

# ORDINANCE/RESOLUTION REQUEST

Please email requests to the Mayor's Legislative Team

at [MileHighOrdinance@DenverGov.org](mailto:MileHighOrdinance@DenverGov.org) by **3:00pm on Monday**. Contact the Mayor's Legislative team with questions

Please mark one:  Bill Request or  Resolution Request Date of Request: 10/27/2023

## 1. Type of Request:

- Contract//IGA/Grant Agreement  Rezoning/Map Amendment  Appointment  
 Dedication/Vacation  OHR Classification  Other:

2. **Title:** (Include a concise, one sentence description – please include name of company or contractor and contract control number - that clearly indicates the type of request: **grant acceptance, contract execution, contract amendment, municipal code change, supplemental request, etc.**)

(For above title section, change instructions to encourage folks to use “approves; amends, dedicates,” etc. etc.)

Approves revenue agreement THTRS-202370826 between Denver Arts & Venues (DAV) and Pernod Ricard USA, LLC, a sponsor, from 4/1/2023 through 12/31/2026. Sponsor will pay \$1,484,000 to DAV and will be entitled to certain rights and benefits at City venues and events operated by DAV including, but not limited to, signage, an on-site presence, branded social media promotion and digital advertising.

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

## 4. Contact Person:

Contact person with knowledge of proposed ordinance/resolution	Contact person to present item at Mayor-Council and Council
Name: Andrew Lindley	Name: Andrew Lindley
Email: Andrew.Lindley@denvergov.org	Email: Andrew.Lindley@denvergov.org

## 5. General description or background of proposed request; include attached executive summary if more space needed:

In September 2022, Denver Arts & Venues (DAV) issued an RFP for an exclusive spirits marketing partner for all Denver Arts & Venues' venues. Respondents were allowed to bid on the entire spirits category or a subcategories (vodka, rum, tequila, whiskey, etc.). Pernod Ricard was awarded a three-year contract, from 4/1/2023 – 12/31/2025, for the sub-categories of exclusive marketing partner in the vodka, rum, whiskey, and tequila categories.

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, in-market promotions, and digital advertising. In return the Sponsor will pay DAV fees in each of the contract years totaling \$1,484,000.

6. **City Attorney assigned to this request (if applicable):** Josh Roberts

7. **\*\*For all contracts, fill out and submit accompanying Key Contract Terms worksheet\*\* (highlight this line somehow)**

To be completed by Mayor's Legislative Team:

Resolution/Bill Number: \_\_\_\_\_

Date Entered: \_\_\_\_\_

## Key Contract Terms

**Type of Contract: (e.g. Professional Services > \$500K; IGA/Grant Agreement, Sale or Lease of Real Property):**

- Exclusive Sponsorship Agreement

**Vendor/Contractor Name:**

- PERNOD RICARD USA, LLC

**Contract control number:**

- THTRS-202370826

**Location:** Red Rocks Amphitheatre & Visitor Center, the McNichols Civic Center Building, the Denver Coliseum, and the Colorado Convention Center

Is this a new contract?  Yes  No Is this an Amendment?  Yes  No If yes, how many? 01

**Contract Term/Duration (for amended contracts, include existing term dates and**

**amended dates): 4/1/2023 – 12/31/2026**

**Contract Amount (indicate existing amount, amended amount and new contract total):**

<i>Current Contract Amount</i>	<i>Additional Funds</i>	<i>Total Contract Amount</i>
<i>(A)</i>	<i>(B)</i>	<i>(A+B)</i>
\$1,175,000	\$309,000	\$1,484,000

  

<i>Current Contract Term</i>	<i>Added Time</i>	<i>New Ending Date</i>
4/1/2023 – 12/31/2025	1 year	12/31/2026

**NOTE:**

- \$1,484,000 is the total amount of sponsorship fees

**Scope of work:**

- Sponsorship activities and exclusive supply of spirits to be sold at Red Rocks Amphitheatre & Visitor Center, the McNichols Civic Center Building, the Denver Coliseum, and the Colorado Convention Center, in exchange for a fee.

**Was this contractor selected by competitive process? If not, why not?**

Yes, RFP

**Has this contractor provided these services to the City before?**  Yes  No

**Source of funds:**

Revenue Agreement

**Is this contract subject to:**  W/MBE  DBE  SBE  XO101  ACDBE  N/A

**WBE/MBE/DBE commitments (construction, design, Airport concession contracts):**

N/A

---

*To be completed by Mayor's Legislative Team:*

Resolution/Bill Number: \_\_\_\_\_

Date Entered: \_\_\_\_\_

**Who are the subcontractors to this contract?**

**N/A**

---

*To be completed by Mayor's Legislative Team:*

Resolution/Bill Number: \_\_\_\_\_

Date Entered: \_\_\_\_\_