

A Stage for Boulder: Events and Festivals

A concert lawn under the Flatirons, an event hall called Super Bloom, and a festival in every season.



Concept rendering: a summer concert on the Live Music Lawn.

The venues

- **Live Music Lawn and stage.** A summer series of 10 to 14 shows, with the Flatirons behind the stage. Red Butte Garden in Salt Lake City runs about 30 shows a summer for up to 3,000 guests a night, and concerts supply about half its revenue.
- **Super Bloom event hall.** Glass walls opening to the cafe plaza and lawn, for weddings, galas, lectures and receptions. The plan assumes 80 events a year, leaving room to grow to 150.
- **Sculpture garden.** Terraces of outdoor art for local and visiting artists.

A festival for every season

SEASON	FESTIVAL	WHAT IT BRINGS
Fall	Fairies, Wizards & Dragons	A family festival as the leaves turn
Winter	Festival of Lights	Evening crowds; Denver's Blossoms of Light drew more than 195,000
Spring	Pollinator Pageant	Bees, butterflies and hummingbirds, with schools and families
Spring	The Parade of Puppets	Giant puppets down the garden path, each troupe with its own live band or soundtrack; local and invited artists compete for public-vote awards on a new theme each year
Summer	Lavender & Poppy Festival	Mid-July bloom, starting with Colorado's white prickly poppy: foods, crafts and rare varieties

Sundance in Boulder

The festival runs January 21–31, 2027, and has drawn 86,000 to 125,000 in-person attendees a year. Once the Conservatory and Main Building open, the garden can serve the festival in three ways:

- **A daytime escape:** 4,000 to 15,000 festival visits to the warm Conservatory and Main Building.
- **An evening destination:** the Festival of Lights, extended through the end of January.
- **A venue:** Super Bloom for sponsor receptions, panels and parties.

Good neighbors after dark

Concerts should bring joy, not frustration. Music ends by 9:30 p.m. on weeknights and 10 p.m. on weekends, well before Boulder’s 11 p.m. nighttime noise limit. Speakers face into the garden, sound is measured at the nearest homes, and neighbors get a season calendar and a hotline. Concertgoers are encouraged to bike in on the Creek Path, with bike valet at every show.

Working with Folsom Field

Folsom Field holds about 50,000 people per show and hosted three nights of Phish in 2025. The garden’s concert series would book around stadium dates, and offer multi-night fans a daytime destination on the Creek Path.

Partnership opportunities

Presenting sponsor

For each festival and the concert series

Festival partner

For Sundance-week receptions and events

Food and beverage partner

For the cafe, festivals and concerts

Promoter or programming partner

For the Live Music Lawn

Arts partner

For the sculpture garden and exhibitions

Community groups

For cultural festivals and celebrations

THE ASK

Help us shape the stage. Tell us what you would bring to a concert lawn, a festival or an evening in Super Bloom, and how you would like to partner.

Contact & press: Joe Pergolizzi · LetsGrowTheBoulderBG@gmail.com ·
BoulderBotanicalGardens.org

Sources: Red Butte Garden concert series (KUAA, 2024; University of Utah profile, 2021); Denver Botanic Gardens 2023 Annual Report; Visit Boulder; Sundance information; CPR News, Sundance 2027 dates; Axios Boulder, Phish at Folsom Field, 2025; Boulder noise ordinance (B.R.C. 5-9-3); Boulder Botanical Gardens Business Plan and Visitor Report, October 2026.