



## Legislation Details

**File #:** 22-1266      **Version:** 1

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

**File created:** 10/3/2022      **In control:** Business, Arts, Workforce, Climate & Aviation Services Committee

**On agenda:** 10/24/2022      **Final action:** 10/24/2022

**Title:** A resolution approving a proposed Sponsorship Agreement with Molson Coors Beverage Company USA LLC, for exclusive marketing, advertising and retail sales rights in the beer and malt beverage category at all Denver Arts and Venues facilities.  
Approves a sponsorship agreement with Molson Coors Beverage Company USA, LLC for \$1,500,000 and 3 years through 12-31-2024, for exclusive marketing, advertising and retail sale rights in the beer and malt beverage category at all Denver Arts and Venues facilities (THTRS-202161084). The last regularly scheduled Council meeting within the 30-day review period is on 11-14-2022. The Committee approved filing this item at its meeting on 10-12-2022.

**Sponsors:**

**Indexes:** Lucas Palmisano

**Code sections:**

**Attachments:** 1. RR22-1266\_DAV\_Molson Coors ORR Form Ver2, 2. RR22-1266\_DAV\_MolsonCoors Executive Summary 092922 v2, 3. 22-1266 Filed Resolution\_MolsonCoorsBeverageCompanyUSALLC\_202161084-00\_10182022\_BLM\_Final, 4. 22-1266 Filed Sponsorship Agreement\_MolsonCoorsBeverageCompanyUSALLC\_202161084-00\_10192022\_BLM, 5. 22-1266 Filed Resolution\_MolsonCoorsBeverageCompanyUSALLC\_202161084-00\_10182022\_BLM\_Final, 6. 22-1266 - signed

| Date       | Ver. | Action By  | Action              | Result |
|------------|------|--|---------------------|--------|
| 10/24/2022 | 1    | Council President  | signed              |        |
| 10/24/2022 | 1    | City Council   |                     |        |
| 10/12/2022 | 1    | Business, Arts, Workforce, Climate & Aviation Services Committee | approved by consent | Pass   |