

Beverage RFP Supplemental Questions

February 27, 2017

Q: How will the RFP be scored and who are the decision makers that will be on the committee that will be reviewing and scoring the proposals?

A: The RFP will be reviewed by the Arts & Venues corporate partnership staff. Scoring will be based on financial benefit to the agency and quality and quantity of brand activation and promotion.

Q: Is there a third party sponsorship / sales / marketing group involved in this RFP?

A: There is not a third party agency involved. Arts & Venues no longer uses an outside group and all sales and activation are now handled internally.

Q: Can you please provide the number of events at each venue and attendance at each event and venue?

2016 Arts & Venues Event Summary			
	# of Events	Attendance	Notes
Colorado Convention Center	250	1,000,000	<i>This includes shows at the Bellco Theatre.</i>
Denver Coliseum	101	320,563	
Denver Performing Arts Complex	498	823,270	
Red Rocks Amphitheatre	177 (137 concerts)	1,123,354	<i>This number includes 40+ events such as high school graduations, 5K runs, corporate events, Yoga on the Rocks and the Red Rocks Fitness Challenge.</i>
Red Rocks Tourists (Estimate)		1,000,000	
A: TOTAL	1,026	4,267,187	

Q: Does the Denver Coliseum include the National Western Center?

A: The Denver Coliseum does not include the National Western Center. The Coliseum is owned and operated by the City of Denver. The National Western Center is operated by the non-profit National Western Stock Show.

Q: How does the pending redevelopment of the National Western Center impact the Denver Coliseum? What is the timing and how will this impact the Denver Arts and Venues volume generating opportunities?

A: The long-term development of the National Western Center has not yet been decided. The Denver Coliseum is anticipated to be in use for at least the term of this particular pouring rights contract – and is unlikely to be redeveloped within the next five to seven years.

Q: Does the RFP include full service vending machines at the venues?

A: This does not include full-service vending machines at the venues. There are currently no publicly accessible machines.

Q: Can you provide a list of the fitness events?

A: The fitness events currently including an 8-week Yoga on the Rocks series and a planned 4-week pre-season ski conditioning program. In the past this also has

included a Red Rocks Fitness Challenge (shape up program). None of these has more than 2,000 participants at a time. Because these events are not big volume and may be canceled at any time – unlike the consistency of Red Rocks’ core concert business – we felt it was easier to those as we go along, if needed, rather than include them in the overall proposal.

Q: The sample contract references exhibits A, B, C, & D. Can you provide these exhibit forms?

A. Rights & Benefits

B. Sponsorship Rights Fee

C. Additional Consideration

D. Trademarks/Service Marks and Other Intellectual Property.

A: For general reference, below is an outline of each exhibit and the information that is typically included in each.

- Exhibit A - Scope of Sponsorship Benefits (e.g. POS, signage, digital/media assets, activation and promotional details, hospitality, etc.)
- Exhibit B - Fee Schedule (e.g. price of partnership and schedule of payments)
- Exhibit C - Other Considerations (product trade)
- Exhibit D - Sponsor and City Logos (sample attached)

Q: Is there any possibility that the product exceptions (water and energy) can be included in this agreement at any time during the Term?

A: The product exceptions may be added during the term. These currently are excluded and not available. But, upon expiration of those deals, the City would be required that the categories either be put to RFP or amend the beverage contract, in order to include those. That’s a long-winded way of saying ‘yes, maybe.’ Again, though, we haven’t considered those to be important parts of our previous business compared to the pouring opportunities and marketing assets at our venues.