



Legislation Details

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	