



## Legislation Text

File #: 18-0762, Version: 1

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

**Date Submitted:** 7-10-18

**Requesting Agency:** Arts and 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.*

**A resolution approving a proposed Sponsorship Agreement between the City and County of Denver and MillerCoors, LLC for exclusive beer sponsorship rights at all Denver Arts and Venues locations.**

Approves a contract with MillerCoors, LLC for \$675,000 and through 2-1-21 for marketing and advertising rights in the beer category at all Denver Arts and Venues facilities (THTRS-201738972-00). The last regularly scheduled Council meeting within the 30-day review period is on 8-20-18. The Committee approved filing this item at its meeting on 7-18-18.

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

**Contract Control Number:** THTRS-201738972-00

**Vendor/Contractor Name (including any "DBA"):** MillerCoors

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

MillerCoors was awarded exclusive marketing and advertising rights in the beer category at all DAV venues starting January 1<sup>st</sup>, 2018 and lasting until February 1<sup>st</sup>, 2021 for a total contract amount of \$675,000.00.

**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:** 1-1-18 - 2-1-21

**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:** \$675,000

**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.)**