

Chair, Board of Trustees

June 13, 2025

Members, Board of Trustees:

APPROVAL OF THE BOARD OF GOVERNORS FOR
CHAMPIONS BLUE LLC

Recommendation: that the Board of Trustees, in response to the directive in PR 6 from the April 25, 2025, Board meeting, approve the nominations for the Board of Governors for Champions Blue LLC. To accomplish this objective, the Board of Trustees should take the specific actions detailed below.

Background: For 144 years, athletics teams on fields and courts, on campus and across the country, have proudly worn “Kentucky” across the front of their uniforms.

Athletics collectively binds so many to the University of Kentucky — students, alumni, donors, Kentuckians and people with seemingly no other connection to the institution. If the University is to honor its mission of advancing the state, its athletics program must continue to be the strong connective tissue, and brand of success, that it has always been.

UK Athletics, moreover, is one of the strongest and most recognized brands in all of college sports, competing in the country’s most successful conference. It also has a long record of financial strength that has enabled the program to not only fully fund its programs but also contribute millions of dollars toward general institutional scholarships and the construction of one of the most utilized academic spaces on the campus.

To that end, the Board of Trustees on April 25, 2025, approved the establishment of a new organization — a new model — that will allow 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.

One tool to support the growth of the institution has been the creation of an affiliated corporation, Beyond Blue, which serves as a holding company for the University's activities in support of all aspects of its mission. As an affiliated corporation, Beyond Blue allows the University to abide by all public entity rules and laws and for the UK board to approve strategies, budgets and investments, while allowing its leaders to have some separation and distinctiveness to focus on one core business.

Specific actions: To manage and coordinate the University's educational mission concerning intercollegiate athletics, and as directed in PR 6 from the April 25, 2025, Board of Trustees meeting, the Board of Trustees of the University of Kentucky takes the following actions:

1. Appoints the following individuals to the serve on the Board of Governors for Champions Blue LLC: (1) the President (Dr. Eli I. Capilouto), who will serve as Chair of the Champions Blue LLC Board of Governors; (2) the Executive Vice President for Finance and Administration (Dr. Eric N. Monday); (3) the Senior Advisor to the President (Dr. George C. Wright) (4) the Vice President and Chief Strategy and Growth Officer (Dr. Robert L. Edwards); (5) Ms. Shannon Arvin, for a full, three-year term which will expire on June 30, 2028; (6) Mr. Jacob Tamme, for two years of a three-year term, which will expire on June 30, 2027; and (7); Mr. Chris Prindiville, for one year of a three-year term which will expire on June 30, 2026. The individuals who are University of Kentucky senior administrators will serve by virtue of their position. Should any of the University of Kentucky senior administrators leave their position, they will no longer serve on the Board of Governors and their successor in their senior administrative position will be appointed to the Board of Governors without further action by the University of Kentucky Board of Trustees. Otherwise, all individuals will serve at the pleasure of the University of Kentucky Board of Trustees and can be removed at any time for any reason.
2. Appoints the following individual to the serve as a non-voting, ex-officio member to the Board of Governors for Champions Blue LLC: Mitch Barnhart, University of Kentucky Director of Athletics (by UK administrative position).
3. Appoints the following individual, based on his position as President of the University's media rights holder, as a non-voting, advisory member: Paul Archey, President JMI Sports Properties. Should Mr. Archey leave the position of President of the University's Media Rights Holder, he shall no longer serve on the Board of Governors and his successor in that position will be appointed as a non-voting, advisory member to the Board of Governor's without further action by the University of Kentucky Board of Trustees.

Biographical sketch of each nominee is attached.

Action taken: ☐ Approved ☐ Disapproved ☐ Other _____

Champions Blue LLC
Board of Governors Biographical Information

Shannon B. Arvin

Shannon Bishop Arvin has served as Keeneland's eighth President and Chief Executive Officer since 2021. She began practicing law in 2002 at the Lexington firm Stoll Keenon Ogden (SKO), where she represented Thoroughbred owners and industry organizations in Kentucky and around the world. As an SKO member, she began serving in 2008 as corporate counsel to Keeneland and became corporate secretary and advisory member of Keeneland's Board of Directors in 2015.

Shannon is Chair of the National Thoroughbred Racing Association and a member of the Board of Directors of Stock Yards Bancorp and the National Museum of Racing and Hall of Fame. She is a Trustee of the Thoroughbred Owners and Breeders Association and is President of the Board of The Lexington School. She became a member of the Jockey Club in 2019 and a Trustee of the Jockey Club Safety Net Foundation in 2021.

Shannon has a Bachelor of Arts degree in political science, international studies, with high honors from the University of North Carolina, Chapel Hill. She graduated from the University of Kentucky College of Law in 2002. Shannon and her husband, Will, have two daughters, Bishop and McCutchen.

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.

Jacob Tamme

A Wildcat great, Jacob Tamme was a National Football League (NFL) standout, playing for the Indianapolis Colts, Denver Broncos and Atlanta Falcons.

Jacob earned both his bachelor's degree and Master of Business Administration from the University of Kentucky in 2005 and 2007, respectively. Jacob's distinguished career as a student-athlete was marked by both athletic excellence and academic achievement.

He was twice named First-Team All-SEC, earned recognition as an ESPN First-Team Academic All-American and was honored as SEC Scholar-Athlete of the Year. He was selected for the National Good Works Team, was a finalist for the prestigious Draddy Award, received the FCA Bobby Bowden Award and was named “Mr. Wildcat” at the annual Catspy Awards. He is also a member of the UK Athletics Frank G. Ham Society of Character and was inducted into the UK Athletics Hall of Fame.

Beyond his athletic accomplishments, Jacob is deeply committed to service. He and his wife Allison lead numerous philanthropic efforts including their signature event — the Swings for Soldiers Classic — which benefits Homes for Our Troops. Jacob values time with family and enjoys working on the family farm alongside their three children.

Jacob currently serves as the Director of the Sports and Entertainment Division for Meridian Wealth Management, LLC. Jacob also previously served on the Board of Directors for Farmers National Bank.