



Ford Amphitheater selects Kaiser Permanente for exclusive sponsorship



Photo credit Trevor Cokley

Oct. 2, 2024 — Ford Amphitheater, owned by Venu Holding Corporation (VENU), Colorado Springs’ new premier amphitheater, has named Kaiser Permanente as its Exclusive Health Care Partner.

The sponsorship brings together two organizations committed to advancing the Colorado Springs community and will include onsite enhancements to a Kaiser Permanente nursing suite for moms. It also will feature in-venue health and wellness messages as well as engaging audience experiences at select concerts.

Owned by live entertainment and hospitality company Venu and operated by the renowned concert promoter AEG Presents, Ford Amphitheater opened its gates to music lovers in August 2024. Since then, it has showcased an impressive lineup of nationally-acclaimed musicians, offering an unforgettable experience with every performance.

“We are excited to deepen our presence in the Colorado Springs community with this important vibrant new venue,” said Mike Ramseier, Kaiser Permanente president. “Art, music, and nature are important components of overall health and wellness, and that’s why sponsoring the Ford Amphitheater fits perfectly into Kaiser Permanente’s mission to provide high-quality, affordable health care services and to improve the health of our members and the communities we serve.”

Kaiser Permanente is one of Colorado’s largest nonprofit health plans, offering integrated care and coverage under one roof plus an extensive network of award-winning medical professionals and hospitals. Kaiser Permanente deliberately chose to sponsor Ford Amphitheater as a unique venue celebrating music, showcasing Colorado’s beauty, and encouraging people to establish healthy social connections.

“We’re thrilled to welcome Kaiser Permanente as our Exclusive Health Care Partner. Their commitment to the well-being of our community aligns seamlessly with Venu’s values,” said Founder, Chairman, and

CEO of Venu J.W. Roth. “This sponsorship not only enhances the fan experience with added health and wellness features but also strengthens our shared dedication to fostering a vibrant, healthy community through the power of live music and cultural engagement.”

Ford Amphitheater kicked off its inaugural season with three-time GRAMMY winner Ryan Tedder and his GRAMMY-nominated band, OneRepublic, followed by a summer line up featuring national touring acts like Beach Boys, Lauren Daigle, Dierks Bentley, Pentatonix, John Fogerty, and Robert Plant + Allision Krauss. See the complete line up at <https://fordamp.live>.

About Venu

Venu, founded by Colorado Springs-based entrepreneur JW Roth, is a live music venue developer focused on building luxury venues that are experience and ambiance-centric. Venu currently boasts entertainment campuses in Colorado Springs, Colorado, and Gainesville, Georgia, which combine a Bourbon Brothers Smokehouse and Tavern restaurant, an indoor mid-size concert venue, and Notes Eatery (Colorado Springs only). The company is also developing new locations in Oklahoma, and Texas, with seating capacities ranging from 12,500 to 20,000.

The crown jewel of Venu’s portfolio, Ford Amphitheater in Colorado Springs, opened in August 2024 with a sold-out three-night performance by OneRepublic. Venu has been recognized nationally by The Wall Street Journal, VenuesNow, Denver Post, and Variety for its innovative approach to live entertainment. For more information, visit venu.live.

About Kaiser Permanente

Kaiser Permanente is committed to helping shape the future of health care. We are recognized as one of America’s leading health care providers and not-for-profit health plans. Founded in 1945, Kaiser Permanente has a mission to provide high-quality, affordable health care services and to improve the health of our members and the communities we serve. We currently serve 12.6 million members in 8 states and the District of Columbia. Care for members and patients is focused on their total health and guided by their personal Permanente Medical Group physicians, specialists, and team of caregivers. Our expert and caring medical teams are empowered and supported by industry-leading technology advances and tools for health promotion, disease prevention, state-of-the-art care delivery, and world-class chronic disease management. Kaiser Permanente is dedicated to care innovations, clinical research, health education, and the support of community health. For more information, go to about.kp.org.

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