

ORDINANCE/RESOLUTION REQUEST

Please email requests to the Mayor's Legislative Team
at 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: 8/30/12

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 BOTTLING GROUP, LLC, a Delaware limited liability company, c/o: The Pepsi Beverages Company, THTRS-201206007

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 / 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 / brian.kitts@denvergov.org

6. **General description of proposed ordinance including contract scope of work if applicable:** This ordinance will approve a contract with BOTTLING GROUP, LLC, a Delaware limited liability company, c/o: The Pepsi Beverages Company, THTRS-201206007.

BOTTLING GROUP, LLC, a Delaware limited liability company, c/o: The Pepsi Beverages Company, THTRS-201206007 will receive 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. BOTTLING GROUP, LLC, a Delaware limited liability company, c/o: The Pepsi Beverages Company 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 BOTTLING GROUP, LLC, a Delaware limited liability company, c/o: The Pepsi Beverages Company and by Arts & Venues Denver.

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

- a. **Contract Control Number:** THTRS-201206007
- b. **Duration:** 05/01/2012 to 04/30/2017
- c. **Location:** 1245 Champa Street, Denver, C05/01/2012 to 04/30/2017

d. **Affected Council District:** Council District 8

e. **Benefits:** The contract (201206007) with BOTTLING GROUP, LLC, a Delaware limited liability company, c/o: The Pepsi Beverages Company will generate \$1,272,750.00, over a five (5) year term, of sponsorship revenue for Arts & Venues Denver.

f. **Costs:** Sponsorship and activation fees will be paid to Proxy Partners upon receipt of sponsorship payment.

To be completed by Mayor's Legislative Team:

SIRE Tracking Number: _____

Date Entered: _____

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:

SIRE Tracking Number: _____

Date Entered: _____

EXECUTIVE SUMMARY

Ordinance request approving a contract with BOTTLING GROUP, LLC, a Delaware limited liability company, c/o: The Pepsi Beverages Company, THTRS-201206007

The contract (201206007) with BOTTLING GROUP, LLC, a Delaware limited liability company, c/o: The Pepsi Beverages Company will generate \$1,272,750.00, over a five (5) year term, of sponsorship revenue for Arts & Venues Denver.

To be completed by Mayor's Legislative Team:

SIRE Tracking Number: _____

Date Entered: _____