

EXECUTIVE SUMMARY – United Airlines, Inc.

Background:

In September 2023, Denver Arts & Venues (DAV) issued an RFP for an exclusive airline marketing partner for all Denver Arts & Venues' venues. Respondents were allowed to bid on the entire airline category or a sub-categories (regional airline, international airline, domestic airline, jet service, and fractional private jet service categories, etc.). United Airlines was awarded a three-year contract, from 2/1/2024 – 12/31/2026, as the exclusive marketing partner in the entire airline category. The partnership has been a success and has elevated both partners' engagement with attendees.

By extending the agreement, the Sponsor would be entitled to certain rights and benefits at Rocks, Arts Complex, McNichols Civic Center Building, Denver Coliseum, and Colorado Convention Center including, but not limited to, signage, an on-site presence, in-market promotions, and digital advertising. In return the Sponsor will pay DAV fees in each of the contract years, totaling \$2,654,568, and now expiring on 12/31/28.

Current Request:

DAV is seeking City Council approval of an ordinance that will authorize Denver Arts & Venues to extend a sponsorship contract with United Airlines.

- The sponsorship agreement will provide DAV with in-market promotions and on-site activation that will elevate the venues of DAV in Colorado as well as nationwide.
- The sponsorship agreement will provide significant revenue for DAV in an important sponsorship category.