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Office of the President
May 2, 2017

Members, Board of Trustees:

RENAMING OF UNIVERSITY FACILITY

Recommendation: that the Board of Trustees approve the renaming of Commonwealth Stadium, home to the University of Kentucky football team, as “Kroger Field”.

Background: This recommendation is a result of conversations between officials from the Kroger Corporation and the University’s multi-media rights partner, JMI Sports. JMI Sports has developed a partnership agreement with Kroger and the University of Kentucky that is both broad in scope and long-term in duration. The intent of this partnership goes well beyond naming rights. The University of Kentucky students, faculty, staff, and fans will benefit from this comprehensive partnership, which establishes Kroger as UK’s Official Grocery Partner, Move-In Partner, and Fuel Partner, as well as the official grocery partner and nutrition partner of UK Athletics.

Pending approval by the Board of Trustees, the football stadium will be renamed Kroger Field effective immediately. This new name will be reflected on interior, external, and directional signage, as well as collateral materials related to the stadium.

To continue to honor former Athletics Director C.M. Newton and his contributions to UK Athletics and the football program, and with the support of the Newton Family, the playing surface, currently named C.M. Newton Field will be renamed “C.M. Newton Grounds.”

At its April 1973 meeting, the Board of Trustees approved the naming of Commonwealth Stadium. The Advisory Committee on Naming University Property has reviewed this renaming 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 _____