

EXECUTIVE SUMMARY – Public Service Company of Colorado

Background:

In April 2024, Denver Arts & Venues (DAV) entered into a non-exclusive two-year contract, from 4/1/2024 – 3/31/2025, as a marketing partner in the energy utility category. The partnership has been a success and has elevated both partners' engagement with attendees.

By extending the agreement, the Sponsor would be entitled to certain contract rights and benefits at Red Rocks and Arts Complex including, but not limited to, signage, an on-site presence, in-market promotions, and digital advertising that highlights sustainability efforts. In return the Sponsor will pay DAV fees in each of the contract years, totaling \$600,413.

Current Request:

DAV is seeking City Council approval of a resolution that will authorize Denver Arts & Venues to extend a sponsorship contract with Public Service Company of Colorado.

- The sponsorship agreement will provide DAV with promotions and on-site activation that will elevate the venues of DAV and provide education around Xcel Energy's important role at DAV Venues.
- The sponsorship agreement will provide significant revenue for DAV in an important sponsorship category.