



**DEPARTMENT OF AVIATION**  
**CITY COUNCIL ORDINANCE REQUEST SUMMARY**  
**On-call marketing and creative services agreement**

**Purpose and Use of Agreement(s)**

This contract with Catalyst Marketing Agency, LLC will serve Denver International Airport (DEN) with on-call marketing, advertising, media, communications, and design services. The work is inclusive of public relations, marketing, communications, digital, advertising (TV, radio, print, OOH, in-airport), social media, promotions, visual assets, and customer experiences ensuring brand alignment with the airport's strategic objectives and brand guidelines.

**Contract(s) Description**

Contract Project Name: On-call marketing and creative services  
Term: 3-year agreement with two 1-yr options to extend  
Maximum contract liability: \$4,719,667.00

**Vendor(s)**

Catalyst Marketing Agency, LLC

**DSBO Goals**

DSBO established MWBE goal of 26%. Catalyst Marketing Agency, LLC has committed to 65% MWBE