

EXECUTIVE SUMMARY – Swire Coca-Cola

Background:

In January 2023, Denver Arts & Venues (DAV) issued an RFP for an exclusive non-alcoholic beverage partner for all Denver Arts & Venues' venues. Respondents were allowed to bid on the entire non-alcoholic beverage category or a subcategory. Swire Coca-Cola was awarded a five-year contract, from 7/1/2023 – 12/31/2027, for the sub-categories of exclusive soft drink, ready to drink juice, ready to drink coffee, isotonic beverage, shelf stable milk, and protein drink partner.

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 pouring rights, 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 \$1,564,000.

Current Request:

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

- 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.
- The pouring rights will provide DAV attendees with access to category leading beverage choices.