

# VENDING ACTIVATIONS

## DOWNTOWN DENVER RINK

Presented by

Southwest



Skyline Park  
16th and Arapahoe  
Downtown Denver, CO  
summerindenver.com



Located in the heart of downtown Denver on 16th Street, this festive outdoor rink offers an experience everyone can enjoy! You can lace up your skates for some winter fun.. The rink's lively atmosphere, combined with its central location, makes it perfect for holiday parties, office celebrations, and more.

Downtown Denver Rink is open Monday - Sunday, from November 21 - February 2, 2025. There is a visually prominent 15' long x 10' deep area where the vendor can set up a 6' table and place signage.



### GUEST BREAKDOWN DEMOGRAPHICS

- Family & Friends
- Summer Visitors
- Groups/Associations
- Couples Date Night
- Residents
- Downtown Denver Businesses

### BY THE NUMBERS VISITOR DATA + MORE

- Over 100K attendees over the season
- Located in Skyline Park/16th Street Mall & Arapahoe
- Opening Day: November 21, 2024
- Closing Day: February 2, 2025



### VENDOR PRICING PER DAY

- Non-profit company = \$150/day
- For-profit company = \$300/day
- National company = \$500/day

EMAIL [RINK@DOWNTOWNDENVER.COM](mailto:RINK@DOWNTOWNDENVER.COM) FOR QUESTIONS