

ORDINANCE/RESOLUTION REQUEST

Please email requests to the Mayor's Legislative Team
at MileHighOrdinance@DenverGov.org by **3:00pm on Monday**.

****All fields must be completed.****
Incomplete request forms will be returned to sender which may cause a delay in processing.

Date of Request: _____

Please mark one: Bill Request or Resolution Request

1. Has your agency submitted this request in the last 12 months?

Yes No

If yes, please explain:

2. **Title:** Second amendment to existing HCA-HealthONE sponsorship agreement extending the contract term, outlining rights and benefits, and providing compensation to Theatres & Arenas.

3. **Requesting Agency:** Theatres & Arenas

4. **Contact Person:** (With actual knowledge of proposed ordinance/resolution.)

- **Name:** Amy Lindsey / Colin Lewis
- **Phone:** 720.865.4226 / 720.865.4233
- **Email:** amy.lindsey@denvergov.org / colin.lewis@denvergov.org

5. **Contact Person:** (With actual knowledge of proposed ordinance/resolution who will present the item at Mayor-Council and who will be available for first and second reading, if necessary.)

- **Name:** Colin Lewis
- **Phone:** 720.865.4233
- **Email:** colin.lewis@denvergov.org

6. **General description of proposed ordinance including contract scope of work if applicable:** This amendment extends the term of the HealthONE sponsorship/marketing agreement with Theatres & Arenas for two years, through December 31, 2012. HealthONE is the exclusive health care sponsor for Red Rocks Amphitheatre. HealthONE will also have a presence on the five marquees surrounding the Denver Performing Arts Complex.

Sponsorship payment to Theatres & Arenas is \$100,000.00 for Year 2011 and \$103,000.00 for Year 2012.

Marquee payment to Theatres & Arenas is \$40,000.00 for Year 2011 and \$41,200.00 for Year 2012.

HealthONE receives hospitality benefits, tickets, media support, signage, programming support, and advertising rights.

****Please complete the following fields:** (Incomplete fields may result in a delay in processing. If a field is not applicable, please enter N/A for that field.)

- a. **Contract Control Number:** RC52011
- b. **Duration:** 05/07/2005 to 12/31/2012
- c. **Location:** Red Rocks Park and Amphitheatre, DPAC Venue Marquees
- d. **Affected Council District:** District 8 (DPAC Venues), District 9 (Denver Coliseum)
- e. **Benefits:** \$284,200.00 cash consideration in the form of sponsorship. Sponsorships are an important component to the agency revenues.
- f. **Costs:** Commission fees of \$58,870.00

7. **Is there any controversy surrounding this ordinance?** (Groups or individuals who may have concerns about it?) **Please explain.** None that are known.

To be completed by Mayor's Legislative Team:

SIRE Tracking Number: _____

Date Entered: _____

EXECUTIVE SUMMARY

This amendment extends the term of the HealthONE sponsorship/marketing agreement with Theatres & Arenas for two years, through December 31, 2012. HealthONE is the exclusive health care sponsor for Red Rocks Amphitheatre. HealthONE will also have a presence on the five marquees surrounding the Denver Performing Arts Complex.

Sponsorship payment to Theatres & Arenas is \$100,000.00 for Year 2011 and \$103,000.00 for Year 2012.
Marquee payment to Theatres & Arenas is \$40,000.00 for Year 2011 and \$41,200.00 for Year 2012.

Fee Schedule: Full payment due on or before February 1, each year unless otherwise specified.

HealthONE receives hospitality benefits, tickets, media support, signage, programming support, and advertising rights.

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