



Legislation Details (With Text)

File #: 18-1195 **Version:** 1

Type: Resolution **Status:** Approval Review

File created: 10/16/2018 **In control:** Business, Arts, Workforce, Climate & Aviation Services Committee

On agenda: 10/24/2018 **Final action:**

Title: Approves a revenue contract with Kaiser Foundation Health Plan of Colorado for \$835,412 and for three years for sponsorship activities at Red Rocks Amphitheater (THTRS-201842669).

Sponsors:

Indexes: Jonathan Griffin

Code sections:

Attachments: 1. RR18 1195 DAV Kaiser Permanente Sponsorship Supporting, 2. RR18 1195 DAV Kaiser Permanente Sponsorship

| Date | Ver. | Action By | Action | Result |
|------------|------|--|---------------------|--------|
| 10/24/2018 | 1 | Business, Arts, Workforce, Climate & Aviation Services Committee | approved by consent | Pass |

Contract Request Template (Contracts; IGAs; Leases)

Date Submitted: 10-16-18

Requesting Agency: Arts & Venues
Division:

Subject Matter Expert:

| | |
|--------|------------------------------|
| Name: | Andrew Lindley |
| Email: | Andrew.Lindley@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.*

Approves a revenue contract with Kaiser Foundation Health Plan of Colorado for \$835,412 and for three years for sponsorship activities at Red Rocks Amphitheater (THTRS-201842669).

Affected Council District(s) or citywide?

Contract Control Number: THTRS-201842669

Vendor/Contractor Name (including any "DBA"): Kaiser Foundation Health Plan of Colorado

Type and Scope of services to be performed:

Scope of Sponsorship Benefits

On-site Activation

Sponsor will present the Hydration Stations at all seven (7) Regional Recreation Centers of Denver Parks & Recreation. Artwork and branding must be pre-approved by Denver Parks & Recreation.

Sponsor will present a Stretching and Core Strength area at all seven (7) Regional Recreation Centers of Denver Parks & Recreation. Artwork and branding must be pre-approved by Denver Parks & Recreation.

Sponsor will present a Hydration Station in the Visitor's Center of Red Rocks. Artwork and branding must be pre-approved by Denver Arts & Venues.

Sponsor will be present branded Sunscreen Stations on the Upper Plaza and Lower Level South of Red Rocks Amphitheatre. Artwork and branding must be pre-approved by Denver Arts & Venues.

Digital Signage

Sponsor will receive one (1) branded advertisement in Red Rocks pre-concert and intermission slide show during all public, ticketed events.

Programs

Sponsor will be an Official Sponsor of Yoga on the Rocks (YOTR). Sponsor will receive one (1) banner on the stage, one (1) slide in the YOTR slide show, placement in the YOTR Know Before You Go Email, and logo placement on the YOTR webpage. Sponsor will also receive one (1) 10' x 10' booth space at all YOTR sessions.

Sponsor will be an Official Sponsor of SnowFit. Sponsor will receive one (1) banner on the stage, one (1) slide in the SnowFit slide show, placement in the SnowFit Know Before You Go Email, and logo placement on the SnowFit webpage. Sponsor will also receive one (1) 10' x 10' booth space at all SnowFit sessions.

Marquees

Sponsor will receive one (1) quarter schedule on Colorado Convention Center and Denver Performing Arts Complex LED marquees each year.

Rights to Trade Name and Marks

Sponsor will receive rights to Red Rocks Amphitheatre trade name and marks and Denver Parks & Recreation trade name and marks for marketing promotions.

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: \$835,412

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.)