



## Legislation Details (With Text)

**File #:** 18-0072      **Version:** 1

**Type:** Resolution      **Status:** Adopted

**File created:** 1/16/2018      **In control:** Business, Arts, Workforce, & Aeronautical Services Committee

**On agenda:** 6/11/2018      **Final action:** 6/11/2018

**Title:** A resolution approving a proposed Sponsorship Agreement between the City and County of Denver and Universal McCann Worldwide, Inc. for sponsorship, advertising and marketing in connection with Red Rocks Amphitheatre.  
Approves a three-year revenue contract with Universal McCann Worldwide, Inc. in the amount of \$600,000 for sponsorship, advertising, and marketing support opportunities at Red Rocks Amphitheatre (THTRS-201839473). The last regularly scheduled Council meeting within the 30-day review period is on 6-25-18. The Committee approved filing this item at its meeting on 1-24-18.

**Sponsors:**

**Indexes:** Debra Bartleson

**Code sections:**

**Attachments:** 1. RR18 0072 DAV Universal McCann, 2. 18-0072 Signed Contract\_Universal McCann.201839473-00, 3. 18-0072 Filed Resolution\_Universal McCann.201839473-00, 4. 18-0072 Filed Resolution\_Universal McCann.201839473-00.pdf, 5. 18-0072 - signed.pdf

Date	Ver.	Action By	Action	Result
6/12/2018	1	Council President	signed	
6/11/2018	1	City Council	adopted	Pass
6/4/2018	1	City Council	postponed to a date certain	
1/24/2018	1	Business, Arts, Workforce, & Aeronautical Services Committee	approved by consent	

### Contract Request Template (Contracts; IGAs; Leases)

**Date Submitted:** 01-16-18

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

- **Name:** Brian Kitts
- **Phone:** 720-865-4229
- **Email:** brian.kitts@denvergov.org

**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 between the City and County of Denver and Universal McCann Worldwide, Inc. for sponsorship, advertising and marketing in connection with Red Rocks Amphitheatre.**

Approves a three-year revenue contract with Universal McCann Worldwide, Inc. in the amount of \$600,000 for sponsorship, advertising, and marketing support opportunities at Red Rocks Amphitheatre (THTRS-201839473). The last regularly scheduled Council meeting within the 30-day review period is on 6-25-18. The Committee approved filing this item at its meeting on 1-24-18.

**Affected Council District(s) or citywide?**

**Contract Control Number:** THTRS-201839473

**Vendor/Contractor Name (including any "DBA"):** Universal McCann Worldwide, Inc

**Type and Scope of services to be performed:**

This resolution will approve a Sponsorship Agreement Universal McCann Worldwide, Inc. on behalf of its client, FCA US LLC to obtain sponsorship, advertising and marketing support/opportunities in connection with Red Rocks Amphitheatre.

**Location (if applicable):**

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

**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?**

**For New contracts**

**Term of initial contract:** Three years

**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:** \$600,000

**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.)**