

# JMI Sports Overview

**JMI Sports is a leading media rights and venue development company.**

JMI Sports was founded in 2006 by CEO Erik Judson and technology entrepreneur John Moores, former owner of the San Diego Padres. Representing clients across the country in both the collegiate and professional fields, company services include management of multimedia rights, sponsorship sales agency representation, and comprehensive sports facility development expertise.

JMI Sports services are tailored to maximize each client's economic potential through customized initiatives, from marketing and branding solutions to facility design strategies.

Our work is characterized by extraordinary creativity, unparalleled attention to detail, and complete transparency.

## Current Partners





# History of the Partnership

- In 2014, UK and JMI Sports partnered on athletics and campus multimedia marketing rights.
- The 15-year, \$210 million agreement was considered one of the largest ever at the time of execution.
- Focus has been on partnership throughout the entire agreement and successes included the named facilities such as Kroger Field and Kentucky Proud Park.



# Where are we today

Dramatically changing landscape

Era of revenue sharing with student athletes

Continuation of NIL but with guardrails and rules

Still more unknown than knowns

An innovative approach to MMR needed to keep UK a leader moving forward

# Key Terms of Modified Agreement

- An extension of the current multimedia rights agreement between UK and JMI Sports from 2034 to 2040 with a conservative estimated value exceeding \$465 million.
- A new revenue-sharing model that provides greater flexibility for Champions Blue, allocating 80% of net revenue from all inventory and advertising opportunities to UK and Champions Blue over next 15 years.
- An innovative model, in partnership with JMI Sports, that introduces new services and incentivizes revenue growth across existing multimedia rights, athletics facilities investments, expansion of JMI Sports-managed NIL opportunities and the development of new sponsorship categories.
- New multimedia rights opportunities for the 2025-2026 season include field-level and end zone video signage at Kroger Field, as well as signage behind home plate and throughout Kentucky Proud Park. JMI Sports is actively pursuing additional facility naming rights across athletics venues.

# Modified Agreement Results



1 | Alignment of interest



2 | Bigger upside



3 | Low risk



4 | Greater Flexibility



5 | No negotiation on future rights



6 | UK Control