

denver colorado
FOOD WINE FESTIVAL **DINE OUT**
— TO HELP OUT —
STEAMBOAT RESTAURANTS & WORKERS



DINE OUT TO HELP OUT STEAMBOAT RESTAURANTS + WORKERS

COLORADO RESTAURANT DAY - Denver Food + Wine Festival's Dine Out to Help Out (DOTHO) Colorado Restaurants and Workers statewide campaign is raising funds to help Colorado restaurants thrive and keep employees through the COVID-19 crisis. The CRA, CRF, Southern Glazer's Wine & Spirits of Colorado, Visit Denver, Denver Post, Alice Radio and the Mountain, have united in this statewide effort, and are raising funds for the Angel Relief Fund to help promote restaurants' survival.

This year's Denver Food + Wine Festival has been repurposed to support this campaign and will speak to how the Covid-19 pandemic has threatened the survival of this critical industry and the people it employs. It will focus on the message that restaurants need the support of all Coloradans to recover from this crisis. All DFWF media (including print, radio, tv, and social media) will be messaged to encourage Coloradans statewide to observe this day by dining out and celebrating the restaurants in their communities.



COLORADO RESTAURANT DAY - DINE OUT TO HELP OUT STATE-WIDE CAMPAIGN

Saturday, September 12, 2020



CRA Steamboat Springs - DFWF Partner

- Day long Colorado Restaurant Day to feature DFWF's Marquee Event – Dine Out To Help Out Grand Tasting hosted by Steamboat Springs Restaurants
- DFWF will drive business to Steamboat Springs Restaurants.
- DFWF will feature any special promotion created by the CRA Steamboat Springs Chapter in all media outreach.
- A special Steamboat Springs QR code will be provided on event collateral sent to restaurants for patrons to OP IN to donate to the Angel Relief Fund in support of Steamboat Springs Restaurants and Workers
- Steamboat Springs Restaurants will promote dining out for **COLORADO RESTAURANT DAY** through its' business marketing platforms
- **CRA Steamboat Springs Chapter may use this fundraising tool for all future events.**

Marketing Exposure

Denver Food + Wine Festival media sponsors will heavily promote and feature CRA Steamboat Restaurant participants in the following:

Media Partners -, Denver Post, Alice Radio, The Mountain, and Visit Denver

- Denver Food + Wine Festival Official Program will feature participating CRA Chapter and fundraising effort in the Denver Food + Wine Festival Program DOTHO Program (250,000+ newspapers).
- Social media through the CRA, CRF, and DFWF media partners and marketing platforms.



WHEREAS, restaurants are a vital part of our communities, serving as gathering places for all Coloradans, vibrant mainstays in our neighborhood geographies, backdrops for life's important moments, and boosters of civic causes; and

WHEREAS, restaurants are a significant part of the state economy, accounting for more than \$12 billion in revenue and nearly 300,000 jobs; and

WHEREAS, the COVID-19 pandemic has threatened the survival of this critical industry, and the people it employs; and

WHEREAS, restaurants need the support of all Coloradans to recover from this crisis; and

WHEREAS, restaurants and cities across the state have expanded outdoor dining options in creative ways and implemented safety protocols to keep tables distanced and safe; and

WHEREAS, Coloradans are encouraged to observe this day by dining out or ordering takeout and celebrating the restaurants in their communities;

THEREFORE, I, Jared Polis, Governor of the State of Colorado, do hereby proclaim, September 12, 2020, as

COLORADO RESTAURANT DAY

in the State of Colorado.

GIVEN under my hand and the Executive Seal of the State of Colorado, this twelfth day of September, 2020



A handwritten signature in blue ink that reads "Jared Polis".

*Jared Polis
Governor*