

## **EXECUTIVE SUMMARY – Birdcall Red Rocks LLC**

### **Background:**

In 2024 Denver Arts & Venues (DAV) engaged in partnership discussions with Birdcall Red Rocks LLC, a Colorado based quick service restaurant company specializing in chicken sandwiches and other offerings. In 2025, DAV and Birdcall Red Rocks LLC finalized terms on a partnership marketing agreement and helped facilitate a related subcontractor agreement between Aramark and Birdcall to operate a branded concession location at Red Rocks Amphitheatre.

Pursuant to the contracts, the Birdcall Red Rocks LLC is entitled to certain rights and benefits at City Venues including, but not limited to, signage, an on-site presence, branded social media promotion and digital advertising. In return the Birdcall Red Rocks LLC pays DAV fees in each of the contract years with the amount totaling \$1,150,000.

### **Current Request:**

Denver Arts & Venues is seeking to finalize the sponsorship contract with Birdcall Red Rocks LLC.