



MICHIGAN STATE UNIVERSITY
BOARD OF TRUSTEES
Executive Action Summary

Budget and Finance-Attachment 6

APPROVED
DECEMBER 12, 2025
BOARD OF TRUSTEES
MICHIGAN STATE UNIVERSITY

Committee Name Committee on Budget and Finance

Date December 12, 2025

Agenda Item: Strategic Brand Management Agreement with Spartan Ventures

Information

Discussion

Action

Resolution:

BE IT RESOLVED, that the Board of Trustees of Michigan State University hereby authorizes the President to enter into a Strategic Brand Management Agreement with Spartan Ventures, a Michigan nonprofit corporation, on such terms and conditions as the President determines to be in the best interests of Michigan State University.

Recommendation:

The Trustee Committee on Budget and Finance recommends that the Board of Trustees authorize the President to enter into a Strategic Brand Management Agreement with Spartan Ventures.

Background Information:

Spartan Ventures is organized as a Michigan nonprofit corporation, and will at all times be operated exclusively for the benefit of, to perform the functions of, or to carry out the purposes of Michigan State University.

The Board of Trustees has previously authorized an Affiliation Agreement with Spartan Ventures to advance, promote, and support Michigan State University’s Department of Intercollegiate Athletics and related athletic programs, including the development and advancement of a fundraising program to support Michigan State University’s athletic programs and to encourage and promote the Michigan State University athletic brand. Spartan Ventures will also serve as a recognized administrator for the commercialization of certain broadcast media rights, licenses, and related intellectual property of Michigan State University and its department of athletics.

Summary:

Pursuant to the Strategic Brand Management Agreement, Michigan State University will engage Spartan Ventures to seek additional sources of revenue to support Michigan State University’s department of athletics through certain initiatives, including: the expansion of business activities for the benefit of the Department of Intercollegiate Athletics; the creation of new business lines (e.g., hospitality, events, and

content creation); the pursuit of investment capital; and business efforts and activities to increase the value of the athletic brand for the benefit of Michigan State University and as otherwise requested by the Department of Intercollegiate Athletics. Spartan Ventures will pursue these revenue-enhancing initiatives through engagement with a wide range of constituents. These initiatives will be guided by the then-current strategic priorities of Michigan State University related to its Department of Intercollegiate Athletics.