

**PROPOSAL OF CONTRACT TERMS AND CONDITIONS  
BILL BELICHICK – HEAD FOOTBALL COACH**

The University proposes to enter into an Employment Agreement with Bill Belichick to serve as the Head Football Coach. It is understood and agreed that this proposal of terms and conditions shall not constitute a binding agreement, and the parties intend to negotiate expeditiously and in good faith to finalize these terms and conditions into a long-form agreement.

**Duties**

- Responsible to assure emphasis on academics, ethics, compliance with applicable rules, fiscal responsibility, employment, and supervision of coaching personnel.
- Reports to the Director of Athletics; Head Coach may employ a General Manager, who will be responsible for managing the administrative and business operations of the football program and reporting to the Director of Athletics on such matters.

**Term, Base Salary, Supplemental Income**

- Five (5) year deal through December 2029.
- \$1,000,000 base salary, plus \$9,000,000 in supplemental income.
- The first three (3) years of base salary and supplemental income are guaranteed; base salary and supplemental income in contract years 4 and 5 are not guaranteed.

**Bonuses**

Up to \$3.5 million per year, as follows:

- Regular Season (*greater of the following amounts*):
  - Win 8 games: \$150,000
  - Win 9 games: \$200,000
  - Win 10 games: \$250,000
  - Win 11 games: \$300,000
  - Win 12 games: \$350,000
- Conference Championship Game (*greater of the following amounts*):
  - Appearance/win (\$200,000/\$300,000)
- Post-Season bonus (*greater of the following amounts*):
  - Non-CFP / any bowl appearance: \$150,000
  - Non-CFP Tier I / Elite bowl appearance: \$350,000
  - CFP participant: \$750,000
  - CFP quarterfinal appearance: \$1,000,000
  - CFP semifinal appearance: \$1,250,000
  - CFP championship game appearance: \$1,500,000
  - CFP national champion: \$1,750,000
- Final CFP Poll (*greater of the following amounts*):
  - Top 25: \$250,000
  - Top 20: \$300,000
  - Top 15: \$375,000
  - Top 10: \$425,000
  - Top 5: \$500,000

- Coach of the Year (*greater of the following amounts*):
  - Conference: \$100,000
  - National: \$250,000
- Academic Bonuses
  - APR (single year) (*greater of the following amounts*):
    - 950 to 969: \$100,000
    - 970 to 989: \$125,000
    - 990 to 999: \$150,000
    - 1000 or above: \$200,000
  - GPA (annual) (*greater of the following amounts*):
    - 2.7 average: \$50,000
    - 2.8 average: \$75,000
    - 2.9 average: \$100,000
    - 3.0 average and above: \$150,000

### **3-year Guarantee (University Terminates Without Cause)**

- Termination prior to December 31, 2027: Base Salary and supplemental income through December 31, 2027 guaranteed; base salary and supplemental income in contract years 4 and 5 not guaranteed
- Such amount payable quarterly, following Coach's release of legal claims, through the otherwise unexpired Term

### **Buyout (Coach Terminates Without Cause)**

- Termination prior to June 1, 2025: \$10 million
- Termination on or after June 1, 2025: \$1 million
- Buyout amount shall be payable to the University within 180 days of the date of termination

### **Taxes**

- Coach to be responsible for all taxes due on Coach's compensation, income, and benefits incident to Coach's University relationship, including taxes due with respect to payments received from third parties

### **Benefits and Other Considerations**

- Expense Allowance: \$100,000 annually
- Coach or his related entity may conduct and retain revenue from football camps and clinics consistent with University policies.
- Relocation and temporary housing:
  - For Head Coach through August 1, 2025, consistent with University policy and governing body requirements.
  - The University will negotiate in good faith to provide relocation and temporary housing for specified and mutually-agreed upon senior football staff at a reasonable cost consistent with University policy and governing body requirements.
- Courtesy Car and membership at Chapel Hill Country Club
- Additional outside income opportunities from third parties (i.e., media, endorsements, development) subject to University approval and obligations, applicable laws, University policy/regulations and governing body rules (NCAA, ACC, etc.); such outside income opportunities may include engagements with associated entities (i.e., Ram's Club) or NIL collectives to provide leadership and development support for those entities, provided that such engagement would be directly with those third-party entities and not the University.
- All standard University benefits for EHRA Non-Faculty head coach position.

**Program Support by Coach**

- Upon reasonable request from the University, Head Coach will engage with the Educational Foundation (Ram’s Club), including a minimum number of appearances consistent with other Head Coaches, and maintain effective relationships with students, faculty, staff, and friends of the University.
- University has the right to use Coach’s name and likeness in promoting the University and its athletics program for the duration of the contract.

**Budgetary Considerations**

- Subject to approval of the University’s annual budget, the University shall provide the football program access to funds to support compensation for football staff, including assistant coach staff, strength coach staff, and other support staff, in an amount commensurate with high-level programs in the ACC. A list of these expense items are listed in Schedule A.
- The University shall work in good faith with the Head Coach to effectuate contract terms for a General Manager for the football program for a duration that matches the Head Coach at a compensation level not to exceed \$1.5 million and consistent with University policy.

**Kick Off Announcement**

- To create momentum for UNC Football and cement relationships with existing committed student-athletes, UNC and Coach Belichick will make a joint announcement of an agreement in principle to bring the Head Coach to Chapel Hill, and the parties will continue to work together in good faith to complete terms of a long-form agreement to be executed by the parties.

The employment contract is a public record.

This the 11th of December, 2024.

Agreed for submission to governing boards for approval:

DocuSigned by:  
Bill Belichick  
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Bill Belichick

  
Nate Knuffman  
Vice Chancellor for Finance and Operations

**SCHEDULE A**

The parties will negotiate in good faith to include provisions in a long-form contract that address the following expense items consistent with University policy and budget process, governing body approvals, and availability of funds:

Expense Item	Budget Estimate
Assistant Coach Salary Pool	\$10 million
Strength and Conditioning Staff	\$1 million
Support Staff Salary Pool (includes additional funding for new General Manager position)	\$5.3 million
Relocation and Moving Expenses	Head Coach – not to exceed \$100,000  Pool for specified and mutually-agreed upon senior football staff consistent with University policy.
Revenue Sharing	\$13 million