



Legislation Details (With Text)

File #: 24-1034 **Version:** 1
Type: Resolution **Status:** Adopted
File created: 8/5/2024 **In control:** Business, Arts, Workforce, Climate & Aviation Services Committee
On agenda: 8/26/2024 **Final action:** 8/26/2024

Title: A resolution approving a proposed Agreement between the City and County of Denver and The Superlative Group concerning revenue in sponsorship opportunity identification, marketing and management for key assets and passenger facing activations at Denver International Airport. Approves a revenue contract with The Superlative Group for five years for sponsorship opportunity identification, marketing and management for key assets and passenger facing activations at Denver International Airport, in Council District 11 (PLANE-202368409). The last regularly scheduled Council meeting within the 30-day review period is on 9-16-2024. The Committee approved filing this item at its meeting on 8-14-2024.

Sponsors:

Indexes: Melissa Mata

Code sections:

Attachments: 1. RR24-1034_DEN_TheSuperlativeGroupSponsorship_1August2024, 2. 24-1034 Contract_The Superlative Group - 202368409, 3. 24-1034 Filed Resolution_The Superlative Group, 4. 24-1034 Filed Resolution_The Superlative Group, 5. 24-1034_signed.pdf

Date	Ver.	Action By	Action	Result
8/26/2024	1	Council President	signed	
8/26/2024	1	City Council	adopted	Pass
8/14/2024	1	Business, Arts, Workforce, Climate & Aviation Services Committee	approved by consent	

Other/Miscellaneous Request Template (Appointments; ROW; Code Changes; Zoning Action, etc.)

Date Submitted: 8-12-2024

Requesting Agency: DEN
Division:

Subject Matter Expert Name: Kevin Forgett
Email Address: Kevin.forgett@flydenver.com
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 Agreement between the City and County of Denver and The Superlative Group concerning revenue in sponsorship opportunity identification, marketing and management for key assets and passenger facing activations at Denver International Airport.

Approves a revenue contract with The Superlative Group for five years for sponsorship opportunity identification, marketing and management for key assets and passenger facing activations at Denver International Airport, in Council District 11 (PLANE-202368409). The last regularly scheduled Council meeting within the 30-day review period is on 9-16-2024. The Committee approved filing this item at its meeting on 8-14-2024.

Affected Council District(s) or citywide?

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Executive Summary with Rationale and Impact:

Detailed description of the item and why we are doing it. This can be a separate attachment.

Address/Location (if applicable):

Legal Description (if applicable):

Denver Revised Municipal Code (D.R.M.C.) Citation (if applicable):

Draft Bill Attached?