

EXHIBIT A-1

EXECUTIVE SUMMARY – MolsonCoors

Background:

In August 2021, Denver Arts & Venues (DAV) issued an RFP for an exclusive malt beverage marketing partner at Red Rocks Amphitheatre (Red Rocks). Respondents were allowed to bid on the entire malt beverage category or a subcategory. MolsonCoors was awarded a three-year contract, from 1/1/2022 – 12/31/2024, for the sub-category of exclusive beer marketing partner.

The Sponsor is entitled to certain rights and benefits at Red Rocks, Arts Complex, McNichols Civic Center Building, Denver Coliseum, and Colorado Convention Center including, but not limited to, signage, an on-site presence, branded social media promotions and digital advertising.

Due to circumstances beyond DAV's control, construction delays at Red Rocks have significantly impacted MolsonCoors' marketing partnership and delayed the opening of the Ship Rock Grille.

Current Request:

DAV is seeking City Council approval to amend the sponsorship contract with MolsonCoors.

- The amended sponsorship agreement would add two years to the current agreement.
- DAV would be able to fulfill contractual obligations to MolsonCoors' satisfaction.
- The total value of the amended agreement would be \$2,400,000.