

FCR 7

Office of the President
February 18, 2022

Members, Board of Trustees:

AMENDMENT TO THE CENTER FOR SPORTS MARKETING ENDOWMENT FUND

Recommendation: that the Board of Trustees approve an amendment to the “Center for Sports Marketing Endowment Fund” in the Gatton College of Business and Economics.

Background: W. James Host made gifts of \$75,000 to the university to establish the “Center for Sports Marketing Endowment Fund” in the Gatton College of Business and Economics. The university received \$75,000 in matching contributions from the Commonwealth of Kentucky Research Challenge Trust Fund (RCTF). The original purpose of the fund was to support the sports marketing research objectives of the university’s Center for Sports Marketing. This amendment broadens the purpose to support research-related activities for sports communication, sports media and/or sports promotion; renames the fund the “Sports Communication, Media and Promotion Endowment”; and transfers the fund from the Gatton College of Business and Economics to the College of Communication and Information.

This amendment will be reported to the Council on Postsecondary Education per RCTF Guidelines.

Action taken: Approved Disapproved Other _____