

**TEXAS SOUTHERN UNIVERSITY
BOARD OF REGENTS AGENDA**

COMMITTEE: Athletics

ITEM: Request Approval of Athletics Game Agreement between RCM Entertainment, L.P. dba Lone Star Sports & Entertainment "LSSE" and Texas Southern University

DATE PREVIOUSLY SUBMITTED:

SUMMARY:

The Administration requests approval to negotiate and execute a venue agreement with RCM Entertainment, L.P. d/b/a Lone Star Sports & Entertainment ("LSSE") for the use of NRG Stadium in connection with the Texas Southern University versus Southern University football game to be held on October 24, 2026. Under the agreement, Texas Southern University will pay a venue usage fee of \$125,000, estimated stadium expenses of \$283,000, and estimated game day expenses of \$92,000, for a total estimated event cost of \$500,000.

Hosting this premier Southwestern Athletic Conference (SWAC) matchup at NRG Stadium advances the University's strategic objectives by enhancing the visibility of Texas Southern University Athletics, strengthening alumni and community engagement, expanding corporate sponsorship opportunities, and generating revenue to support the University's athletics program. The event is expected to expand attendance, increase sponsorship and revenue opportunities, and strengthen the University's engagement with alumni, supporters, and the greater Houston community. Approval of this agreement is in the best interest of the University and supports the continued financial sustainability and national visibility of Texas Southern University Athletics.

The University awards contracts that provide the best value to the State of Texas and Texas Southern University, as defined by Texas Government Code § 2155.074.

The Administration recommends RCM Entertainment, L.P. d/b/a Lone Star Sports & Entertainment (LSSE) for this award as a proprietary purchase in accordance with Texas Education Code § 51.9335. LSSE is the exclusive manager and operator of NRG Stadium and the only entity authorized to execute venue use agreements and provide event management services at the facility. This procurement is proprietary in nature; therefore, a competitive solicitation is not required pursuant to Texas Government Code § 2155.067.

SUPPORTING

DOCUMENTATION: Game Agreement
RCM Entertainment, L.P. dba Lone Star Sports & Entertainment
(Under Separate Cover)

FISCAL IMPACT: Cost will not exceed \$500,000 | The administration projects a net revenue of \$199,000.00. This projection reflects anticipated ticket sales of \$450,000.00 and sponsorship revenue of \$249,000.00

ACTION REQUESTED: Administration recommends approval of this item

Legal Certification: Based on available information to date, this action item and its implementation will not be in violation of any applicable federal, state, or local law, or regulation.



GENERAL COUNSEL

07/14/2026

DATE

Fiscal Certification: This fiscal note shown above details the true and actual positive or negative fiscal effect that implementation of this proposal will achieve.



J'Maine Chubb (Jul 14, 2026 22:26:12 CDT)

CHIEF FINANCIAL OFFICER

07/14/2026

DATE



James Crawford (Jul 14, 2026 22:11:12 CDT)

PRESIDENT

07/14/2026

DATE