

Kaiser Permanente

Scope of Sponsorship Benefits

On-site Activation

Sponsor will present the Hydration Stations at all seven (7) Regional Recreation Centers of Denver Parks & Recreation. Artwork and branding must be pre-approved by Denver Parks & Recreation.

Sponsor will present a Stretching and Core Strength area at all seven (7) Regional Recreation Centers of Denver Parks & Recreation. Artwork and branding must be pre-approved by Denver Parks & Recreation.

Sponsor will present a Hydration Station in the Visitor's Center of Red Rocks. Artwork and branding must be pre-approved by Denver Arts & Venues.

Sponsor will be present branded Sunscreen Stations on the Upper Plaza and Lower Level South of Red Rocks Amphitheatre. Artwork and branding must be pre-approved by Denver Arts & Venues.

Digital Signage

Sponsor will receive one (1) branded advertisement in Red Rocks pre-concert and intermission slide show during all public, ticketed events.

Programs

Sponsor will be an Official Sponsor of Yoga on the Rocks (YOTR). Sponsor will receive one (1) banner on the stage, one (1) slide in the YOTR slide show, placement in the YOTR Know Before You Go Email, and logo placement on the YOTR webpage. Sponsor will also receive one (1) 10' x 10' booth space at all YOTR sessions.

Sponsor will be an Official Sponsor of SnowFit. Sponsor will receive one (1) banner on the stage, one (1) slide in the SnowFit slide show, placement in the SnowFit Know Before You Go Email, and logo placement on the SnowFit webpage. Sponsor will also receive one (1) 10' x 10' booth space at all SnowFit sessions.

Marquees

Sponsor will receive one (1) quarter schedule on Colorado Convention Center and Denver Performing Arts Complex LED marquees each year.

Rights to Trade Name and Marks

Sponsor will receive rights to Red Rocks Amphitheatre trade name and marks and Denver Parks & Recreation trade name and marks for marketing promotions.

Exhibit B

Sponsorship Fee:

Year 1 Net Investment: \$265,000 Due upon execution of agreement

Year 2 Net Investment: \$278,250 Due 10/1/2019

Year 3 Net Investment: \$292,162 Due 10/1/2020