

THE UNIVERSITY OF MICHIGAN
REGENTS COMMUNICATION

ACTION REQUEST

Subject: Michigan Stadium
International Champions Cup

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

Background:

The university and Relevent Sports have finalized the venue license agreement under which Relevent Sports will be permitted to use Michigan Stadium for holding the 2018 International Champions Cup soccer tournament on Saturday, July 28, 2018. 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. Relevent Sports will contract for the concessions with Sodexo Management Inc. (Sodexo), the university's current concessionaire for athletic venues.

The advertising and other sponsorship arrangements that Relevent intends to activate at Michigan Stadium are expected to be consistent with the advertising and sponsorship to be in place at other International Champions Cup venues. State law permits the Michigan Liquor Control Commission (LCC) to issue a license for the sale of alcohol at events such as this. Sodexo intends to submit to the LCC a license application similar in scope to that approved for the 2016 International Champions Cup at Michigan Stadium. As required by law, the Board of Regents must provide approval for the concessionaire's liquor license application.

We recommend that the Board of Regents approve an application for a Class C liquor license and catering permit by Sodexo Management Inc., for the International Champions Cup soccer tournament to be held at Michigan Stadium on July 28, 2018.

Respectfully submitted,



Kevin P. Hegarty
Executive Vice President and
Chief Financial Officer

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