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 – WELLS FARGO ARENA  BASKETBALL
COLORADO – COORS EVENTS CENTER  BASKETBALL
CONNECTICUT – XL CENTER  BASKETBALL
DePAUL – ALLSTATE ARENA  BASKETBALL
GEORGETOWN – VERIZON CENTER  BASKETBALL
LOUISVILLE – PAPA JOHN’S CARDINAL STADIUM  FOOTBALL
LOUISVILLE – YUM! CENTER  BASKETBALL
MARYLAND – COMCAST CENTER  BASKETBALL
MARYLAND – CAPITAL ONE FIELD  FOOTBALL
MEMPHIS – FEDEX FORUM  BASKETBALL
MEMPHIS – FEDEX PARK  BASEBALL
MIAMI – SUN LIFE STADIUM  FOOTBALL
MIAMI – BANKUNITED CENTER  BASKETBALL
MINNESOTA – TCF BANK STADIUM  FOOTBALL
NORTH CAROLINA STATE – RBC CENTER  BASKETBALL
OHIO STATE – VALUE CITY ARENA  BASKETBALL
PITTSBURGH – HEINZ FIELD  FOOTBALL
PROVIDENCE – DUNKIN’ DONUTS CENTER  BASKETBALL
SAN DIEGO STATE – QUALCOMM STADIUM  FOOTBALL
SETON HALL – PRUDENTIAL CENTER  BASKETBALL
SYRACUSE – CARRIER DOME  FOOTBALL AND BASKETBALL
TEMPLE – LINCOLN FINANCIAL FIELD  FOOTBALL
TEXAS TECH – JONES AT&T STADIUM  FOOTBALL
UCF – BRIGHT HOUSE NETWORKS STADIUM  FOOTBALL
WAKE FOREST – BB&T FIELD  FOOTBALL
WISCONSIN – KOHL CENTER  BASKETBALL
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.