

THE UNIVERSITY OF MICHIGAN
REGENTS COMMUNICATION

ACTION REQUEST

Subject: Michigan Stadium
International Soccer Match

Action

Requested: Approval of Concessionaire's Application for Liquor License

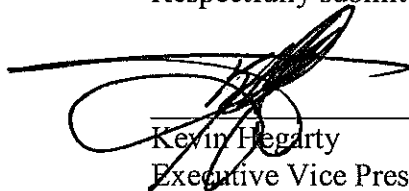
Background:

The university and Relevent Sports are in the process of finalizing the venue license agreement under which Relevent Sports will be permitted to use Michigan Stadium to hold a game of the La Liga–Serie A Cup soccer series on Saturday, August 10, 2019. 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 Sports intends to activate at Michigan Stadium are expected to be consistent with the advertising and sponsorship in place at past games at Michigan Stadium. 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 2018 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 soccer tournament proposed to be held at Michigan Stadium on August 10, 2019.

Respectfully submitted,



Kevin Hegarty
Executive Vice President and
Chief Financial Officer

June 2019