

## **BILL/ RESOLUTION REQUEST**

- 1. Title:** Approves a 5-year sponsorship revenue contract for \$1,272,750 with Bottling Group, LLC, c/o The Pepsi Beverages Company to receive beverage advertising rights for Red Rocks Amphitheatre, the Denver Coliseum, Boettcher Concert Hall, the Buell Theatre, the Newton Auditorium/Ellie Caulkins Opera House and the Colorado Convention Center THTRS-201206007
- 2. Requesting Agency:** Arts & Venues Denver
- 3. Contact Person *with actual knowledge of proposed ordinance***  
**Name:**Brian Kitts  
**Phone:**720.865.4229  
**Email:**brian.kitts@denvergov.org
- 4. Contact Person *with actual knowledge of proposed ordinance 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:**
- 5. Describe the proposed ordinance, including what the proposed ordinance is intended to accomplish, who's involved**
  - a. Scope of Work**

This ordinance will approve a contract with BOTTLING GROUP, LLC, a Delaware limited liability company, c/o: The Pepsi Beverages Company, THTRS-201206007.

BOTTLING GROUP, LLC, a Delaware limited liability company, c/o: The Pepsi Beverages Company, THTRS-201206007 will receive beverage advertising rights for Red Rocks Amphitheatre, the Denver Coliseum, Boettcher Concert Hall, the Buell Theatre, and the Newton Auditorium/Ellie Caulkins Opera House and the Colorado Convention Center. BOTTLING GROUP, LLC, a Delaware limited liability company, c/o: The Pepsi Beverages Company also receives signage rights, event tickets, and sponsor opportunities for various Arts & Venues Denver events.

Proxy Partners, Arts & Venues Denver's marketing/sponsorship partner, is added as a party to the agreement and will be responsible for ensuring all deliverables under the contract are received by BOTTLING GROUP, LLC, a Delaware limited liability company, c/o: The Pepsi Beverages Company and by Arts & Venues Denver.
  - b. Duration**

05/01/2012 to 04/30/2017

**c. Location**

Citywide

**d. Affected Council District**

Citywide

**e. Benefits**

The contract (201206007) with BOTTLING GROUP, LLC, a Delaware limited liability company, c/o: The Pepsi Beverages Company will generate \$1,272,750.00, over a five (5) year term, of sponsorship revenue for Arts & Venues Denver.

**f. Costs**

Sponsorship and activation fees will be paid to Proxy Partners upon receipt of sponsorship payment.

**6. Is there any controversy surrounding this ordinance, groups or individuals who may have concerns about it? Please explain.**

No,

**Bill Request Number: BR12-0663**

**Date: 9/4/2012**