

BOARD OF REGENTS
EASTERN MICHIGAN UNIVERSITY

SECTION: B
DATE: December 8, 2022

RECOMMENDATION

ATHLETICS MEDIA RIGHTS AGREEMENT AMENDMENT

ACTION REQUESTED

It is recommended that the Board of Regents delegate to the President or his designee authority to finalize and execute a media rights agreement with Learfield Communications (“Learfield”) extending until June 30, 2033.

STAFF SUMMARY

The University’s previous media rights partner, IMG College, completed a merger with Learfield. As a result of this merger, the University’s prior agreement allowed for renegotiation and amendment of terms.

The proposed agreement extending to June 30, 2033 will provide to Learfield exclusive world-wide multi-media rights for marketing, sponsorship, and promotional inventory related to the University’s athletics. Learfield will provide to the University a minimum guaranteed rights fee as well as additional variable compensation dependent upon annual media rights revenues earned by Learfield.

Additional compensation within the agreement includes:

- Annual \$50,000 value in goods/services in exchange for sponsorship rights
- Guaranteed \$100,000 capital subsidy for first three years of agreement, with additional years contingent upon annual revenue levels earned by Learfield.

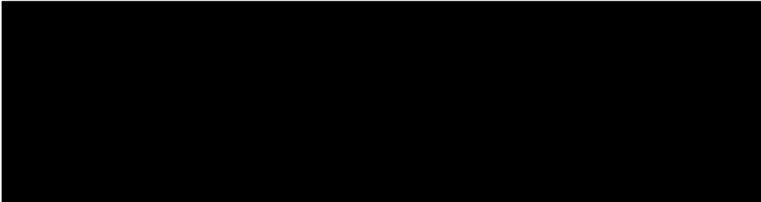
FISCAL IMPLICATIONS

The agreement will achieve minimum guaranteed rights of \$215,000 beginning in the 2023-2024 fiscal year, increasing to \$375,000 in fiscal year 2032-2033.

Annual goods/services trade of \$50,000, annually. Minimum of \$100,000 capital subsidy in fiscal years 2023-2024 through 2025-2026.

ADMINISTRATIVE RECOMMENDATION

The proposed Board action has been reviewed and is recommended for Board approval.



December 8, 2012
Date