

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: 04/15/2016

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 Sponsorship Agreement with The Superlative Group, Inc. and Universal McCann Worldwide, Inc. on behalf of its client, FCA US LLC, Contract Control THTRS-201626685 to obtain sponsorship, advertising and marketing support/opportunities in connection with Red Rocks Amphitheatre.

3. **Requesting Agency:** Denver Arts & Venues

4. **Contact Person:** (With actual knowledge of proposed ordinance/resolution.)

- **Name:** Brian Kitts
- **Phone:** 720-865-4229
- **Email:** 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:** Brian Kitts
- **Phone:** 720-865-4229
- **Email:** brian.kitts@denvergov.org

6. **General description of proposed ordinance including contract scope of work if applicable:**

This ordinance will approve a Sponsorship Agreement with The Superlative Group, Inc. and Universal McCann Worldwide, Inc. on behalf of its client, FCA US LLC to obtain sponsorship, advertising and marketing support/opportunities in connection with Red Rocks Amphitheatre.

****Please complete the following fields:** (Incomplete fields may result in a delay in processing. If a field is not applicable, please enter N/A for that field – please do not leave blank.)

- a. **Contract Control Number:** THTRS-201626685
- b. **Duration:** January 1, 2016 to December 31, 2017
- c. **Location:** Red Rocks Amphitheatre
- d. **Affected Council District:** Council District 8
- e. **Benefits:** This agreement will generate \$530,000.00 of sponsorship revenue for the term of the agreement
- f. **Costs:** zero

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: _____