

EXECUTIVE SUMMARY – MolsonCoors

Background:

In August 2021, Denver Arts & Venues (DAV) issued an RFP for an exclusive malt beverage marketing partner at Red Rocks Amphitheatre (Red Rocks). Respondents were allowed to bid on the entire malt beverage category or a subcategory. MolsonCoors was awarded a three-year contract, from 1/1/2022 – 12/31/2024, for the sub-category of exclusive beer marketing partner. The contract was delayed as MolsonCoors and DAV worked through contractual remedies for any future interruptions to live events, given the ongoing pandemic.

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, branded social media promotions and digital advertising. In return the Sponsor will pay DAV fees in each of the contract years totaling \$1,500,000.

Current Request:

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

- 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.