



Sports Legends Mall & Booth Guidelines
Denver Broncos & Stadium Management Company

Please note that the following are required:

- Self-certification policy ([click here](#))
- Certificate of insurance (see below)
- Pre-approval of all booth activities and giveaways
- No third-party sponsors are allowed without prior approval
- Food is limited to 2 oz. samples, Beverages are limited to 4 oz. samples

The Broncos will provide the following:

- Table(s)
- Chairs

Please confirm the total number of each you will need by the Monday prior to game day

Recommended items for each partner to provide:

- Table cloth
 - Banner
 - Giveaway items (At least 1000) – these must be approved by Broncos Staff prior to gameday
- Please note: You can only distribute giveaway items/market within 15' of your set-up(s)*

Parking and Setup:

- You can enter through Lot A on the south end of the stadium, set-up and then repark your vehicles. Only company branded vehicles can be a part of your actual set-up and must be listed on your self-certification form.
- Please plan to arrive 5 hours prior to kickoff on each game day. Activations will then begin 3 hours prior to kickoff and you must be set up and ready by then. Partners who arrive later than 4 hours prior to kickoff won't be allowed to pull vehicle up due to pedestrian safety.

Please note that the Broncos have a limited number of parking passes available to use for sponsor activation set-ups. If you'd like to request a parking pass to repark your vehicle, please send your request no later than the Monday prior to game day.

- Overflow parking with shuttle service will be available at three locations throughout the year:
 - Denver Coliseum – September 29 & October 17 (Main Lot, West side of complex)
 - Coors Field – October 13, November 3, December 1, December 29 (Lot A, Northeast side of stadium)
 - Pepsi Center – September 15, (Camry North Lot)
 - Shuttles will run continuously throughout the day between 5AM and 3AM.
- Please find the Denver Broncos season schedule ([here](#))



Denver Broncos Marketing Sponsor Certificate of Insurance Requirements

Certificate Holder Name & Address:

Denver Broncos Football Club
1701 Bryant St, Suite 900
Denver, CO 80204

Minimum Limits of Liability. The Sponsor's Commercial General Liability Insurance, Commercial Automobile Liability Insurance, Umbrella or Excess Coverage and Worker's Compensation Insurance shall be written with limits of liability not less than the following.

A. Commercial General Liability Insurance including completed operations

1. Each Occurrence Limit \$1,000,000
2. General Aggregate Per Project \$2,000,000
3. Products/Completed \$2,000,000
Operations Aggregate
4. Personal and Advertising Injury \$1,000,000

B. Commercial Automobile Insurance
Combined Single Limit Bodily Injury
And Property Damage \$1,000,000

C. Umbrella or Excess Coverage
Each Occurrence Limit \$1,000,000

D. Workers Compensation Insurance
Employer's Liability Limit \$1,000,000

Additional Insureds. Stadium Management Company, LLC; PDB Sports Ltd. dba Denver Broncos Football Club; The Metropolitan Football Stadium District and each of their respective agents, directors, officers, employees, and representatives shall be named as additional insureds.

Cancellation, Renewal or Modification. The Sponsor shall maintain in effect all insurance coverage required under the Contract Documents at the Sponsor's sole expense and with insurance companies acceptable to Stadium Management Company. All insurance is to be issued by companies having an A.M. Best rating of A-VII or better. All insurance policies shall provide that the coverages afforded shall not be canceled or non-renewed or restrictive modifications added, until at least thirty (30) days' prior written notice has been given. The Sponsor shall file certificates of insurance acceptable to Stadium Management Company.

Please send COI and all other inquiries about Sports Legends Mall & Booth activations to:

Taylor Hunt
Mobile: 720.329.1939
Taylor.Hunt@broncos.nfl.net



Directions to Park in Lot A

Heading South on I-25:

- Take Exit 211- 23rd Avenue/ 20th Avenue
- Go Straight through the Traffic Light
- It will seem as though you are getting back on I-25
- Stay in the right hand lane until you get to the Y and veer to the Right
- At the Stop sign, take a Left onto Bryant Street
- Go about 0.3 Miles until you get to the Stop Sign, continue Straight through the Stop Sign
- Just past the Comcast Building on the Right-hand side, take a Right into the Stadium following signs to Parking Lot A
- Drive straight until you see the sidewalk in front of you

Heading North on I-25:

- Take Exit 210C- 17th Avenue
- Take a Left at the Stop Sign
- Just past the Comcast Building on the Right-hand side, take a Right into the Stadium following signs to Parking Lot A
- Drive straight until you see the sidewalk in front of you

From Colfax Avenue:

- From Colfax, you will want to take the Exit to North Federal Boulevard
- Once heading North on Federal Boulevard, turn Right onto Dick Connor Avenue
- At the Stop Sign, take a Right onto Mile High Stadium W. Circle
- Drive about 0.4 Miles and take a Left at the Stop Sign onto W. Colfax Avenue
- At the next Stop Sign, take a Left onto Mile High Stadium Circle/Bryant Street
- Just before the Comcast Building on the Left- hand side, take a Left into the Stadium following signs to Parking Lot A
- Drive straight until you see the sidewalk in front of you

