

University of Kentucky Football Hosting Points

- ❖ FOOTBALL PROGRAM
 - Strong desire to return the championship to its home in Lexington...KHSAA is wanted and welcome in Kroger Field

- ❖ FACILITY AVAILABILITY
 - Facility, to include premium spaces (Field & Woodford Reserve Clubs), is reserved for the first weekend (Thursday-Sunday) in December
 - We have scheduling flexibility to accommodate any order of games and number of games during the Friday-Saturday-Sunday period.

- ❖ STAFFING FLEXIBILITY
 - UKAD Event Staff
 - UKAD Custodial
 - UKAD Full-Time Staff
 - UK Med Center Security
 - UK Police Department
 - LPD
 - We have a quality relationship with Metro government officials to assist if necessary with our own UK Police Department and KHSAA staff collaboration on any traffic concerns, particularly Friday afternoon/evening
 - Redesigned stadium ingress/egress patterns, the facility is easily configured to different patterns, even for consecutive games.
 - We will have the flexibility and desire to tailor staffing levels by game classification, ensuring a fiscally responsible expenditure of resources

- ❖ FACILITY ASSETS
 - Turf playing surface used in a majority of NFL venues with synthetic surfaces
 - Four team locker rooms (1 east, 2 north, 1 southwest)
 - One officials locker room
 - Potential indoor/outdoor practice/walk-through space (Nutter Field House, Shively Turf Field, Kroger Field surface)
 - Ample parking – 5,000 spaces
 - Premium Seating – Field Club & Woodford Reserve Club (1,850 total...confirming figure)
 - New & Large concessions & restrooms
 - Large ticket office for 50% walk up
 - No issues with availability provided date remains on SEC Football Championship Weekend first weekend in December
 - Football program likely will either be in the Championship game or have an off week

- ❖ LEXINGTON ASSETS
 - Lodging quantity & diversity – great relationship with John Pohl in the VisitLex office
 - Central location for travel...may help in lowering KHSAA lodging costs.

- ❖ CORPORATE SPONSORSHIP FLEXIBILITY
 - JMI Sports (UKAD Multi-Media Rights Holder) has approved KHSAA flexibility provided JMI Sports advertisements remain uncovered/active, to include:
 - Temporary logos to recognize corporate and/or premium level partners
 - No restrictions on field level signage to accommodate KHSAA partners with exception that JMI contracted signs must remain uncovered.
 - We can facilitate discussion between JMI and KHSAA on any conflicts
 - On-field hospitality area possible
 - We can explore vendor booth setups in VIP coaches' area and/or on the concourse; navigate those relationships with Barnes & Nobles (Team Shop) and/or Aramark (concessions).