

## **Fwd: Update for the Board (stadium agenda item)**

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From: Sarah Dirksen <sdirksen@[REDACTED]>  
To: Ken Powell <kpowell@[REDACTED]>, Steven Sviggum <sviggum@[REDACTED]>  
Cc: Bill Haldeman <haldeman@[REDACTED]>, Brian Steeves <stee0168@[REDACTED]>, Joan Gabel <jgabel@[REDACTED]>, Katie Stuckert <stuck005@[REDACTED]>, Sarah Dirksen <sdirksen@[REDACTED]>  
Sent: June 28, 2021 1:17:13 PM CDT  
Received: June 28, 2021 1:18:21 PM CDT  
Attachments: 3M Arena at Mariucci.pptx, Concept\_Presentation\_final\_6.16v2 (1).pdf  
TO: ALL REGENTS

The supplemental information attached and below is related to the stadium item on your June special meeting agenda.

----- Forwarded message -----

From: **Matt Kramer** <kramerm@[REDACTED]>  
Date: Mon, Jun 28, 2021 at 1:07 PM  
Subject: Update for the Board of Regents  
To: Sarah Dirksen <sdirksen@[REDACTED]>, GABEL, JOAN <jgabel@[REDACTED]>, HALDEMAN, WILLIAM <haldeman@[REDACTED]>, Ann Aronson <aronson@[REDACTED]>, Kate Stuckert <stuck005@[REDACTED]>

Sarah,

I have attached a PowerPoint deck that shows the Huntington Bank Stadium logo as it would appear in the Stadium. This logo was developed between Gopher Athletics, Huntington Bank, and University Relations. The logo is consistent with our branding standards, although obviously with different colors than that used by the former TCF Bank.

It is very common for naming sponsors to retain their identity in brand presentations. I've attached a slide that shows the scoreboard inside of 3M Arena at Mariucci where the 3M logo can clearly be identified in their distinctive red coloring on the scoreboard.

I look forward to the discussion tomorrow during the Board meeting.

Thank you,  
Matt

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Matt Kramer, Ed.D.  
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