



## Board Briefing

**Committee:** Finance & Facilities

**Date Filed:** May 9, 2016

**Title:** Delegation of Authority to Negotiate and Execute a Multi-Year Agreement for UNT with the Dallas Cowboys

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### Background:

The University of North Texas seeks to enter into a university-exclusive Agreement with the Dallas Cowboys. The Agreement will provide UNT students integrated academic and student internship programs at the Cowboys' new team headquarters and training facility in Frisco - The Ford Center at the Star. The Agreement also will help to greatly expand overall awareness of UNT and promote its new off-site instructional teaching facility, the New College at Frisco, through an extensive advertising program at the Ford Center at the Star and AT&T Stadium in Arlington.

Integrated academic and student internship programs initially are expected to be in the areas of broadcast journalism, hospitality management, sports media and event management, and recreation events and sports management. Marketing, data analytics, digital retailing and information technology are among future student programs under discussion.

The Agreement is expected to provide UNT use of the moniker "Proud Partner of the Dallas Cowboys" and use of the team's star and other primary logos; a blend of digital in-stadium, in-restaurant and concourse advertising at The Ford Center and AT&T Stadium; digital mixed-use exterior banner and highway marquee advertising; select event exhibit space; game-day radio spots; preseason network and Jason Garrett show televised commercials; and a microsite and ads on the DallasCowboys.com web site.

The Dallas Cowboys are a professional football team located in the Dallas-Fort Worth region. The team is a member of the East division of the National Football Conference in the National Football League (NFL). The team currently is scheduled to move its team headquarters to Frisco, Texas in summer of 2016. The Cowboys sold naming rights to their new headquarters, the largest team headquarters in the NFL, to the Ford Motor Company.

In addition to being the Cowboys' new team headquarters and training facility, The Ford Center at The Star has two outdoor practice fields; a 12,000-seat indoor stadium that will be shared with the Frisco Independent School District, which has eight high schools; and the exclusive and fully subscribed members-only Cowboys Club at the Star. The modern complex will include a Baylor Scott & White Health sports facility and a fitness center, considerable office space for lease, retail shopping and an upscale 16-story Omni hotel with a convention center that is expected to open in summer of 2017.

UNT's New College at Frisco, a convenient off-site instructional facility which opened in January 2016, will serve working professionals and college-age students in an area that's home to Fortune

1000 company headquarters and operations of other large corporations. Frisco, an affluent city located in Denton and Collin counties, is one of the nation's fastest growing cities for residential and business development. The city's evolving "\$5 Billion Mile" is the site of rapid corporate growth.

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**Financial Analysis/History:**


The duration and cost of the UNT-Dallas Cowboys Agreement is not yet determined, but it is anticipated that the overall cost is of sufficient size to require that the Board of Regents delegate authority to the Chancellor, with the concurrence of the UNT President, to negotiate and execute a multi-year renewable Agreement.

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**Bob Brown**

Institution Chief Financial Officer

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**Janet Waldron**

Vice Chancellor for Finance

**Legal Review:**

This item has been reviewed by General Counsel.

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**Nancy S. Footer**

Vice Chancellor/General Counsel

**Schedule:**

Beginning in 2016 and extending an undetermined number of years.

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**Recommendation:**

Delegation of Authority to the Chancellor, with the concurrence of the UNT president, to negotiate and execute a multi-year university-exclusive renewable Agreement between UNT and the Dallas Cowboys.


**Recommended By:**

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**Neal Smatresk**

President

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**Lee Jackson**

Chancellor



**Board Order**

**Title:** Delegation of Authority to Negotiate and Execute a Multi-Year Agreement for UNT with the Dallas Cowboys

At an official meeting of the Board of Regents of the University of North Texas System properly posted and held on May 19-20, 2016, pursuant to a motion made by Regent \_\_\_\_\_ and seconded by Regent \_\_\_\_\_, the Board approved the motion presented below:

**Whereas**, the University of North Texas Seeks to enter into a university-exclusive multi-year renewable Agreement with the Dallas Cowboys beginning in 2016, and

**Whereas**, the Agreement will provide UNT students integrated academic and student internship programs in the Cowboys' new team headquarters and training facility in Frisco, The Ford Center at the Star, and

**Whereas**, the Agreement also will help to greatly expand overall awareness of UNT and promote its new off-site instructional teaching facility, the New College at Frisco, through an extensive advertising program at both The Ford Center at the Star and at the AT&T Stadium in Arlington,

**Now, Therefore**, The Board of Regents authorizes and approves the following:

1. Delegation of Authority to the Chancellor, with the concurrence of the UNT president, to negotiate and execute an Agreement between UNT and the Dallas Cowboys.
2. The agreement is to begin in 2016, will extend multiple years and is renewable.

VOTE: \_\_\_\_\_ ayes      \_\_\_\_\_ nays      \_\_\_\_\_ abstentions

**BOARD ACTION:**

Attested By:

Approved By:

\_\_\_\_\_  
Rosemary R. Haggett, Secretary  
Board of Regents

\_\_\_\_\_  
Brint Ryan, Chairman  
Board of Regents