

**The University of Michigan
Regents Communication**

**Approved by the Regents
April 21, 2016**

Action Request

Subject: Michigan Stadium
International Champions Cup

Action Requested: Approval of Concessionaire's Application for Liquor License

Background:

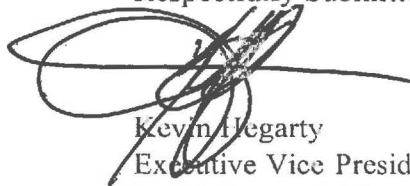
Relevant Sports, a division of RSE Ventures has requested that the University of Michigan license use of Michigan Stadium for holding a game of the 2016 International Champions Cup Soccer Tournament on Saturday, July 30, 2016.

The University and Relevant Sports have finalized the venue license agreement under which Relevant will be permitted to use Michigan Stadium. The University will be responsible for providing all operational and facilities support services for the game, in the same manner as is needed for a typical Michigan football game day. Relevant will contract for the concessions with Sodexo, the University's current concessionaire for athletic venues.

The advertising and other sponsorship arrangements that Relevant intends to activate at Michigan Stadium are expected to be consistent with the advertising and sponsorship to be in place at other ICC Tournament game venues. Current Michigan Law permits the Michigan Liquor Control Commission (MLCC) to issue a license for the sale of alcohol at an event such as this. Sodexo intends to submit to the MLCC a license application similar in scope to that approved for the Bridgestone Winter Classic of 2014 and the Guinness International Champions Cup of 2014. Pursuant to existing law, the Board of Regents must provide approval for the concessionaire's application for the liquor license.

We recommend that the Board of Regents approve an application for a Class C License and Catering Permit by Sodexo Management Inc. similar in scope as previously approved for the Bridgestone Winter Classic of 2014 and the Guinness International Champions Cup of 2014 for the International Champions Cup soccer game proposed to be held at Michigan Stadium on July 30, 2016.

Respectfully Submitted,



Kevin Hegarty
Executive Vice President and
Chief Financial Officer

April, 2016