

VII. STANDING COMMITTEES**A. Academic and Student Affairs Committee**

in Joint Session with

B. Finance, Audit and Facilities Committee**Approval of Exterior Signage for Alaska Airlines Arena at Hec Edmundson Pavilion****RECOMMENDED ACTION:**

It is the recommendation of the administration, the Finance, Audit and Facilities Committee, and the Academic and Student Affairs Committee that the Board of Regents approve the proposed signage to be affixed to the exterior of Hec Edmundson Pavilion which acknowledges that Alaska Airlines has entered into an agreement to temporarily name the main arena as Alaska Airlines Arena at Hec Edmundson Pavilion. The recommended action is subject to the approval of the Revised Facilities and Spaces Naming Policy.

BACKGROUND:

Alaska Airlines entered into an agreement with Intercollegiate Athletics (ICA) to temporarily name the main arena in Hec Edmundson Pavilion as Alaska Airlines Arena at Hec Edmundson Pavilion. This agreement was approved by the Board of Regents at the January 2011 meeting.

In conjunction with this temporary naming agreement, Alaska Airlines has requested that the name “Alaska Airlines Arena” be affixed to the exterior of Hec Edmundson Pavilion. This is consistent with the arrangement ICA had with its previous temporary naming rights partner for the Arena, Bank of America, who also had exterior signage on Hec Edmundson Pavilion.


In accordance with Section 5 of the revised Facilities and Spaces Naming Policy, an agreement to temporarily name an interior space may include the right to place a sign on the exterior of a building, which may contain a logo in a unique design, so long as that agreement is approved by the Board of Regents upon the recommendation of the President.

REVIEW AND APPROVAL:

This recommendation has been reviewed and approved by the Interim President, University Advancement, and the Director of Athletics, Intercollegiate Athletics.

ALASKA AIRLINES ARENA AT HEC EDMUNDSON PAVILION

EXTERIOR SIGNAGE PROPOSAL



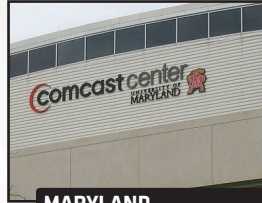
The University of Washington Department of Athletics is proud to welcome Alaska Airlines as our new naming rights partner. As of January 20, 2011, Hec Edmundson Pavilion, the all-time winningest home for college basketball, will be known as Alaska Airlines Arena at Hec Edmundson Pavilion. In addition to recognition on the playing surface, Alaska Airlines Arena will also receive signage on the exterior of the pavilion.

OUR OBJECTIVES WITH THE EXTERIOR SIGNAGE:

- Appropriate for level of investment and current naming rights marketplace expectations
- Clean and crisp
- Monochromatic
- Tasteful and appropriate
- Recognizable from Montlake Boulevard and from campus
- Incorporate the Alaska Airlines script into a unique “mark”
- Illuminated
- Tie the two brands together



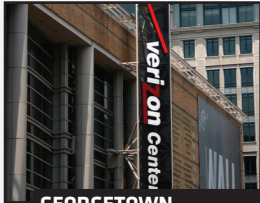
ARIZONA STATE



MARYLAND



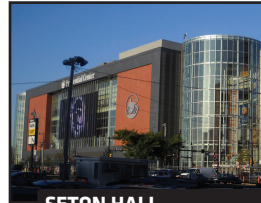
SAN DIEGO STATE



GEORGETOWN



MEMPHIS



SETON HALL



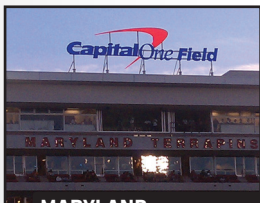
LOUISVILLE



NC STATE



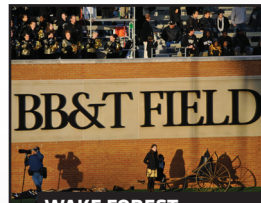
UCF



MARYLAND



PROVIDENCE



WAKE FOREST

REVIEW OF PEER INSTITUTIONS

ARIZONA STATE - WELLS FARGO ARENA

COLORADO - COORS EVENTS CENTER

CONNECTICUT - XL CENTER

DePAUL - ALLSTATE ARENA

GEORGETOWN - VERIZON CENTER

LOUISVILLE - PAPA JOHN'S CARDINAL STADIUM

LOUISVILLE - YUM! CENTER

MARYLAND - COMCAST CENTER

MARYLAND - CAPITAL ONE FIELD

MEMPHIS - FEDEX FORUM

MEMPHIS - FEDEX PARK

MIAMI - SUN LIFE STADIUM

MIAMI - BANKUNITED CENTER

MINNESOTA - TCF BANK STADIUM

NORTH CAROLINA STATE - RBC CENTER

OHIO STATE - VALUE CITY ARENA

PITTSBURGH - HEINZ FIELD

PROVIDENCE - DUNKIN' DONUTS CENTER

SAN DIEGO STATE - QUALCOMM STADIUM

SETON HALL - PRUDENTIAL CENTER

SYRACUSE - CARRIER DOME

TEMPLE - LINCOLN FINANCIAL FIELD

TEXAS TECH - JONES AT&T STADIUM

UCF - BRIGHT HOUSE NETWORKS STADIUM

WAKE FOREST - BB&T FIELD

WISCONSIN - KOHL CENTER

BASKETBALL

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< ALASKA AIRLINES ARENA
AT HEC EDMUNDSON PAVILION

< NOTE

This image depicts two signage placements. Under the current proposal, the Alaska Airlines Arena mark would also be placed over the northwest entrance, making for a total of three external signage placements. The artwork and presentation would mirror what is seen here in the southwest entrance.