

BILL/ RESOLUTION REQUEST

1. Title: Approves a contract with MillerCoors to receive 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 (THTRS-201205437).

2. Requesting Agency: Arts & Venues DENVER

3. Contact Person *with actual knowledge of proposed ordinance*

Name:Amy Lindsey

Phone:720.865.4226

Email:amy.lindsey@denvergov.org

4. Contact Person *with actual knowledge of proposed ordinance who will present the item at Mayor Council and who will be available for first and second reading, if necessary*

Name:Amy Lindsey

Phone:720.865.4226

Email:amy.lindsey@denvergov.org

5. Describe the proposed ordinance, including what the proposed ordinance is intended to accomplish, who's involved

a. Scope of Work

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.

b. Duration

03/01/2012 to 02/28/2015

c. Location

citywide

d. Affected Council District

citywide

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.

6. Is there any controversy surrounding this ordinance, groups or individuals who may have concerns about it? Please explain.

No.

Bill Request Number: BR12-0298

Date: 4/9/2012