

- Advertising Time available to TCF on Digital Display Boards expanded from “Home Games” to “all Events marketed to the public other than Excepted Events” and subject to University’s right to refrain from advertising during certain kinds of events
- Minimum Percentage of Advertising Time in circumstances of permitted reductions increased from 8-1/2% of total message time to 17% of total message time

Attached to this correspondence are exhibits to this agreement to illustrate what these new field marks will look like on the field at TCF Bank Stadium. Additionally, the Office of Investments and Banking performed a separate analysis of the proposed terms of this agreement and the analysis is attached for the Board’s review. Not only does this agreement represent a significant financial increase in private support for the Athletes Village project, but this revised agreement would be one of the most lucrative stadium naming agreements in the United States.

We respectfully request that the Board of Regents approve this enhanced sponsorship agreement with TCF Bank. The specific docket item for review and action will be sent to the Regents no later than Tuesday, September 5, 2017 and the Finance & Operations Committee will take it up as part of the consent agenda at the September 7, 2017 committee meeting.

EWK/jm

- c: Brian Burnett, senior vice president, Finance and Operations
Mark Coyle, director, Intercollegiate Athletics
Douglas Peterson, General Counsel
Brian Steeves, executive director, Office of the Board of Regents

Attachments: Exhibits a, b, c, d
TCF Bank Stadium Naming Rights limited scope financial assessment of TCF Bank’s June 22, 2017 proposal
