

# UNIVERSITY OF ILLINOIS

URBANA-CHAMPAIGN • CHICAGO • SPRINGFIELD

August 15, 2014

Mr. Kevin Cohen  
Winthrop Intelligence, LLC  
Kevin.Cohen@WinthropIntelligence.com

Re: FOIA Request 14-495

Dear Mr. Cohen:

I write to respond to your Freedom of Information request dated and received in my office on July 17, 2014, in which you requested:

“1. Pursuant to applicable authority, I am writing to request a copy of any contract or written agreement in force (i.e., signed, fully executed) between the University’s Department of Athletics (or its affiliates) and third parties regarding all of the following categories of subject matter:

- a. The current agreement I have previously received from Pepsi is set to expire in 2019. If there is an updated contract or amendment, please send, otherwise no need to resolve.
- b. The current Trademark Licensing Contract I have with SMA Expired.
- c. Apparel rights for athlete competition (through firms such as Nike, Adidas, Reebok, Under Armor, etc.)
- d. Concessions for all athletic facilities (through firms such as Aramark, etc).
- e. Multi-media rights (through firms such as IMG, Learfield, Nelligan, etc).
- f. Ticketing management (through firms such as Paciolan/Ticketmaster, etc).
- g. Outsourced Ticketing (through firms such as Aspire/Collegiate Consulting, etc).
- h. Video management (through firms such as XOS).”

Information responsive to points 1b and 1c of your request are available and attached. These are public documents numbering 39 pages. The university is not in possession of any of the other contracts you requested.

Should you wish to inspect or receive a physical copy of these documents, please call Melanie Kuehn at the phone number below and she will provide you with all necessary details.

Office for University Relations

Urbana • 108 Henry Administration Building • MC 370 • 506 South Wright Street • Urbana, IL 61801 • (217) 333-6400 • Fax (217) 333-5733  
Chicago • 414 Administrative Office Building • MC 971 • 1737 West Polk Street • Chicago, IL 60612-7228 • (312) 996-3772 • Fax (312) 996-1836

Per 5ILCS 140/9.5(b), you have a right, under the law, to seek a review of your status as a commercial requestor by the Public Access Counselor in the Office of the Attorney General. They may be reached by phone at 217-782-1396, by email to [publicaccess@atg.state.il.us](mailto:publicaccess@atg.state.il.us), or by postal mail at the Public Access Bureau, 500 S. 2nd Street, Springfield, Illinois 62706. You also have the right to seek judicial review under section 11 of this Act.

If you have questions for our office, please contact 217-333-6400.

Sincerely,

Thomas P. Hardy  
Executive Director  
and Chief Records Officer