

NATION'S #1
TWERK CONTEST



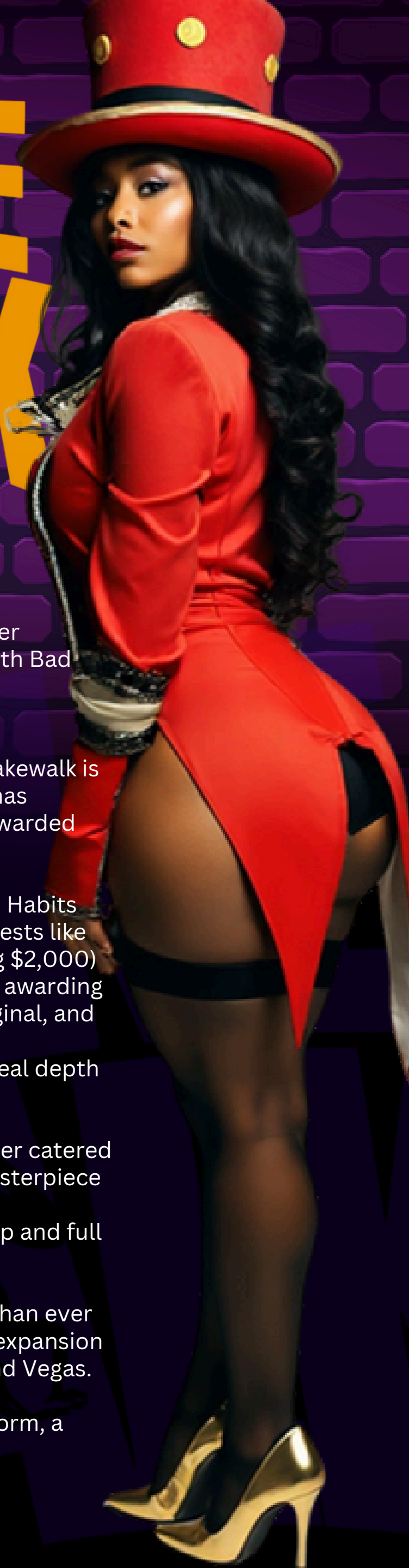
CAKE WALK

OCTOBER 2025

A DECADE OF REVOLUTIONIZING
HIP-HOP CULTURE IN DENVER

CAKEWALK DENVER 2025 • OCTOBER 26

The CAKE WALK

A woman with long dark hair, wearing a red top hat with gold buttons, a red long-sleeved dress with a high slit, black thigh-high stockings, and gold high-heeled shoes. She is posing against a purple brick wall. The word "The" is in a script font, and "CAKE WALK" is in a bold, blocky font. The letters "C" and "A" of "CAKE" are large and yellow, with a silhouette of a person in a dynamic pose inside the "A". The letters "W" and "A" of "WALK" are also large and yellow, with a silhouette of a person in a dynamic pose inside the "A".

ABOUT US

Cakewalk is part of a decade-long Denver evolution, brought to you by Rabbits with Bad Habits.

Founded by Amber Mygatt, a pioneer in Colorado's twerk competition scene, Cakewalk is the latest chapter in a movement that has entertained thousands of people and awarded over \$20,000 in prize money.

Over the past decade, Rabbits with Bad Habits has produced unforgettable twerk contests like #GIFTZ (a holiday competition awarding \$2,000) and TAX SZN (a tax-season competition awarding \$2,000). Each event has been bold, original, and cultural, highlighting twerk not just as entertainment but as an art form with real depth and history.

In 2024, the first official Cakewalk Denver catered to nearly 1,000 guests at Cervantes Masterpiece Ballroom, generating 100,000+ digital impressions with little to no sponsorship and full self-funding.

Now, in 2025, Cakewalk returns bigger than ever with a \$10,000 prize pool and affiliate expansion into Oklahoma, Atlanta, DMV, Dallas, and Vegas.

Cakewalk isn't just an event. it's a platform, a lifestyle, and a cultural movement.

ABOUT LAST YEAR

SNAPSHOT: CAKEWALK DENVER 2024

PROVEN RESULTS. BIGGER GOALS.

ATTENDANCE & TICKETING

850+

TICKETS SOLD
NEAR CAPACITY CROWD.

**AGES
21-50**

BAR & VENUE REVENUE

\$20,000.00 +

GENERATED IN JUST 5
HOURS (7 P.M.-12 A.M.).

WEBSITE TRAFFIC

500+

DAILY WEBSITE VISITS
ORGANIC TRAFFIC EVERY
DAY LEADING UP TO THE
EVENT.

DIGITAL REACH

200,000+

**DIGITAL
IMPRESSIONS**

100,000+ VIDEO VIEWS +
MASSIVE SOCIAL SHARES.

Our audience is the
pulse of urban nightlife
stylish, energetic, and
multi-generational.

DEMOGRAPHIC

- **Diverse Demographic:** Black, Brown, and multicultural audiences who drive culture and nightlife trends.
- **Engaged:** They buy tickets, post content, and support the brands they see on stage.

Cakewalk Denver 2024 proved the demand is real: high ticket sales, high bar revenue, explosive digital traction. In 2025, with \$10,000 on the line and sponsor integration, the impact will be even greater.

SPONSORSHIP OPPORTUNITIES

Your brand doesn't just show up at Cakewalk, your brand becomes part of an entire cultural season.

BY SPONSORING CAKEWALK, YOU ALSO SPONSOR CAKETOBER!

Caketober is the “Road to Cakewalk” a month-long series of curated nightlife events that keep audiences engaged, hyped, and talking about Cakewalk all October long.

EXAMPLES OF CAKETOBER EVENTS:

- Trix Treats & Tequila Thursday! An interactive Never Have I Ever–style game night.
- Curated nightlife experiences that merge music, culture, and community.

SPONSOR BENEFITS:

Visibility across all Caketober + Cakewalk promo assets.

Multiple touchpoints with audiences throughout October.

Social amplification across influencer networks and weekly event drops.

Integration into both Caketober and Cakewalk main event.



CATEGORY-SPECIFIC SPONSORS

- ★ **Alcohol & Beverage Sponsors:** Signature cocktails, branded bars, sampling stations.
- ★ **Automotive Sponsors:** Vehicle displays, test-drive signups, Round Card branding.
- ★ **Clothing Stores & Boutiques:** Fashion showcases, Round Card logos, merch booths.
- ★ **Dispensaries:** Branded lounge area, educational swag/product drops (CO compliant).



SPONSORSHIP TIERS

\$250 – Social Spotlight: Logo on flyer + IG tag.

\$750 – Local Star: Ticketing site + poster + 2 GA passes.

\$1,600 – Regional Player (Best Value): Logo on signs/paddles + recap edit inclusion + 4 GA passes.

\$5,000 – National Partner: Round Card branding + DJ booth wrap + recap videos + 6 GA & 2 VIP.

\$10,000 – Presenting Sponsor (Category Exclusive): Naming rights + center-stage backdrop + hub rollouts + 10 GA & 4 VIP.



OWN THE CULTURE.
SPONSOR CAKEWALK
DENVER 2025.

