



The State University
of New York

Office of the Chancellor

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MEMORANDUM

March 10, 2026

TO: Members of the Board of Trustees

FROM: Dr. John B. King Jr., Chancellor

SUBJECT: Naming of Athletic Facilities at the State University of New York at Buffalo

Action Requested

The proposed resolution names the Broadview Federal Credit Union Stadium, the Broadview Federal Credit Union Arena, and the Broadview Athletics Village at the State University of New York at Buffalo.

Resolution

I recommend that the Board of Trustees adopt the following resolution:

Whereas, Broadview Federal Credit Union has a commitment to the communities it serves, investing in food insecurity and hunger programs, health and well-being, addressing homelessness and affordable housing, safe communities and individual well-being in New York State; and;

Whereas, the University at Buffalo is committed to student success and student engagement through participation in NCAA Division I athletics in the Mid-American Conference; and

Whereas, the University at Buffalo supports approximately 400 varsity student-athletes competing across 16 men's and women's sports; and

Whereas, collegiate athletic facilities are increasingly complex and expensive; must meet competitive demands; and are needed to serve the university community's broader needs; and

Whereas, UB Foundation Activities, Inc. (UBFA) and Broadview Federal Credit Union negotiated a Signage and Naming Rights Agreement, pursuant to which, in consideration of payments by Broadview, UBFA will endeavor to cause the installation, maintenance, and display of Broadview signage and the exercise of naming rights for the certain identified facilities at the University at Buffalo, as further described in the Agreement and its exhibits; now, therefore, be it

Resolved that, in recognition of the sponsorship, the Broadview Federal Credit Union Stadium, the Broadview Federal Credit Union Arena, and the Broadview Athletics Village at the State University of New York at Buffalo, per terms of the negotiated contract, are hereby named.

Background

Broadview Federal Credit Union formed in August 2022 through the merger of SEFCU (State Employees Federal Credit Union) and CAP COM Federal Credit Union, and it represents one of the largest credit unions in the Northeast. With over \$8 billion in assets and serving nearly 500,000 members, Broadview is a mission-driven financial institution that offers a wide range of financial services, including personal and business banking, loans, and more.

Headquartered in Albany, BFCU has more than 60 branches across Upstate New York, serving members in the Capital Region, Binghamton, Syracuse, and Buffalo through a statewide network of branches and digital services.

The UB facilities included in the naming are as follows:

- UB Stadium, which hosts football, soccer, and track and field events. It also hosts large events for the University community.
- Alumni Arena, which hosts NCAA Division I athletics, including basketball, volleyball, swimming and diving, and wrestling, along with intramurals and recreation events. It is also used to host events for the University community, including commencement, special programming, athletic facility rentals, and academic classes.
- The "Athletic Village," which refers to the area between the Alumni Arena and UB Stadium, including Nan Harvey field (Softball) and

the Murchie Family Fieldhouse and Brittany Murchie Mulla Sports Performance Center.

The sponsorship agreement stipulates that the UB Foundation may terminate the naming immediately for cause or “if Broadview or its agents, employees or affiliates engage in conduct that has caused injury to the name, reputation or goodwill of UBFA, the University, or any related entity or affiliate thereof.”