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Office of the President
October 19, 2018

Members, Board of Trustees:

NAMING OF UNIVERSITY FACILITY

Recommendation: that the Board of Trustees approve the naming of the Baseball Facility Capital Project, home to the University of Kentucky baseball team, as “Kentucky Proud Park”.

Background: This recommendation is a result of conversations between officials from Kentucky Farm Bureau and the University’s multi-media rights partner, JMI Sports. The University’s multi-media rights agreement which was signed in 2014 with JMI sports includes naming rights to the new baseball stadium.

Kentucky Farm Bureau secured the rights to name the stadium from JMI Sports, UK Athletics’ multi-media rights partner. In turn, Kentucky Farm Bureau elected to name the stadium as a tribute to Kentucky farmers and businesses as a part of Kentucky Proud, the state’s official agricultural marketing program housed at the Kentucky Department of Agriculture.

The naming of Kentucky Proud Park represents an expansion of Kentucky Farm Bureau’s long-standing partnership with UK Athletics through an agreement with JMI Sports. The naming rights agreement to Kentucky Proud Park is signed to a term of up to 15 years, running through 2033.

Pending approval by the Board of Trustees, the Baseball Facility Capital Project will be named Kentucky Proud Park effective immediately. The name will be reflected on interior, external, and directional signage, as well as collateral materials related to the park.

The Advisory Committee on Naming University Property has reviewed this request and found it to be in compliance with Administrative Regulation 9:5 and recommends approval of this name designation.

Action taken: Approved Disapproved Other _____