

## ORDINANCE/RESOLUTION REQUEST

Please email requests to the Mayor's Legislative Team  
at [MileHighOrdinance@DenverGov.org](mailto: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: 11/15/13

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:** Ordinance request approving the Agreement between the City and County of Denver and The Superlative Group, Inc., THTRS-201312921.

3. **Requesting Agency:** Denver Arts & Venues

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

- **Name:** Brian Kitts
- **Phone:** 720.865.4229
- **Email:** [brian.kitts@denvergov.org](mailto:brian.kitts@denvergov.org)
  
- **Name:** Amy Lindsey
- **Phone:** 720.865.4226
- **Email:** [amy.lindsey@denvergov.org](mailto:amy.lindsey@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:** Brian Kitts
- **Phone:** 720.865.4229
- **Email:** [brian.kitts@denvergov.org](mailto:brian.kitts@denvergov.org)
  
- **Name:** Amy Lindsey
- **Phone:** 720.865.4226
- **Email:** [amy.lindsey@denvergov.org](mailto:amy.lindsey@denvergov.org)

6. **General description of proposed ordinance including contract scope of work if applicable:** This ordinance will approve an Agreement with The Superlative Group, Inc. to provide sponsorship sales and related services. The contractor shall seek and obtain sponsorship opportunities and sales directly from potential sponsors; the opportunities will be memorialized in written contract form and pre-approved by the City. Upon approval, the contract(s) will be executed by the City, Contractor, and the applicable sponsor in accordance with the City's Charter and the Denver Revised Municipal Code.

**\*\*Please complete the following fields:**

- a. **Contract Control Number:** THTRS-201312921
- b. **Duration:** Date of Execution to 08/31/2016
- c. **Location:** Denver Arts & Venues, 1345 Champa Street, Denver, CO 80204
- d. **Affected Council District:** Council District 8
- e. **Benefits:** There is the potential to generate \$30,000,000.00 of sponsorship revenue from potential sponsors over the term of the contract; The Superlative Group will be entitled to receive a 10% sales commission fee and a 15% activation fee for each contract sold; The Superlative Group will also be entitled to receive a \$75,000 professional services fee each contract year.
- f. **Costs:** \$7,725,000.00 (over the term of the contract)

*To be completed by Mayor's Legislative Team:*

SIRE Tracking Number: \_\_\_\_\_

Date Entered: \_\_\_\_\_

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

---

*To be completed by Mayor's Legislative Team:*

SIRE Tracking Number: \_\_\_\_\_

Date Entered: \_\_\_\_\_