



Legislation Details (With Text)

File #: 23-0707 **Version:** 1

Type: Resolution **Status:** Adopted

File created: 5/26/2023 **In control:** Business, Arts, Workforce, Climate & Aviation Services Committee

On agenda: 6/20/2023 **Final action:** 6/20/2023

Title: A resolution approving a proposed Sponsorship Agreement with CEGC, LLC, doing business as Colorado Threads, for \$10,815.00 in sponsorship fees, plus a revenue share of gross profits of co-branded apparel, through December 31, 2023, at designated Red Rocks events and Five Points Jazz Festival.
Approves a sponsorship contract with CEGC, LLC, doing business as Colorado Threads, for \$10,815 in sponsorship fees, plus a revenue share of gross profits of co-branded apparel through 12-31-2023 at designated Red Rocks events and Five Points Jazz Festival (THTRS-202265983). The last regularly scheduled Council meeting within the 30-day review period is on 7-10-2023. The Committee approved filing this item at its meeting on 6-7-2023.

Sponsors:

Indexes: Melissa Mata

Code sections:

Attachments: 1. RR23-0707_A&V_Ordinance-Resolution Request Colorado Threads, 2. 23-0707 Filed Resolution_CEGC LLC dba Colorado Threads_202265983-00_06122023_BLM_Final, 3. 23-0707 Filed Agreement CEGC, LLC dba as Colorado Threads Non Exclusive Sponsorship_202265983-00_BLM_06132023, 4. 23-0707 Filed Resolution_CEGC LLC dba Colorado Threads_202265983-00_06122023_BLM_Final, 5. 23-0707 - signed

Date	Ver.	Action By	Action	Result
6/20/2023	1	Council President	signed	
6/20/2023	1	City Council	adopted	Pass
6/7/2023	1	Business, Arts, Workforce, Climate & Aviation Services Committee	approved by consent	Pass

Contract Request Template (Contracts; IGAs; Leases)

Date Submitted: 6-05-2023

**Requesting Agency: Arts & Venues
Division:**

Subject Matter Expert Name: Andrew Lindley
Email Address: Andrew.lindley@denvergov.org
[<mailto:Andrew.lindley@denvergov.org>](mailto:Andrew.lindley@denvergov.org)
Phone Number:

Item Title & Description:

(Do not delete the following instructions)
*These appear on the Council meeting agenda. Initially, the requesting agency will enter a 2-3 sentence description. Upon bill filling, the City Attorney's Office should enter the title above the description (the title should be in **bold** font).*

Both the title and description must be entered between the red "title" and "body" below. Do **not** at any time delete the red "title" or "body" markers from this template.

A resolution approving a proposed Sponsorship Agreement with CEGC, LLC, doing business as Colorado Threads, for \$10,815.00 in sponsorship fees, plus a revenue share of gross profits of co-branded apparel, through December 31, 2023, at designated Red Rocks events and Five Points Jazz Festival.

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Affected Council District(s) or citywide? citywide

**Contract Control Number:
THTRS-202265983**

**Vendor/Contractor Name (including any "DBA"):
CEGC, LLC dba Colorado Threads**

Type and Scope of services to be performed:

Provision of advertising, signage, promotional opportunities and other negotiated benefits to Colorado Threads in exchange for sponsorship fee payments and profit sharing.

**Location (if applicable):
Red Rocks, Five Points Jazz Festival**

**WBE/MBE/DBE goals that were applied, if applicable (construction, design, Airport concession contracts):
N/A**

Are WBE/MBE/DBE goals met (if applicable)?

Is the contract new/a renewal/extension or amendment?

**Was this contractor selected by competitive process or sole source?
Open Market**

For New contracts

**Term of initial contract:
6/03/2023 - 12/31/2023**

Options for Renewal:

How many renewals (i.e. up to 2 renewals)?

Term of any renewals (i.e. 1 year each):

Cost of initial contract term:

\$10,815

Cost of any renewals:

Total contract value council is approving if all renewals exercised:

For Amendments/Renewals Extensions:

Is this a change to cost/pricing; length of term; terms unrelated to time or price (List all that apply)?

If length changing

What was the length of the term of the original contract?

What is the length of the extension/renewal?

What is the revised total term of the contract?

If cost changing

What was the original value of the entire contract prior to this proposed change?

What is the value of the proposed change?

What is the new/revised total value including change?

If terms changing

Describe the change and the reason for it (i.e. compliance with state law, different way of doing business etc.)