

# ORDINANCE/RESOLUTION REQUEST

Please email requests to the Mayor's Legislative Team

at [MileHighOrdinance@DenverGov.org](mailto:MileHighOrdinance@DenverGov.org) by 9 a.m. Friday. Contact the Mayor's Legislative team with questions

Date of Request: 6/10/2024

Please mark one:  Bill Request or  Resolution Request

## 1. Type of Request:

- Contract/Grant Agreement  Intergovernmental Agreement (IGA)  Rezoning/Text Amendment  
 Dedication/Vacation  Appropriation/Supplemental  DRMC Change  
 Other:

2. **Title:** (Start with *approves, amends, dedicates*, etc., include name of company or contractor and indicate the type of request: grant acceptance, contract execution, contract amendment, municipal code change, supplemental request, etc.)

Approves amendment to revenue agreement THTRS-202472795-01 between Denver Arts & Venues (DAV) and Mark Anthony Brands Inc. (Sponsor) from 1/1/2022 through 12/31/2026 which entitles the Sponsor to certain rights and benefits at City venues and events operated by DAV 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. This amendment extends the term of the sponsorship and adds additional fees for the amended amount totaling \$1,535,000.

3. **Requesting Agency:** DAV

## 4. Contact Person:

Contact person with knowledge of proposed ordinance/resolution (e.g., subject matter expert)	Contact person for council members or mayor-council
Name: Andrew Lindley	Name: Andrew Lindley
Email: Andrew.lindley@denvergov.org	Email: Andrew.lindley@denvergov.org

5. **General description or background of proposed request. Attach executive summary if more space needed:**

In 2021 DAV issued an RFP for Malt Beverage Partner at specific City Venues (Red Rocks, Denver Performing Arts Complex, Denver Coliseum, Colorado Convention Center). Mark Anthony Brands Inc. has been awarded the bid for hard seltzer sponsorship at certain City venues and events operated or promoted by DAV. The agreement entitles the Sponsor to certain rights and benefits DAV including, but not limited to, signage, an on-site presence, branded social media promotion and digital advertising. In return the Sponsor will pay DAV an annual fee in each of the contract years. This amendment extends the term of the sponsorship and adds additional fees for all payments now totaling \$1,535,000.

6. **City Attorney assigned to this request (if applicable):**

Laurie Heydman

7. **City Council District:**

District 10

8. **\*\*For all contracts, fill out and submit accompanying Key Contract Terms worksheet\*\***

To be completed by Mayor's Legislative Team:

Resolution/Bill Number: \_\_\_\_\_

Date Entered: \_\_\_\_\_

## Key Contract Terms

**Type of Contract:** (e.g. Professional Services > \$500K; IGA/Grant Agreement, Sale or Lease of Real Property):  
Sponsorship Agreement

**Vendor/Contractor Name (including any dba's):** Mark Anthony Brands Inc.

**Contract control number (legacy and new):** THTRS-202472795-01

**Location:** Arts & Venues: Red Rocks Amphitheatre, Denver Coliseum, Denver Performing Arts Complex, Colorado Convention Center

**Is this a new contract?**  Yes  No **Is this an Amendment?**  Yes  No **If yes, how many?** 01

**Contract Term/Duration (for amended contracts, include existing term dates and amended dates):** 1/1/2022 – 12/31/2026

**Contract Amount (indicate existing amount, amended amount and new contract total):**

<i>Current Contract Amount</i>	<i>Additional Funds</i>	<i>Total Contract Amount</i>
<i>(A)</i>	<i>(B)</i>	<i>(A+B)</i>
\$915,000	620,000	1,535,000

  

<i>Current Contract Term</i>	<i>Added Time</i>	<i>New Ending Date</i>
1/1/2022-12/31/2024	2 years	12/31/2026

**Scope of work:**

Alcoholic beverage sponsorship.

**Was this contractor selected by competitive process?** Yes **If not, why not?** NA

**Has this contractor provided these services to the City before?**  Yes  No

**Source of funds:** Revenue

**Is this contract subject to:**  W/MBE  DBE  SBE  XO101  ACDBE  N/A

**WBE/MBE/DBE commitments (construction, design, Airport concession contracts):**

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*To be completed by Mayor's Legislative Team:*

Resolution/Bill Number: \_\_\_\_\_

Date Entered: \_\_\_\_\_

**Who are the subcontractors to this contract?**

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