

University of Michigan

Board of Regents



Special Session

February 8, 2012

THE UNIVERSITY OF MICHIGAN
REGENTS COMMUNICATION

ACTION REQUEST

Approved by the Regents
February 8, 2012

Subject: License for Use of Michigan Stadium to NHL Enterprises

Action

Requested: Support for Special Use

Background:

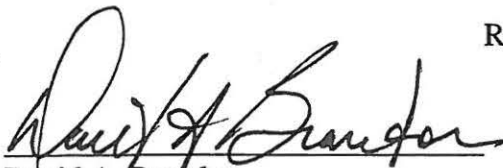
The National Hockey League (NHL) has requested that the University of Michigan license use of Michigan Stadium for holding the NHL's 2013 Winter Classic. The Winter Classic would be scheduled for January 1, 2013 with an alternate date of January 2, 2013. The NHL would require use of the Stadium itself from December 1, 2012 until mid-January for removal of all its equipment and property. Surrounding areas would be used for more limited time periods. The NHL has offered to pay up to \$3,000,000 for the license. The University would be responsible for providing and managing its usual football Saturday support activities. The NHL would contract for the concessions with, we believe, the University's current concessionaire for football games.

The NHL's advertising and other sponsorship arrangements would be implemented throughout the Stadium, similar as they would be for any NHL event. A liquor license would be obtained for service of alcoholic beverages at the Stadium for this event. State law currently permits the University to obtain the license (one of the University's 12 special licenses per year) and would not allow the current concessionaire to obtain it. The University anticipates contracting with the current concessionaire to provide the actual staffing for the alcohol service.

Final details related to the specific timing on use of various University space and facilities remain, though no problems are anticipated in reaching agreement on those details.

We recommend that the Board of Regents support this special use of Michigan Stadium.

Respectfully submitted,



David A. Brandon
Donald R. Shepherd Director of
Intercollegiate Athletics



Timothy R. Slottow
Executive Vice President and
Chief Financial Officer

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