



## Legislation Details (With Text)

<b>File #:</b>	22-1266	<b>Version:</b>	1
<b>Type:</b>	Resolution	<b>Status:</b>	Adopted
<b>File created:</b>	10/3/2022	<b>In control:</b>	Business, Arts, Workforce, Climate & Aviation Services Committee
<b>On agenda:</b>	10/24/2022	<b>Final action:</b>	10/24/2022
<b>Title:</b>	<p>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.</p> <p>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.</p>		
<b>Sponsors:</b>			
<b>Indexes:</b>	Lucas Palmisano		
<b>Code sections:</b>			
<b>Attachments:</b>	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

## Contract Request Template (Contracts; IGAs; Leases)

**Date Submitted: 10-10-2022**

**Requesting Agency: Arts and Venues**  
**Division:**

**Subject Matter Expert Name: Andrew Lindley**  
**Email Address: 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 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.

**Affected Council District(s) or citywide?** Citywide

**Contract Control Number:** THTRS-202161084

**Vendor/Contractor Name (including any "DBA"):** Molson Coors Beverage Company USA, LLC

**Type and Scope of services to be performed:**

In January 2022, Molson Coors became the exclusive beer and malt beverages sponsor for the period of January 1<sup>st</sup>, 2022 through December 31<sup>st</sup>, 2022. In return for this exclusivity agreement Molson Coors has agreed to distribute \$1,500,000 in Sponsorship fees to Denver Arts and Venues. The agreement is mutually beneficial as it grants DAV funds to further grow and invest in the City's art and cultural affair activities that would further increase the exposure received through this agreement of Molson Coors to the public. The contract was delayed as Molson Coors and DAV worked through make good scenarios for any future interruptions to live events, given the ongoing pandemic.

Visible sponsorship material and branding throughout City of Denver theatres and arenas. Exclusively in the category of beer and malt beverages. Additionally, utilizing marks and branding belonging to the City of Denver in situations defined and agreed upon that would promote both Molson Coors and DAV.

See executive summary for additional information

**Location (if applicable):** Denver Arts and Venues facilities

**WBE/MBE/DBE goals that were applied, if applicable (construction, design, Airport concession contracts):** N/A

**Are WBE/MBE/DBE goals met (if applicable)?** N/A

**Is the contract new/a renewal/extension or amendment?**

New

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

Competitive

**For New contracts**

**Term of initial contract:**

**New**

**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:

**\$1,500,000**

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.)