



## Legislation Text

File #: 23-0707, Version: 1

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

Date Submitted: 6-05-2023

Requesting Agency: Arts & Venues  
Division:

Subject Matter Expert Name: Andrew Lindley  
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#### 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 CEGC, LLC, doing business as Colorado Threads, for \$10,815.00 in sponsorship fees, plus a revenue share of gross profits of co-branded apparel, through December 31, 2023, at designated Red Rocks events and Five Points Jazz Festival.**

Approves a sponsorship contract with CEGC, LLC, doing business as Colorado Threads, for \$10,815 in sponsorship fees, plus a revenue share of gross profits of co-branded apparel through 12-31-2023 at designated Red Rocks events and Five Points Jazz Festival (THTRS-202265983). The last regularly scheduled Council meeting within the 30-day review period is on 7-10-2023. The Committee approved filing this item at its meeting on 6-7-2023.

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

**Contract Control Number:**  
**THTRS-202265983**

**Vendor/Contractor Name (including any "DBA"):**  
**CEGC, LLC dba Colorado Threads**

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

Provision of advertising, signage, promotional opportunities and other negotiated benefits to Colorado Threads in exchange for sponsorship fee payments and profit sharing.

**Location (if applicable):**

**Red Rocks, Five Points Jazz Festival**

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

**N/A**

**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?**

**Open Market**

**For New contracts**

**Term of initial contract:**

**6/03/2023 - 12/31/2023**

**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:**

**\$10,815**

**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.)**