



**Florida-Georgia/Georgia-Florida Game Series Deal Modification for the 2020
Game 9/21/20**

Whereas, the current game agreement executed in 2017 ("2017 Agreement") covers games in Jacksonville through 2021; and

Whereas, the Florida vs. Georgia Agreement Extension Proposal between the Universities and the City of Jacksonville executed in October, 2019 ("MOU") memorialized proposed terms for an extension of the game series beginning with the 2020 game through 2023, with an option to extend the series through 2025; and

Whereas, the MOU was executed prior to the onset and impact of the COVID-19 pandemic, which has added significant complexities to the staging and hosting of sports and entertainment events across the United States; and

Whereas, the MOU contemplates that each University will receive a guarantee of \$1,000,000 for the 2020 game (up from \$250,000 each in the 2017 Agreement) while the City of Jacksonville will receive sponsorship rights so as to drive revenue to offset the increased guarantees; and

Whereas, COVID-19 has significantly impacted the 2020 game, including to limit the capacity for manifested seats to approximately 25% of the existing 69,772-seat TIAA Bank Field; and

Whereas, the temporary seats will not be installed for the 2020 game; and

Whereas, COVID-19 has also greatly reduced the sponsorship opportunities and economic impact activity traditionally associated with the annual game;

Therefore, the parties agree to amend the 2017 Agreement and the MOU as follows:

The parties will negotiate in good faith a formal amendment to the 2017 Agreement to present the 2020 game under the terms of the 2017 Agreement with the following modifications:

- 1) TIAA Bank Field will be made available under the same usage parameters in the 2017 Agreement for the 2020 game, scheduled to be played on November 7, 2020.

2) To ensure compliance with sound COVID-19 public gathering protocols, the manifested capacity for TIAA Bank Field will be 19,829, including the first 7 rows of seats that will be tarped and covered for the NFL games but removed at no expense to the Universities and accessible for the 2020 game.

3) Alcohol sales will be permitted in the concession areas for the 2020 game, with the City and Universities sharing equally (33.33% each) in the net concessions sale of alcohol.

4) In the interest of safety and security in the wake of COVID-19, and to ensure resources remain focused on the successful delivery and presentation of the football game itself, ancillary events in downtown Jacksonville, including the "Bold City Bash" activations, will be suspended for the 2020 game.

5) For the 2020 game, the Universities will work with the City and TIAA Bank Field facility manager, ASM Global, to ensure the implementation of COVID-19 operational and safety protocols to be consistent with current Universities' home gameday/stadium requirements, including: parking/tailgating, RV accommodations, guest and staff PPE (i.e., face coverings), guest/staff entry, and screening protocols.

6) City allocation of tickets will be reduced to 300 in total for the 2020 game, with the City purchasing 150 tickets from each of the Universities in accordance with the allocation distribution in the 2017 Agreement.

7) For the 2020 game, each team will receive an adjusted guarantee of \$600,000.

8) For the 2020 game, the City will have the right to sell advertising and sponsorships as set forth in the MOU.

9) All other deal points and obligations of the City and each University, including ticket revenue, travel reimbursements, gameday/stadium expenses, broadcast, etc., will remain the same as in the 2017 Agreement.

The parties shall make every effort to memorialize the terms set forth above in an amendment; however, this document shall serve as the agreement for the 2020 game until such amendment is signed.

The parties agree that the MOU is amended to remove the 2020 game from the extension, with the new proposed terms of the MOU applicable to the 2021 through 2023 games, with extension options through 2025, with the universities to exercise such extension options between July 1, 2023, and September 30, 2023. The parties will negotiate in good faith a formal contract amendment to incorporate the proposed terms of the MOU, as amended herein.

Agreed and Accepted:

University of Georgia Athletic Association, Inc: *Greg M. Pruitt* DIRECTOR ATHLETICS
Sup A Signature Title/Date 10.19.20

The University Athletic Association, Inc: *Scott Spauld* DIRECTOR OF ATHLETICS
Signature Title/Date 10/22/20

City of Jacksonville: _____
Signature Title/Date