



Legislation Details (With Text)

File #: 22-0197 **Version:** 1

Type: Resolution **Status:** Adopted

File created: 2/8/2022 **In control:** Business, Arts, Workforce, Climate & Aviation Services Committee

On agenda: 2/28/2022 **Final action:** 2/28/2022

Title: A resolution approving a proposed Sponsorship Agreement between the City and County of Denver and Mark Anthony Brands, Inc. to obtain certain sponsorship opportunities in connection with the City Venues.
Approves a revenue agreement with Mark Anthony Brands, Inc. for \$915,000 and 3 years through 12-31-2024 for sponsorship rights and benefits including, but not limited to, signage, an on-site presence, branded social media promotion and digital advertising at Red Rocks, and the Colorado Convention Center, Denver Performing Arts Complex, and the Denver Coliseum in District 9 (THTRS-202161000). The Committee approved filing this item at its meeting on 2-16-22. The last regularly scheduled Council meeting within the 30-day review period is on 3-21-22.

Sponsors:

Indexes: Lucas Palmisano

Code sections:

Attachments: 1. RR22 0197 AVD Mark Anthony Brands Inc Request, 2. RR22 0197 AVD Mark Anthony Brands Executive Summary, 3. 22-0197 Filed Resolution_Mark Anthony Brands Inc., 202161000-00, 4. 22-0197 Sponsorship Agreement Mark Anthony Brands Inc., 202161000-00, 5. 22-0197 Filed Resolution_Mark Anthony Brands Inc.

| Date | Ver. | Action By | Action | Result |
|-----------|------|--|---------------------|--------|
| 2/28/2022 | 1 | Council President | signed | |
| 2/28/2022 | 1 | City Council | adopted | Pass |
| 2/16/2022 | 1 | Business, Arts, Workforce, Climate & Aviation Services Committee | approved by consent | |

Contract Request Template (Contracts; IGAs; Leases)

Date Submitted: 2/7/22

Requesting Agency: Arts & Venues
Division:

Subject Matter Expert Name: Andrew Lindley

Email Address: 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 between the City and County of Denver and Mark Anthony Brands, Inc. to obtain certain sponsorship opportunities in connection with the City Venues.

Approves a revenue agreement with Mark Anthony Brands, Inc. for \$915,000 and 3 years through 12-31-2024 for sponsorship rights and benefits including, but not limited to, signage, an on-site presence, branded social media promotion and digital advertising at Red Rocks, and the Colorado Convention Center, Denver Performing Arts Complex, and the Denver Coliseum in District 9 (THTRS-202161000). The Committee approved filing this item at its meeting on 2-16-22. The last regularly scheduled Council meeting within the 30-day review period is on 3-21-22.

Affected Council District(s) or citywide? District 9 & Red Rocks

Contract Control Number: THTRS-202161000

Vendor/Contractor Name (including any "DBA"): Mark Anthony Brands, Inc.

Type and Scope of services to be performed:

In 2021 DAV issued an RFP for Malt Beverage Partner at specific City Venues (Red Rocks, Denver Performing Arts Complex, Denver Coliseum, Colorado Convention Center). Mark Anthony Brands Inc. has been awarded the bid for hard seltzer sponsorship at certain City venues and events operated or promoted by DAV. The agreement entitles the Sponsor to certain rights and benefits DAV including, but not limited to, signage, an on-site presence, branded social media promotion and digital advertising. In return the Sponsor will pay DAV an annual fee in each of the contract years with all payments totaling \$915,000.

Location (if applicable): Red Rocks, CCC, DPAC, and Coliseum

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? New

Was this contractor selected by competitive process or sole source? RFP

For New contracts

Term of initial contract: 1/1/2022 - 12/31/2024

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: \$915,000

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.)