

Chair, Board of Trustees

June 30, 2026

Members, Board of Trustees:

REAPPOINTMENT OF BOARD OF GOVERNOR
CHAMPIONS BLUE LLC

Recommendation: that the Board of Trustees approve the reappointment of Chris Prindiville to the Board of Governors of Champions Blue LLC for a three-year term ending June 30, 2029.

Background: the Board of Trustees on April 25, 2025, approved the establishment of the creation of a new affiliated corporation, Champions Blue, LLC, to manage and coordinate the University's educational mission concerning intercollegiate athletics that allows athletics to:

- Prepare student-athletes for winning championships and living lives of meaning and purpose by earning UK degrees.
- Create a flexible operating model more responsive to change.
- Create new revenue streams.
- Align with the University and University partners more deeply than ever before.
- Provide coaches and student-athletes with tools to maximize their opportunities and value.
- Restructure to accept new capital and approach permanent financial stability.

Appointments to the Board of Governors of Champions Blue LLC require approval by the UK Board of Trustees.

Biographical sketch is attached.

Action taken: ☒ Approved ☐ Disapproved ☐ Other _____

Champions Blue LLC
Board of Governors Biographical Information

Chris Prindiville

Chris Prindiville has spent nearly 30 years at the convergence of college and commerce. He designs and executes strategies to synchronize commercial opportunities with the traditions of collegiate athletics and the values of higher education.

He has a diverse portfolio of experiences within and around college athletics including as a sideline partner (Nike College Sports Marketing), an administrator (University of Miami), a licensing agent (The Collegiate Licensing Company), an entrepreneur (Fermata Partners) and a retailer and manufacturer (Fanatics).

Starting in 2017, Prindiville served as SVP of Fanatics where he co-piloted the company's collegiate division with purview over rights, partnerships and strategy. Recently retired, he lives in Atlanta with his wife and three children.