

## ORDINANCE/RESOLUTION REQUEST

Please email requests to the Mayor's Legislative Team  
at [MileHighOrdinance@DenverGov.org](mailto:MileHighOrdinance@DenverGov.org) by **3:00pm on Monday**.

***\*All fields must be completed.\****  
*Incomplete request forms will be returned to sender which may cause a delay in processing.*

Date of Request: 4/9/12

Please mark one:  Bill Request or  Resolution Request

1. Has your agency submitted this request in the last 12 months?

Yes  No

If yes, please explain:

2. Title: Ordinance request approving a contract with MillerCoors, THTRS-201205437

3. Requesting Agency: Arts & Venues Denver

4. Contact Person: (With actual knowledge of proposed ordinance/resolution.)

- Name: Amy Lindsey/Brian Kitts
- Phone: 720.865.4226 / 720.865.4229
- Email: [amy.lindsey@denvergov.org](mailto:amy.lindsey@denvergov.org) / [brian.kitts@denvergov.org](mailto:brian.kitts@denvergov.org)

5. Contact Person: (With actual knowledge of proposed ordinance/resolution who will present the item at Mayor-Council and who will be available for first and second reading, if necessary.)

- Name: Amy Lindsey/Brian Kitts
- Phone: 720.865.4226 / 720.865.4229
- Email: [amy.lindsey@denvergov.org](mailto:amy.lindsey@denvergov.org) / [brian.kitts@denvergov.org](mailto:brian.kitts@denvergov.org)

6. General description of proposed ordinance including contract scope of work if applicable: This ordinance will approve a contract with MillerCoors, THTRS-201205437. MillerCoors receives the exclusive malt beverage advertising rights for Red Rocks Amphitheatre, the Denver Coliseum, Boettcher Concert Hall, the Buell Theatre, and the Newton Auditorium/Ellie Caulkins Opera House and the Colorado Convention Center. MillerCoors also receives signage rights, event tickets, and sponsor opportunities for various Arts & Venues Denver events.

Proxy Partners, Arts & Venues Denver's marketing/sponsorship partner, is added as a party to the agreement and will be responsible for ensuring all deliverables under the contract are received by Coors and by Arts & Venues Denver.

***\*\*Please complete the following fields:***

- a. Contract Control Number: THTRS-201205437
- b. Duration: 03/01/2012 to 02/28/2015
- c. Location: 1245 Champa Street, Denver, CO 80204
- d. Affected Council District: Council District 8
- e. Benefits: The contract (201205437) with MillerCoors will generate \$675,000.00 of sponsorship revenue for Arts & Venues Denver.
- f. Costs: This contract will generate \$675,000.00 of sponsorship revenue for Arts & Venues Denver.

7. Is there any controversy surrounding this ordinance? (Groups or individuals who may have concerns about it?) Please explain. None that is known.

To be completed by Mayor's Legislative Team:

## **EXECUTIVE SUMMARY**

Ordinance request approving a contract with MillerCoors, THTRS-201205437

This contract will generate \$675,000.00 of sponsorship revenue for Arts & Venues Denver.

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