

TO: Board of Trustees – University of Wyoming

FROM: Department of Intercollegiate Athletics – University of Wyoming

SUBJ: Approval of Proposal to Sell Beer/Wine at UW Athletic/Special Events

Please accept this as a formal request from the UW Department of Intercollegiate Athletics for approval to sell beer/wine at UW Athletic /Special Events primarily at War Memorial Stadium and the Arena Auditorium beginning in the fall of 2017.

The rationale for this request is as follows:

- To enhance fan experience at UW events and increase fan engagement opportunities
- Generate additional self-generated (Section II) revenues (beverage sales, concession sales, ticket sales and corporate sponsorship revenues)
- Provide a more entertaining game atmosphere to encourage increased fan attendance
- Provide a safer, more controlled/monitored environment for fans who desire and choose to purchase beer or wine beverages while attending UW events
- Provide an environment that discourages binge drinking and bringing in concealed alcohol, while promoting more responsible drinking (i.e. verification of age, limiting number of beverages, establishing cut off times for beverage purchase, prohibiting re-entry to stadium or arena, etc.)

Attached is a proposal with more specific details including revenue calculations, current collegiate institutions that allow beer/wine sales, feedback from various institutions regarding results and experiences, and an initial operational plan.

The Department of Intercollegiate Athletics would like to reserve the right to modify the operational plan (in future years) based on modifications to facilities, improvements/changes to product lines/technologies, variances in attendance numbers and other types of factors that might arise and impact game day operations.