

Coloween

COLLECTIVE360 • PARTNERSHIP 2026

COLOWEEN 2026

1,500 people. Six hours.
One building.

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®

COLOWEEN.COM



WHY BRANDS BUY THIS ROOM

NOBODY HERE IS SCROLLING PAST YOU.

Coloween takes over an inflatable theme park for one night, caps it at 1,500 people, puts every one of them in costume and leaves the bar open from 9PM to 3AM. One brand owns each category, and the room is small enough that owning it means something.

95%

of a partner's 104 cases sold through in one night, 2022

30,000

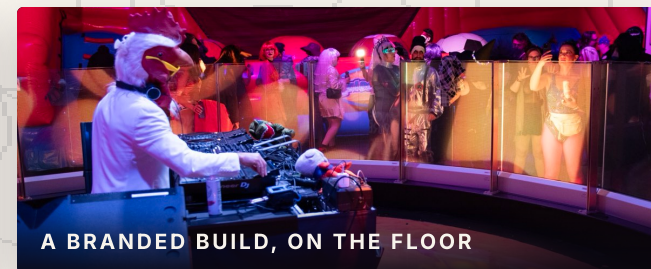
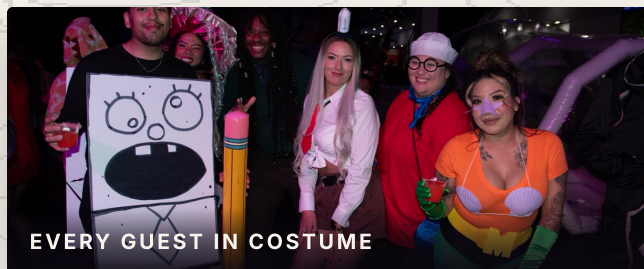
emails on the 12-week campaign your marks ride

80+

Denver retail doors carried the campaign all October

14/15

years sold out, into a hard cap of 1,500



Who has bought this room before: White Claw, four consecutive years · Casamigos · Sazerac · Hotaling & Co · Fireball · Liquid Death · Fever-Tree · Keeper's Heart · RumChata · Exotico · PointsBet · Groupon

WHAT YOU OWN

ONE BRAND PER CATEGORY.

A named space we design, build and staff for you, and nobody else in your category gets in the building. It doesn't have to be a bar.

THE MAIN STAGE

Your name on the night, on the biggest thing in the building.

THE ARENA

The most photographed room. Inflatables, disco balls, everyone inside it.

THE COSTUME CONTEST

The name guests say out loud, on stage, on every phone in the room.

THE PHOTO WALL

Every guest walks through it, and most of them post it that night.

THE BARS

The exclusive pour, with 38 bartenders working it.

THE DOME

A lounge that's yours, built to whatever you want it to be.

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 CATEGORY 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 CATEGORY

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)