

RESCH★EXPO

PMI
ENTERTAINMENT
group

RESCH★CENTER

**A PARTNERSHIP
FOR SUCCESS**

AHT  **Wisconsin
Windows**



PMI ENTERTAINMENT GROUP

PMI Entertainment Group (PMI) is a Green Bay-based, non-stock, for-profit corporation that manages the Resch Center, Resch Expo (opening January 2021) and Meyer Theatre. PMI owns the Green Bay Gamblers hockey club, Ticket Star, Celebrations Party & Event Rental Services, and Blue Green Events. PMI also provides game day services at Lambeau Field and produces the Bart Starr Plaza Tailgate Party.

PMI Video



PMI ENTERTAINMENT GROUP

PMI was awarded the management of the county-owned Resch Center in 2002, hosting more than 150 event days and hundreds of thousands of visitors annually. PMI will also manage the Resch Expo, which will open in January 2021 adjacent to the Resch Center. The Resch Expo will feature 125,000 SF of column-free event space and will host a wide variety of trade and consumer shows, meetings and sporting events. Together these venues are the heart of Green Bay's Legends District and the perfect complement to the Titletown District.



RESCH EXPO

The Resch Expo will be one of the busiest exposition spaces in the Midwest, attracting hundreds of thousands of people for national conferences, regional trade and consumer shows, concerts, family shows and major sporting events.

The Resch Expo is a 125,000 SF column-free exhibition space divisible into three halls. The new state-of-the-art facility features indoor and outdoor pre-function space on both floors with an incredible balcony view of Lambeau Field. The expo includes Breakout Smart Suites and impressive kitchen facilities to serve any type of event. The new outdoor plaza complements this incredible structure with an additional 70,000 square feet of activation space. The expo also is equipped with a multitude of LED screens inside the facility as well mesh and large screen displays outside.

Connected to the Resch Center, the Resch Expo completes the Resch Complex, located in the heart of the Legends District and across from historic Lambeau Field.



RESCH CENTER

Since it opened in 2002, the Resch Center has consistently been one of the busiest arenas in the Midwest, attracting hundreds of thousands of people for world class concerts, family shows and major sporting events.

Pollstar magazine ranked the Resch Center in the top 200 arena venues in the world for ticket sales in 2019.

Venues Now lists the Resch Center as #5 in the Midwest 'Top Stops' ranking in the 10,001-15,000 capacity February 1, 2018 – January 31, 2019.

Event History



RESCH CENTER SPORTS

Resch Center home teams include

Green Bay Gamblers Hockey – 30 home games

UW-Green Bay Men's Division One Basketball – 10 home games

Green Bay Blizzard Professional Indoor Football – 7 home games

Additional Sporting Events

WIAA Girls & Boys State Volleyball 20,000 attendees

WIAA Girls State Basketball 40,000 attendees

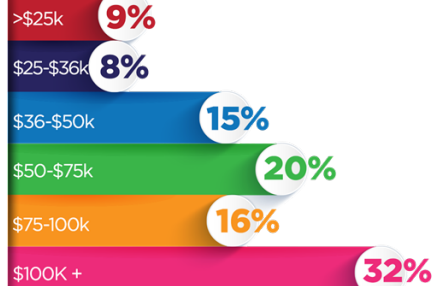


RESCH CENTER ATTENDEE PROFILE

Scarborough Data Demographics



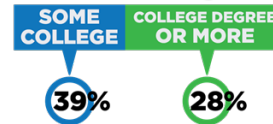
HOUSEHOLD INCOME



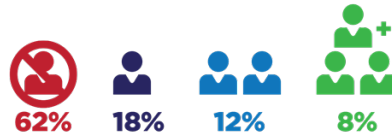
EMPLOYMENT



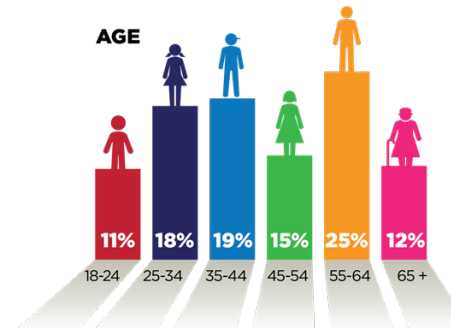
EDUCATION



PEOPLE IN HOUSEHOLD UNDER 18



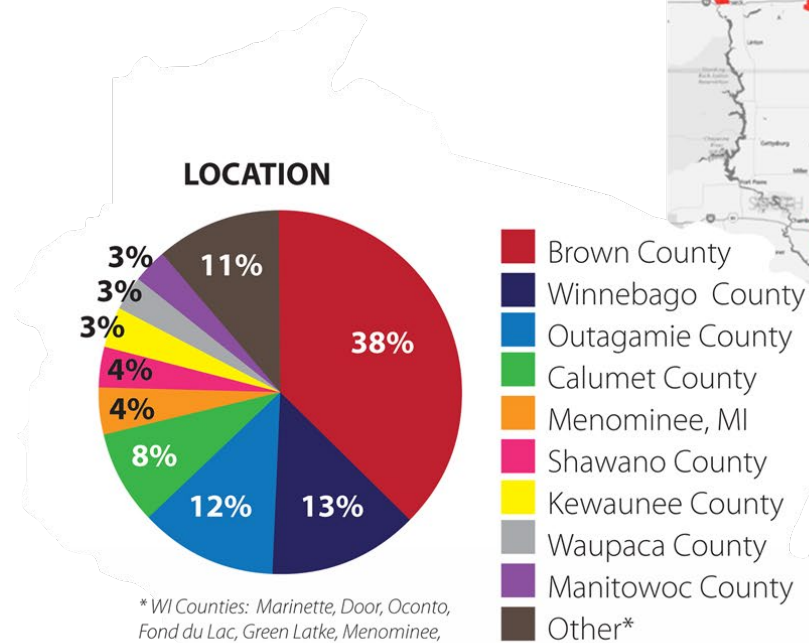
AGE



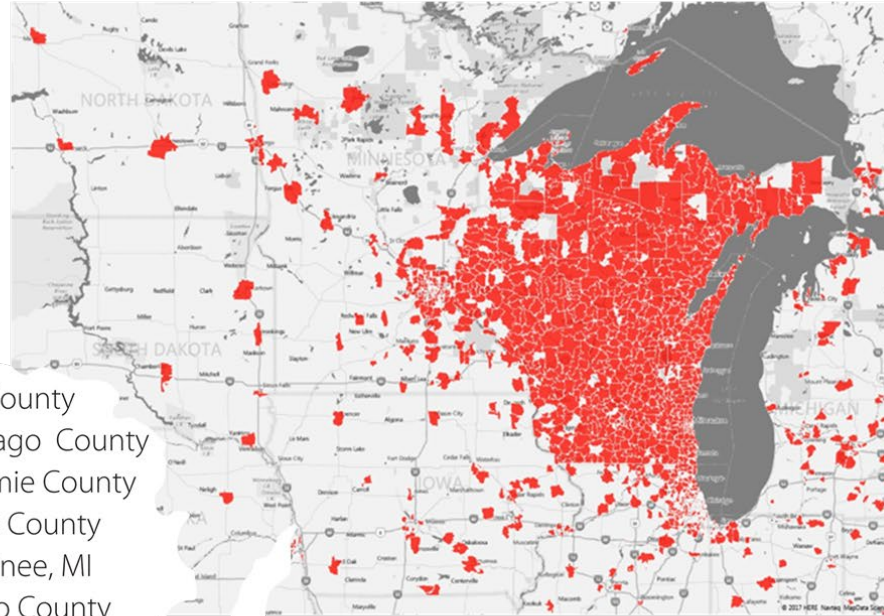
Scarborough 2019

RESCH CENTER ATTENDEE PROFILE

Scarborough Data Geographic

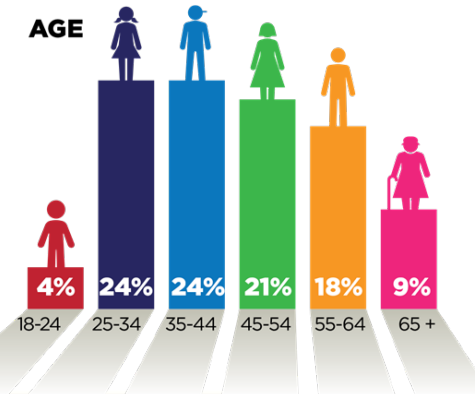
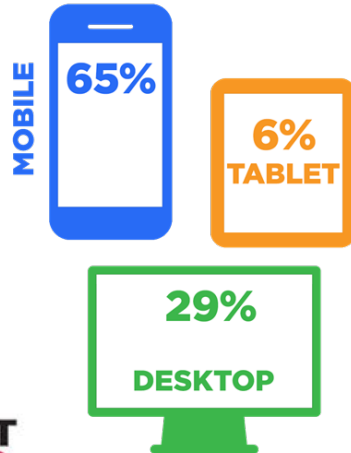


* WI Counties: Marinette, Door, Oconto, Fond du Lac, Green Lake, Menominee, Waushara



Scarborough 2019

RESCH CENTER & TICKETSTAR

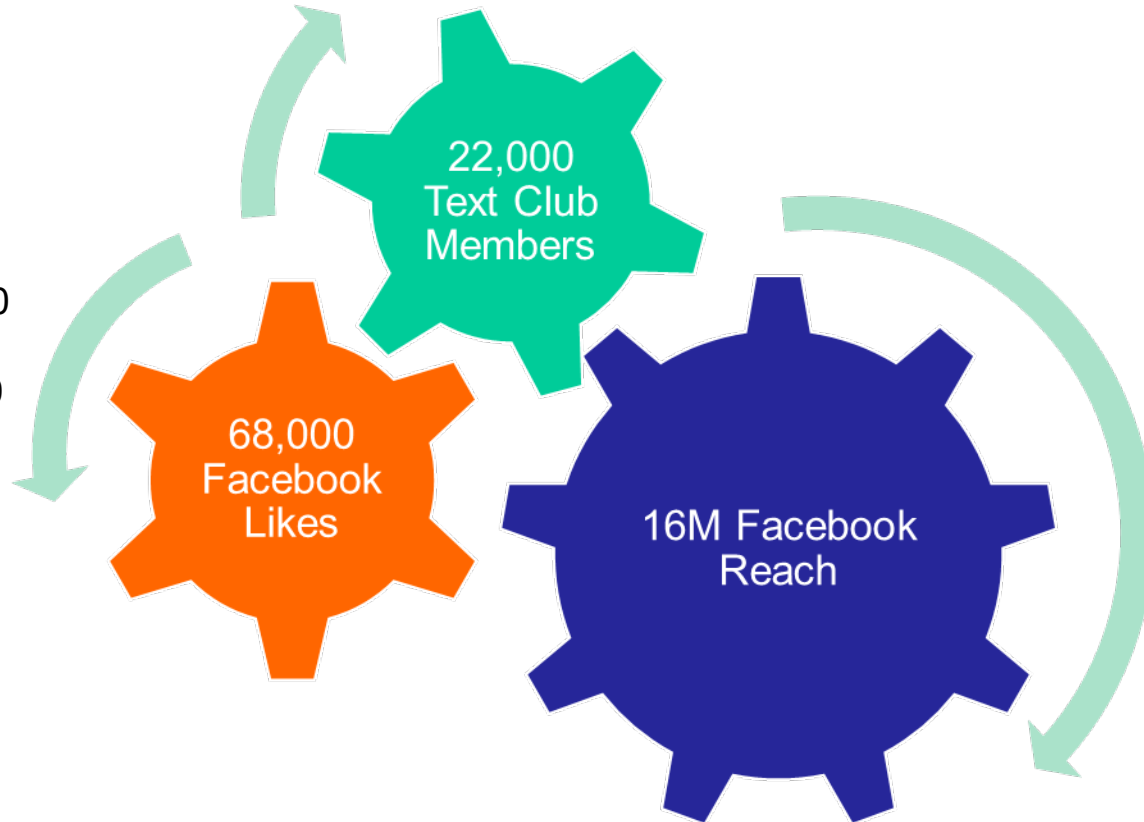


SOCIAL MEDIA ANALYTICS

Numbers and Reach

Resch Center Stats

- Resch Center Facebook reach 16 million
- Resch Center Facebook likes 68,000
- Resch Center Text Club Members 22,000



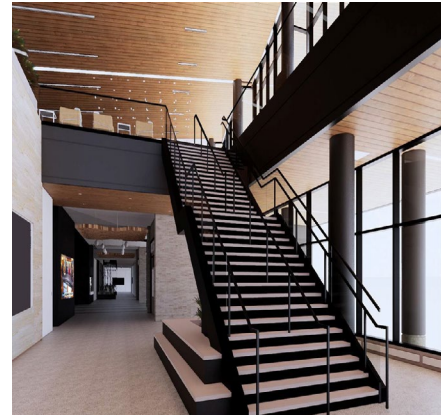
RESCH EXPO SPONSORSHIP OPPORTUNITIES Multi-Year Partnerships

RESCH EXPO SPONSORSHIP

Major Partner Exclusivity

Rotating Continuous Logo / Message on:

- 43x21 LED Exterior Plaza Armed Forces Display
 - 75x9 LED Exterior Mesh Oneida Street Display
 - 6 - 65" TVs
 - 6 - 43" TVs
 - 4 - 55" TVs
 - 1 - LED 18x8
 - 2 - LED 12x6
- \$150,000 per year



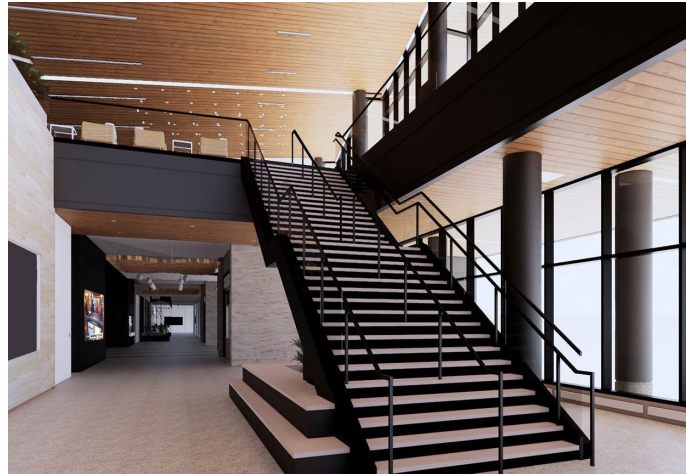
RESCH EXPO SPONSORSHIP

Platinum Partner

Rotating Logo/Message on:

- 43x21 LED Exterior Plaza Armed Forces Display
- 6 - 65" TVs
- 6 - 43" TVs
- 4 - 55" TVs

- \$80,000 per year



RESCH CENTER SPONSORSHIP OPPORTUNITIES

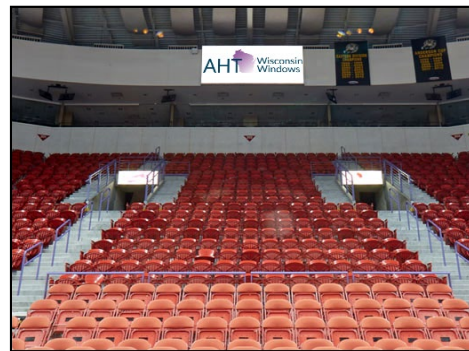
Multi-Year Partnerships

RESCH CENTER SPONSORSHIP

Major Partner Exclusivity

Rotating Logo/Message on:

- 43x21 LED Exterior Plaza Display
 - 8x18 Large Bowl Backlit
 - Master Scoreboard Top Ring
 - 90" Concourse Displays
 - Green Bay Gamblers Promotion
- \$80,000 per year



RESCH CENTER SPONSORSHIP

Digital Signage – Master Scoreboard & Auxiliary Scoreboards Package

Master Scoreboard

- Animation played on top ring.*
- One (1) :15 or :30 animation with minimum of 10 impressions per hour in rotation when the scoreboard is in operation, some limitations do apply.

Auxiliary Scoreboard

- Animation played on Resch Center Auxiliary Boards.*
 - Two (2) Auxiliary scoreboards/right panel/end zones.
 - One (1) :15 or :30 animation with minimum of 10 impressions per hour in rotation when the scoreboard is in operation, some limitations do apply.
 - Full screen animation on south auxiliary board for concerts, comedy shows based on promoter approval.
- \$32,000 per year

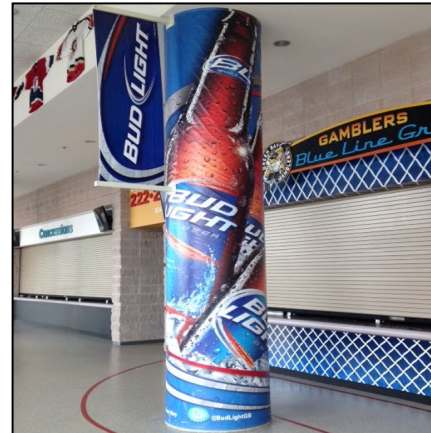
* Resch Center events to include sporting events, i.e. Green Bay Gamblers, UW-Green Bay Men's Basketball, Green Bay Blizzard, etc. Creative supplied by sponsor, opportunity to change monthly with two-week notice, audio not available.



RESCH CENTER SPONSORSHIP

Static Signage Concourse / Bowl Package I

- Pillar Wrap & Flag
- 2x5 Bowl Backlit Sign
- \$15,000 per year



RESCH CENTER SPONSORSHIP

Static & Digital Signage Concourse / Bowl Package II

- 4x8 Backlit Lobby Sign
- Concourse Concession Stand TVs
 - Maximum 30 second animation played in a loop for all events at the Resch Center. Some limitations may apply.
 - Minimum rotation of 10 per hour with option to change the animation with two-week notice.
 - Creative supplied by sponsor. Audio not available.
- \$15,000 per year



RESCH CENTER SPONSORSHIP

Customized Stairwell Signage

- Stairwell Graphic
- \$15,000 per year



RESCH CENTER SPONSORSHIP

Digital Signage – 90” Concourse Displays

- Three (3) HD Screens on Resch Center Concourse East & West.
- Message on two (2) 90” digital concourse screens (placed in highest traffic areas).
- Maximum 15 second animation played in loop for all events at the Resch Center from doors open to close, some limitations may apply.
- Minimum rotation of 40 per hour per concourse side (East & West).
- Option to change the message with two-week notice.
- Creative assets supplied by sponsor. Audio not available.
- \$10,000 per year



PMI ENTERTAINMENT GROUP SPONSORSHIP OPPORTUNITIES

Bart Starr Plaza Tailgate Party

PMI ENTERTAINMENT GROUP

Bart Starr Plaza Tailgate Party

- The event is held on the Bart Starr Plaza located in front of Resch Center, just one block from Lambeau Field.
- The Bart Starr Plaza Tailgate Party averages 10,000 fans per year.
- In addition, 43% fans attending the game pass through the Bart Starr zone on their way to Lambeau Field's Oneida Gate.
- The party offers great entertainment, prize giveaways, great food, day drink specials and a fun atmosphere.
- Sponsorships start at \$7,500.



PMI ENTERTAINMENT GROUP SPONSORSHIP OPPORTUNITIES GREEN BAY GAMBLERS

PMI ENTERTAINMENT GROUP SPONSORSHIP

Green Bay Gamblers

- The 2020-2021 season marks the 27th year the Green Bay Gamblers call Northeast Wisconsin home. They have captured four National Championships, while moving many of its players onto the collegiate and professional ranks.
- The team also boasts one of the best fan bases in all of hockey. Ranking near the top in attendance, the Gamblers have eclipsed the 100,000 single-season attendance in each of the last 11 seasons. Providing entertainment at a cost that is affordable is our mission.
- Each Gamblers game is an event, filled with music, giveaways and fan interaction. Next to the Green Bay Packers, the Gamblers are the 2nd largest sporting draw in Brown County.
- Sponsorships start at \$4,000.



RESCH★EXPO

PMI
ENTERTAINMENT
group

RESCH★CENTER

**Thank you for the opportunity to share
partnership options for AHT Wisconsin Windows.**

**I look forward to sharing further
conversations about how
AHT can be involved in
Green Bay's Legends District.**

Thank you!
Barbie Patterson
920.405.1246
barbie.patterson@pmiwi.com

