EXECUTIVE SUMMARY – HCA HealthONE

Background:

In August 2024, Denver Arts & Venues (DAV) issued an RFP for an exclusive health care marketing partner for all Denver Arts & Venues' venues. Respondents were allowed to bid on the entire portfolio of DAV venues or specific venues. HCA HealthONE was awarded a three-year contract, from 1/1/2025 – 12/31/2027, as the exclusive marketing partner in the health care category.

The Sponsor would be entitled to certain rights and benefits at Red Rocks, Arts Complex, 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 $2,009,085.

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

- 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.