

BILL/ RESOLUTION REQUEST

1. Title: Approves a second amendment to existing HCA-HealthONE sponsorship agreement extending the contract term to December 31, 2012, outlining rights and benefits, and providing compensation to Theatres & Arenas (RC52011).

2. Requesting Agency: Theatres and Arenas

3. Contact Person *with actual knowledge of proposed ordinance*

Name:Amy Lindsey / Colin Lewis

Phone:720.865.4226 / 720.865.4233

Email:amy.lindsey@denvergov.org / colin.lewis@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:Colin Lewis

Phone:720.865.4233

Email:colin.lewis@denvergov.org

5. Describe the proposed ordinance, including what the proposed ordinance is intended to accomplish, who's involved

a. Scope of Work

This amendment extends the term of the HealthONE sponsorship/marketing agreement with Theatres & Arenas for two years, through December 31, 2012. HealthONE is the exclusive health care sponsor for Red Rocks Amphitheatre. HealthONE will also have a presence on the five marquees surrounding the Denver Performing Arts Complex.

Sponsorship payment to Theatres & Arenas is \$100,000.00 for Year 2011 and \$103,000.00 for Year 2012. Marquee payment to Theatres & Arenas is \$40,000.00 for Year 2011 and \$41,200.00 for Year 2012. HealthONE receives hospitality benefits, tickets, media support, signage, programming support, and advertising rights.

b. Duration

05/07/2005 to 12/31/2012

c. Location

Red Rocks Park and Amphitheatre, DPAC Venue Marquees

d. Affected Council District

District 8 (DPAC Venues), District 9 (Denver Coliseum)

e. Benefits

\$284,200.00 cash consideration in the form of sponsorship. Sponsorships are an important component to the agency revenues.

f. Costs

Commission fees of \$58,870.00

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

No.

Bill Request Number: BR10-1071

Date: 11/22/2010