

EXECUTIVE SUMMARY – Pernod Ricard

Background:

In September 2022, Denver Arts & Venues (DAV) issued an RFP for an exclusive spirits marketing partner for all Denver Arts & Venues' venues. Respondents were allowed to bid on the entire spirits category or a subcategories (vodka, rum, tequila, whiskey, etc.). Pernod Ricard was awarded a three-year contract, from 4/1/2023 – 12/31/2026, for the sub-categories of exclusive marketing partner in the vodka, rum, whiskey, and tequila categories.

The Sponsor would be entitled to certain rights and benefits at Red Rocks, Arts Complex, McNichols Civic Center Building, Denver Coliseum, and Colorado Convention Center including, but not limited to, signage, an on-site presence, in-market promotions, and digital advertising. In return the Sponsor will pay DAV fees in each of the contract years totaling \$1,484,000.

Current Request:

DAV is seeking City Council approval of an ordinance that will authorize Denver Arts & Venues to enter into a sponsorship contract with Pernod Ricard.

- The sponsorship agreement will provide DAV with in-market promotions and on-site activation that will elevate the venues of DAV in Colorado as well as nationwide.
- The sponsorship agreement will provide significant revenue for DAV in an important sponsorship category.