

## **BILL/ RESOLUTION REQUEST**

- 1. Title:** Approves a contract with The Superlative Group, Inc. for \$7,725,000.00 through 08/31/2016 for sponsorship opportunities and sales directly from potential sponsors; the opportunities will be memorialized in written contract form and pre-approved by the City (THTRS-201312921).
  
- 2. Requesting Agency:** Arts & Venues Denver
  
- 3. Contact Person *with actual knowledge of proposed ordinance***  
**Name:**Brian Kitts  
**Phone:**720.865.4229  
**Email:**brian.kitts@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:**Brian Kitts  
**Phone:**720.865.4229  
**Email:**brian.kitts@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 an Agreement with The Superlative Group, Inc. to provide sponsorship sales and related services. The contractor shall seek and obtain sponsorship opportunities and sales directly from potential sponsors; the opportunities will be memorialized in written contract form and pre-approved by the City. Upon approval, the contract(s) will be executed by the City, Contractor, and the applicable sponsor in accordance with the City's Charter and the Denver Revised Municipal Code.
  - b. Duration**

Date of Execution to 08/31/2016
  - c. Location**

Denver Arts & Venues, 1345 Champa Street, Denver, CO 80204
  - d. Affected Council District**
  - e. Benefits**

There is the potential to generate \$30,000,000.00 of sponsorship revenue from potential sponsors over the term of the contract; The Superlative Group will be entitled to receive a 10% sales commission fee and a 15% activation fee for each contract sold; The Superlative Group will also be entitled to receive a \$75,000 professional services fee each contract year.
  - f. Costs**

\$7,725,000.00 (over the term of the contract)

**6. Is there any controversy surrounding this ordinance, groups or individuals who may have concerns about it? Please explain.**  
No.

**Bill Request Number: BR13-0887**

**Date: 11/19/2013**