



## Legislation Details

**File #:** 24-0826      **Version:** 1

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

**File created:** 6/16/2024      **In control:** Business, Arts, Workforce, Climate & Aviation Services Committee

**On agenda:** 7/8/2024      **Final action:** 7/8/2024

**Title:** A resolution approving a proposed Amendatory Agreement with Mark Anthony Brands, Inc. to extend the term and receive more money for additional 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 Council District 10.

Amends a revenue agreement with Mark Anthony Brands, Inc., by adding \$620,000 for a new total of \$1,535,000 and two years for a new ending date of 12-31-2026 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 Council District 10 (THTRS-20272795-01/THTRS-202161000). The last regularly scheduled Council meeting within the 30-day review period is on 7-29-2024. The Committee approved filing this item at its meeting on 6-26-2024.

**Sponsors:**

**Indexes:** Melissa Mata

**Code sections:**

**Attachments:** 1. RR24-0826\_A&V\_Ordinance Resolution Request Form - Mark Anthony Brands - 6.10.pdf, 2. 24-0826 Filed Resolution\_Mark Anthony Brands Inc.\_202472795-01\_06282024\_Final Version\_LJH, 3. 24-0826 Filed Amendatory Agreement\_Mark Anthony Brands Inc.\_202472795-01\_LJH\_07012024, 4. 24-0826 Filed Resolution\_Mark Anthony Brands Inc., 5. 24-0826\_signed.pdf

Date	Ver.	Action By	Action	Result
7/8/2024	1	Council President	signed	
7/8/2024	1	City Council	adopted	Pass
6/26/2024	1	Business, Arts, Workforce, Climate & Aviation Services Committee	approved by consent	Pass