

EXECUTIVE SUMMARY – PepsiCo Beverage Sales, LLC

Background:

In October 2023, Denver Arts & Venues (DAV) issued an RFP for an exclusive canned/bottled water partner for Red Rocks Amphitheatre. PepsiCo was awarded a four-year contract, from 3/29/2024 – 12/31/2027.

The Sponsor would be entitled to certain rights and benefits at Red Rocks including, but not limited to pouring rights, signage, an on-site presence, branded social media promotions and digital advertising. In return the Sponsor will pay DAV fees in each of the contract years totaling \$760,000.

Current Request:

DAV is seeking City Council approval of an ordinance that will authorize Denver Arts & Venues to enter into a sponsorship contract with PepsiCo.

- The sponsorship agreement will provide DAV with in-market promotions and on-site activation that will elevate Red Rocks nationwide.
- The sponsorship agreement will provide significant revenue for DAV in an important sponsorship category.
- The pouring rights will provide DAV attendees with access to category leading beverage choices.