

COLORADO SPIRITS TRAIL

APP PARTNERSHIP OPPORTUNITIES

Interested in reaching distillery enthusiasts and adventure seekers in Colorado? The official Colorado Spirits Trail App (CST), managed by the Colorado Distiller Guild, is offering sponsorship and advertising opportunities.

CST app advertising is ideal for hotels, restaurants, liquor stores, media, and retail outlets interested in raising brand awareness and increasing website traffic to Colorado residents and visitors.



Download in the
App store (iOS).



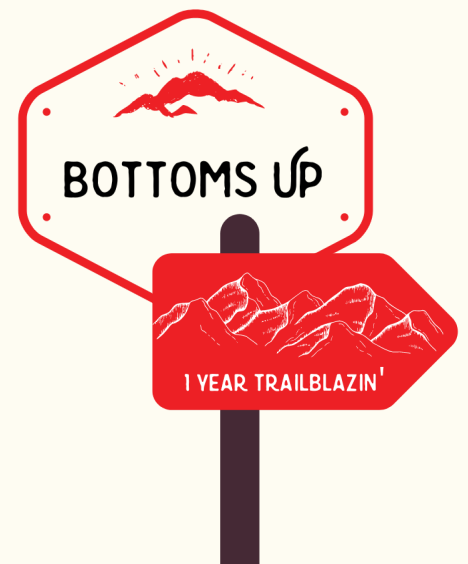
Download in Google
Play store (Android).



How the Colorado Spirits Trail App Works

Since its soft launch, the CST app has been downloaded more than 470 times and receives an average of 350 page views per month. The CST is launching a 2023 promotional campaign that is expected to boost app usage significantly.

App users or "trailblazers" are rewarded for visiting and checking into participating app distilleries. Each time they stamp their passport, they receive a stamp for that location. For every five distillery visits, they receive a virtual passport badge and an entry into a grand prize drawing.



Sample CST app badges.



What's Included for App Partners

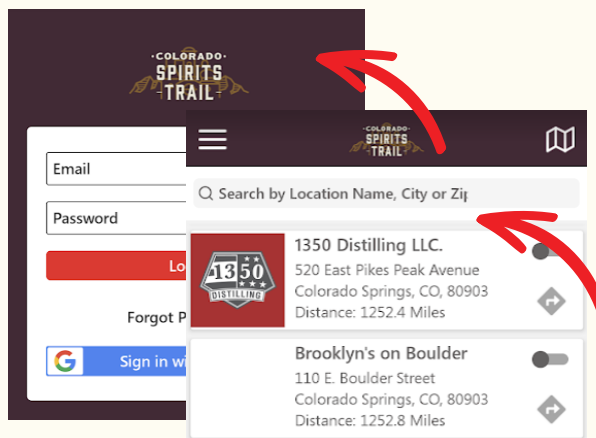
Advertisers will have access to the advertising portal, including the ability to switch ad creatives at any time. The portal also includes on-demand metrics.

App Sponsorship: \$2,500 for One Year

The exclusive sponsor's logo will appear on the app login screen. The sponsor will also receive a banner ad on the popular trail list header section. The app sponsorship is a one-year placement.

Logo specs: 500 x 150px, .jpg or .png

Banner ad specs: 600 x 100px, .jpg, .png or .gif



Example sponsor logo and banner ad placement for the CST app.

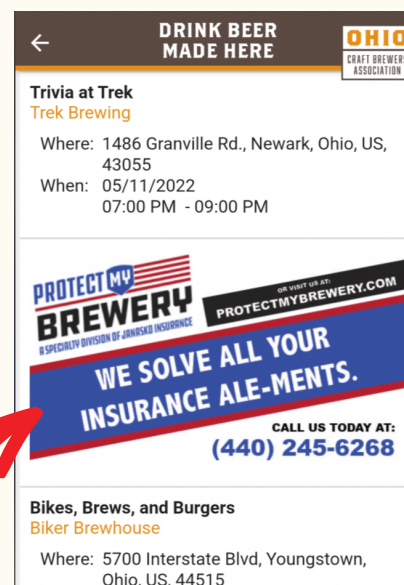


Example banner ad placement from the Ohio Craft Brewers Association app.

Native Ads: \$50-\$200 for a Six Months

These static image ads are available for shared rotation in the trail list, event list and deal list app screens starting at \$200. Static image ads are available in the activity list starting at \$50.

Native ad specs: 500 x 300px, .jpg, or .png



Example native ad placement from the Ohio Craft Brewers Association app.

How to Become a CST App Partner

For questions or to purchase CST advertising inventory, email coloradospiritstrail@gmail.com.