

The University of Michigan  
Regents Communication

Approved by the  
Regents  
May 15, 2014

Action Request

Subject: Michigan Stadium  
2014 Guinness International Champions Cup

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

Background:

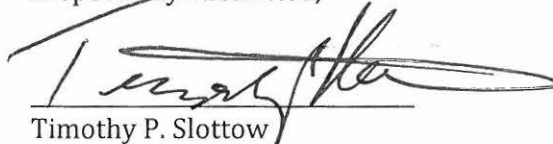
Relevant Sports, a division of RSE Ventures has requested that the University of Michigan license use of Michigan Stadium for holding a semi-final game of the 2014 Guinness International Champions Cup Soccer Tournament on Saturday, August 2, 2014.

The University and Relevant Sports are in the process of finalizing 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 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. Legislation is pending in the Michigan Legislature that would permit Sodexo to apply for a liquor license for the event. Sodexo proposes a license application similar in scope to that approved for the Bridgestone Winter Classic 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 for the 2014 ICC Soccer Tournament game proposed to be held at Michigan Stadium on August 2, 2014.

Respectfully submitted,



Timothy P. Slottow  
Executive Vice President and  
Chief Financial Officer

May 2014