

EXECUTIVE SUMMARY – Swire Pacific Holdings, Inc.

Background:

In 2017 Denver Arts & Venues (DAV) issued an RFP for a non-alcoholic beverage sponsor at City Venues (Red Rocks, Denver Performing Arts Complex, Denver Coliseum, Colorado Convention Center). Swire Pacific Holdings was awarded a five-year contract THTRS- 201735492, from 7/1/2017 – 6/30/2022. Due to the ongoing COVID-19 pandemic, both DAV and the Contractor amended the agreement in 2021 to add an additional year for missed time.

Pursuant to the contract, the Sponsor is entitled to certain rights and benefits at City Venues including, but not limited to, signage, an on-site presence, branded social media promotion and digital advertising. In return the Sponsor pays DAV fees in each of the contract years with the amount totaling \$1,775,000.

Current Request:

Denver Arts & Venues is seeking to amend the sponsorship contract with Swire Pacific Holdings to add \$75,000 in exchange for additional promotions and activations at Red Rocks and Five Points Jazz Festival. The revised total amount for the contracted years would be \$1,850,000.