Heart have all poured this room.

RUM & CANE

RumChata and Crafthouse Cocktails have both taken this shelf.

NON-ALC & MIXERS

Fever-Tree and Liquid Death. Six hours of drinking needs both.

100% OF YOUR FEE GOES INTO THE BUILD.

Your marks ride the whole 12-week campaign. The October retail month runs across 80+ Denver doors, the citywide #JustFoundJerry hunt runs all September, and you get a reconciled recap: flash numbers in 72 hours, the full report in 14 days.

TELL ME THE SHELF YOU WANT HELD.

I'll send back a one-page spec of the space, the build and what it delivers, before you commit to anything.

HOLD MY SHELF

Agreements close **September 25**. Fabrication lead times make a later signature undeliverable.

JJ WALKER

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[See the room → coloween.com/partners](https://coloween.com/partners)