

PMI  
ENTERTAINMENT  
group

RESCH CENTER

# A PARTNERSHIP FOR SUCCESS



---

# PMI ENTERTAINMENT GROUP

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

[PMI Video](#)



**Resch**CENTER



PMI  
ENTERTAINMENT  
group

**EXPO & EVENT**  
PRODUCTION

**Resch**★**EXPO**



*Celebrations*  
EVENT RENTAL SERVICES

PMI  
ENTERTAINMENT  
group

---

# PMI ENTERTAINMENT GROUP

PMI was awarded the management of the county-owned Resch Center arena in 2002, hosting more than 150 event days and hundreds of thousands of visitors annually. The Resch Expo, due to open in January 2021, is next to the arena and will also be managed by PMI. It's 125,000 square feet of exposition, meeting and event space will be used for a wide variety of trade and consumer shows and sporting events. Together these venues are the heart of Green Bay's entertainment district and the perfect complement to the Packers Titletown District.





---

# 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 has 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

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

Green Bay Blizzard Professional Indoor Football – 7 home games

## Additional Sporting Events

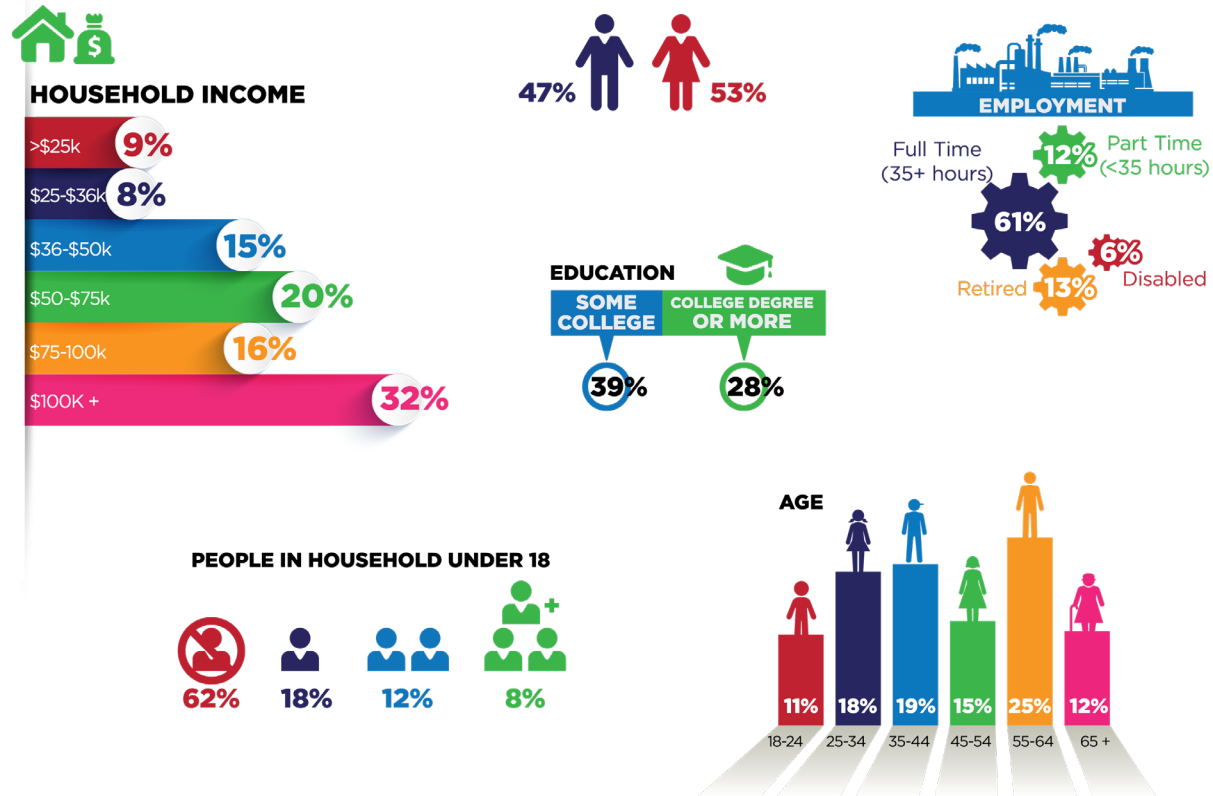
WIAA Girls & Boys State Volleyball 20,000 attendees

WIAA Girls State Basketball 40,000 attendees



# RESCH CENTER ATTENDEE PROFILE

## Scarborough Data Demographics

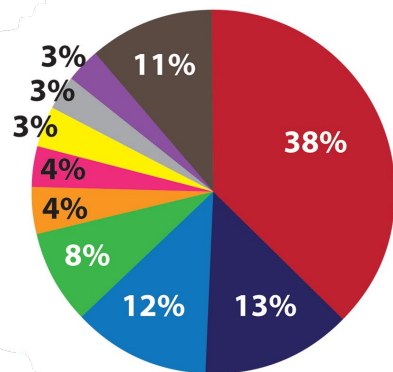


Scarborough 2019

# RESCH CENTER ATTENDEE PROFILE

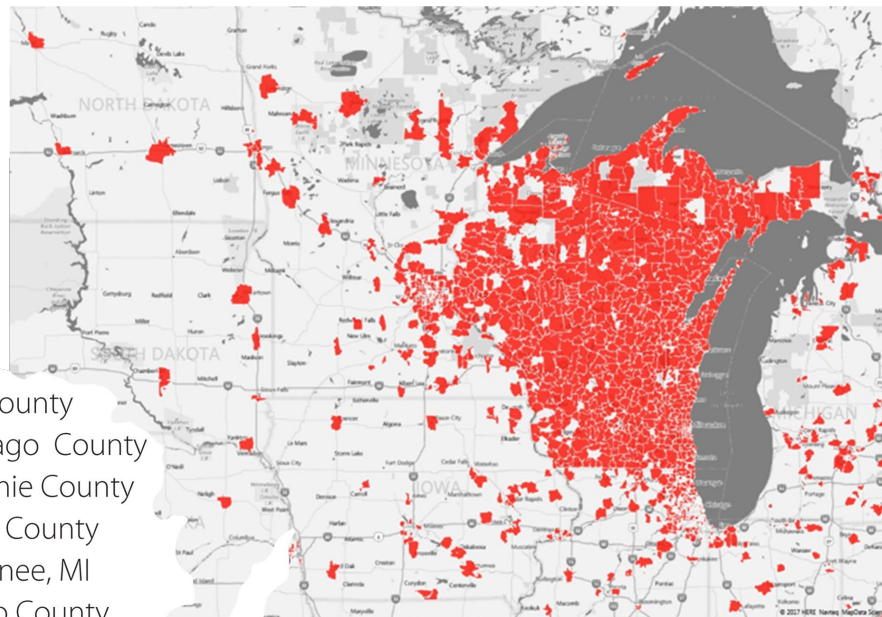
## Scarborough Data Geographic

### LOCATION



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

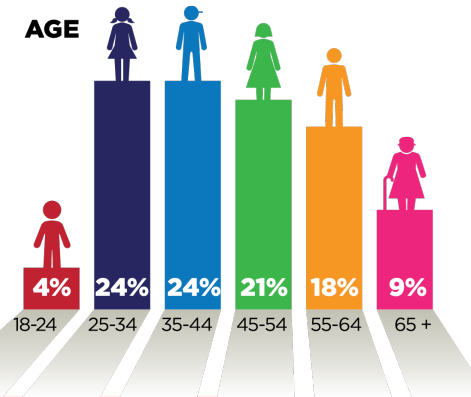
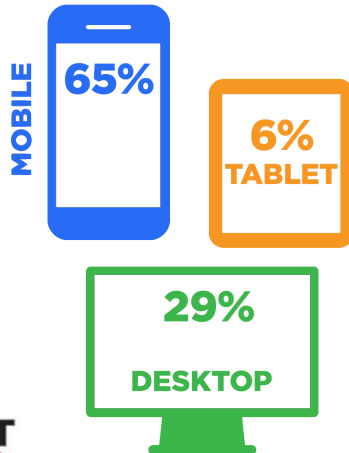
- Brown County
- Winnebago County
- Outagamie County
- Calumet County
- Menominee, MI
- Shawano County
- Kewaunee County
- Waupaca County
- Manitowoc County
- Other\*





# RESCH CENTER & TICKETSTAR ANALYTICS

Google Website Analytics

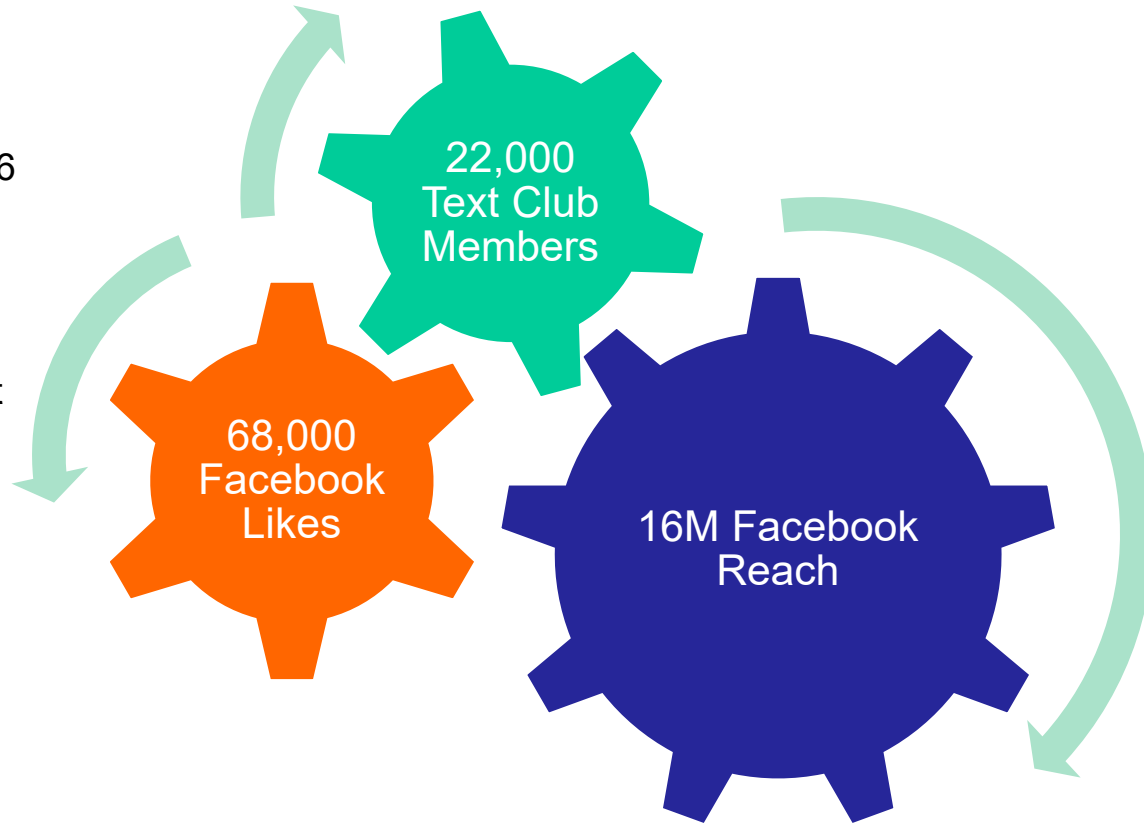


# SOCIAL MEDIA ANALYTICS

## 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



---

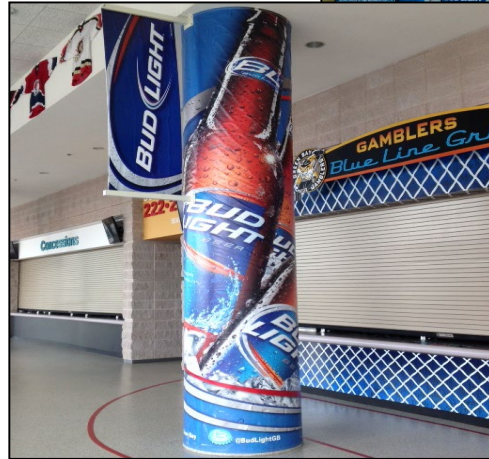
# RESCH CENTER SPONSORSHIP OPTIONS SIGNAGE



# RESCH CENTER SPONSORSHIP

## Static Signage Concourse/Stairwells

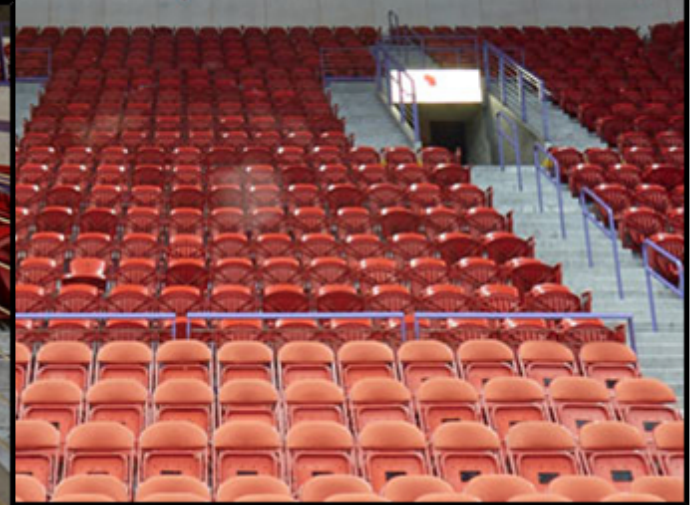
- Pillar Wrap & Flag
- 4x8 Concourse Backlit



# RESCH CENTER SPONSORSHIP

## Static Signage Bowl

- 2x5 Bowl  
Backlit
- 8x18 Bowl  
Backlit





# RESCH CENTER SPONSORSHIP

## Static Signage - Customized





---

# RESCH CENTER SPONSORSHIP

## Digital Signage – Concourse Concession Stand TV's

- Maximum 30 second animation played in loop for all events at the Resch Center from doors open to close, some limitations may apply.
- Minimum rotation of 10 times per hour with option to change the animation with two-week notice.
- Creative supplied by sponsor. Audio not available.



---

# 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 times per hour per concourse side (East & West)
- Option to change the message with two-week notice.
- Creative supplied by sponsor. Audio not available.



# RESCH CENTER SPONSORSHIP

## Digital Signage – Master Scoreboard

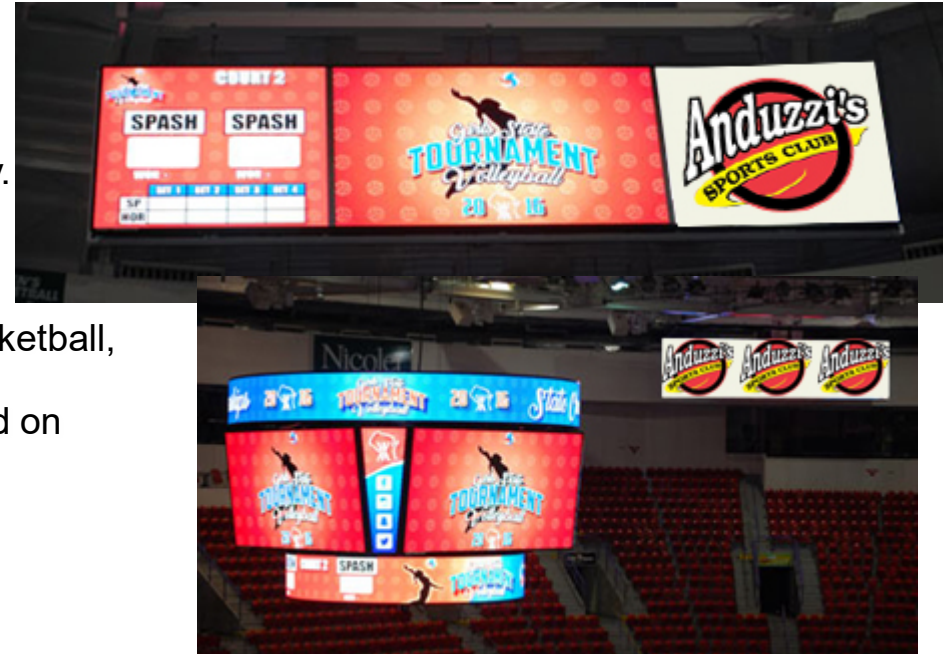
- Animation played on top ring.
- One (1) :15 or :30 animation with minimum of 10 impressions per hour for which the scoreboard is in operation, some limitations may apply.
- Resch Center events to include sports events, i.e. Green Bay Gamblers, Green Bay Men's Basketball, Green Bay Blizzard, etc.
- Creative supplied by sponsor, opportunity to change monthly with two-week notice. Audio not available.



# RESCH CENTER SPONSORSHIP

## Digital Signage – Auxiliary Bowl Scoreboards

- 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 for which the the scoreboard is in operation, some limitations do apply.
- Creative supplied by sponsor, opportunity to change monthly with two-week notice, audio not available.
- Animation on top right panel to include select sporting events, i.e. Green Bay Gamblers, Green Bay Men's Basketball, Green Bay Blizzard, etc.
- Full screen animation for concerts, comedy shows based on promoter approval.



---

# **RESCH CENTER SPONSORSHIP OPTIONS SOCIAL MEDIA**

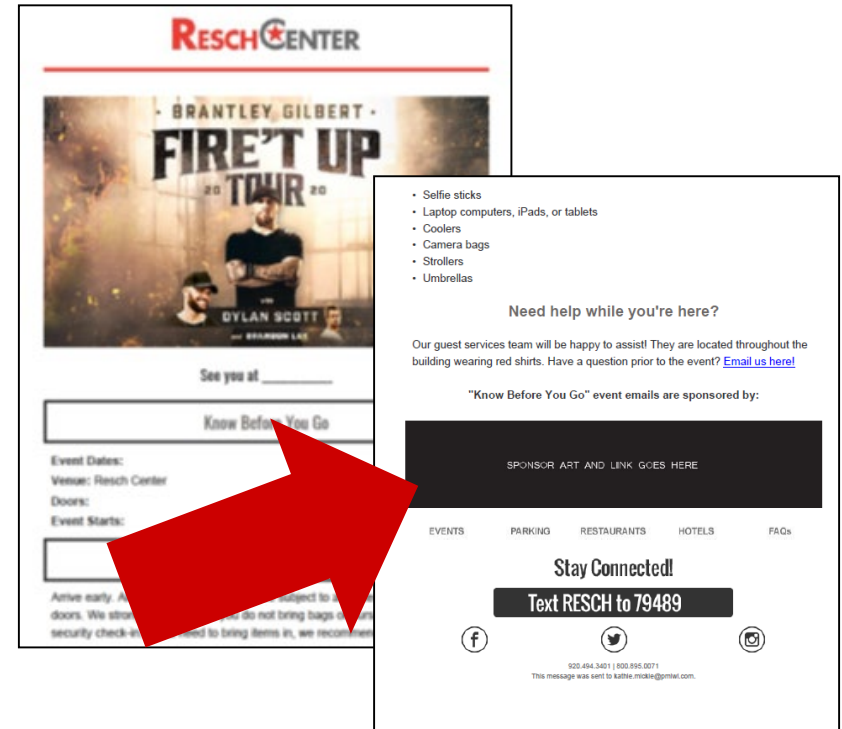


# RESCH CENTER SPONSORSHIP

## Social Media - Resch Center “Know Before You Go” Email

- Resch Center “Know Before You Go” emails would include Anduzzi’s recognition as the sponsor of this email program. This would include a dedicated area of the email where the sponsors would have their message as well as a clickable and measurable link to their website.
  - Resch Center “Know Before You Go” emails are sent out prior to an event to let event goers know key information. 2019-2020 we sent out 39 emails with a distribution of 31,600 and an incredible 53% open rate.

*Data supplied via Marketing Automation 2.20.2020*



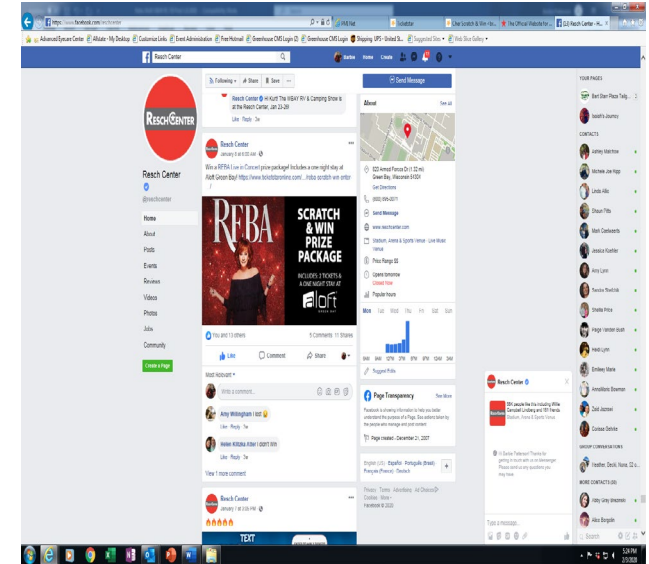
# RESCH CENTER SPONSORSHIP

## Social Media - Resch Center Facebook Contesting

- Anduzzi's to participate in PMI Event Driven Contests - Contests created by PMI and promoted via Resch Center social media including Resch Center Facebook page.



**Resch Center Summer Hub 2019 - Pageviews:** 7,604,  
**Reach on Facebook posts:** 41,780  
**Reach on paid advertising:** 15,923  
**Number of texts sent out-** 1 message to 17,331 people, with 4,465 unique



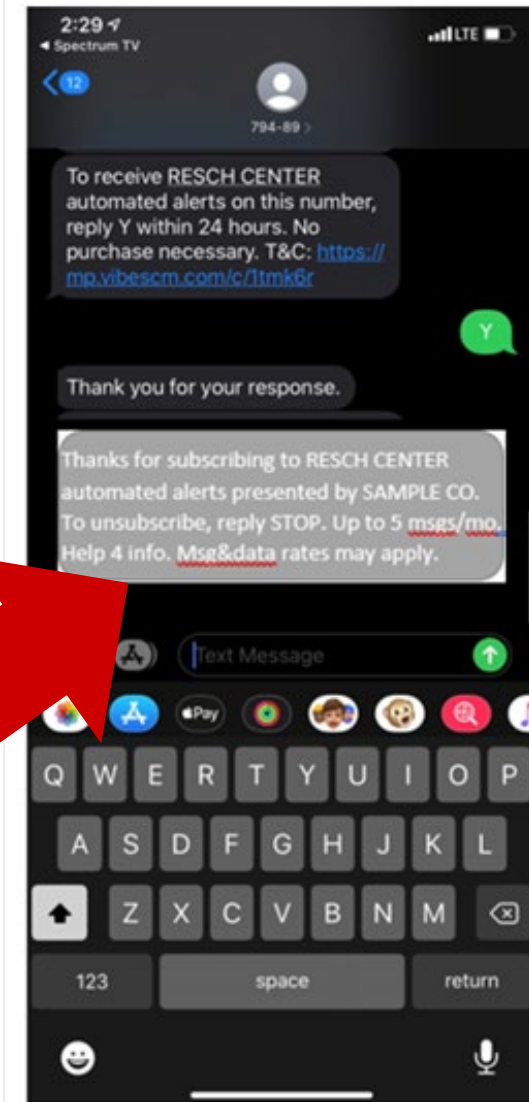
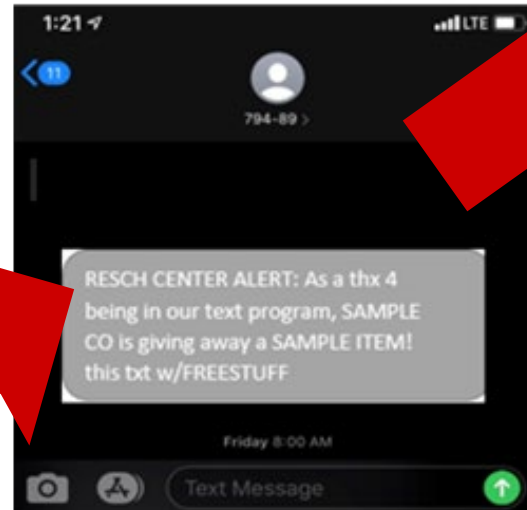
**Contest Run:** 12/9/2019 -1/13/2020  
**Number of entries:** 7,614  
**New vs Native:** 1,160 vs 6,454  
**Reach on Facebook posts:** 25,777  
**Reactions, comments & shares:** 156  
**Link Clicks on Facebook Posts:** 1,462

**Reach on Facebook Ad:** 7,838  
**Link Clicks on Facebook Ad:** 1,033  
**Emails sent-** 74,405  
**Emails opened-** 20.5%  
**Email Clicks:** 8.9%

# RESCH CENTER SPONSORSHIP

## Social Media - Resch Center Text Program

- Resch Center would include Anduzzi's recognition as the text program sponsor when people join.
- Exclusive sponsorship; no other sponsor will be associated with this program.
- Depending on the product the sponsor sells/offers, opportunity to give product away via contesting four times a year.

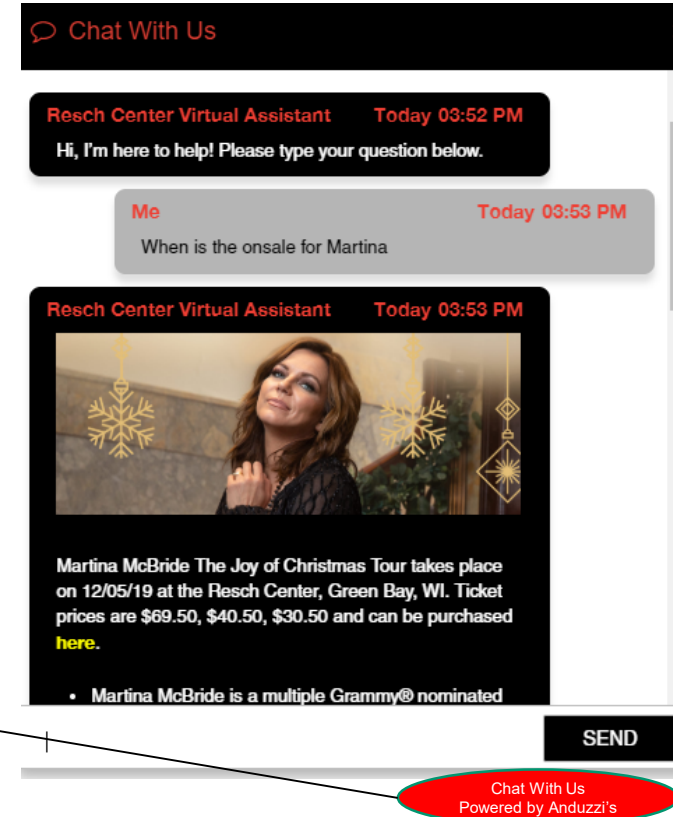


# RESCH CENTER SPONSORSHIP

## Social Media – Virtual Chat

- Anduzzi's would be the presenting sponsor of 24/7 customer-requested information PLUS this is an exclusive offer; no other sponsor will be associated with this service.
- Over 2.5 million in traffic and 13.8 million-page views annually on ticketstaronline.com and reschcenter.com. Every page of each of the sites has a Chat display
- Chats on the 2 websites will include "Powered by Anduzzi's". In addition, Anduzzi's would be linked to the webpage you define.
- Any general marketing regarding this service will include Anduzzi's listing or logo.

Powered by Anduzzi's would be on the Welcome screen under Chat With Us as well as each conversation thread until the customer closes the chat. Anduzzi's logo would be linked directly to your webpage.



---

# **RESCH CENTER SPONSORSHIP OPTIONS**

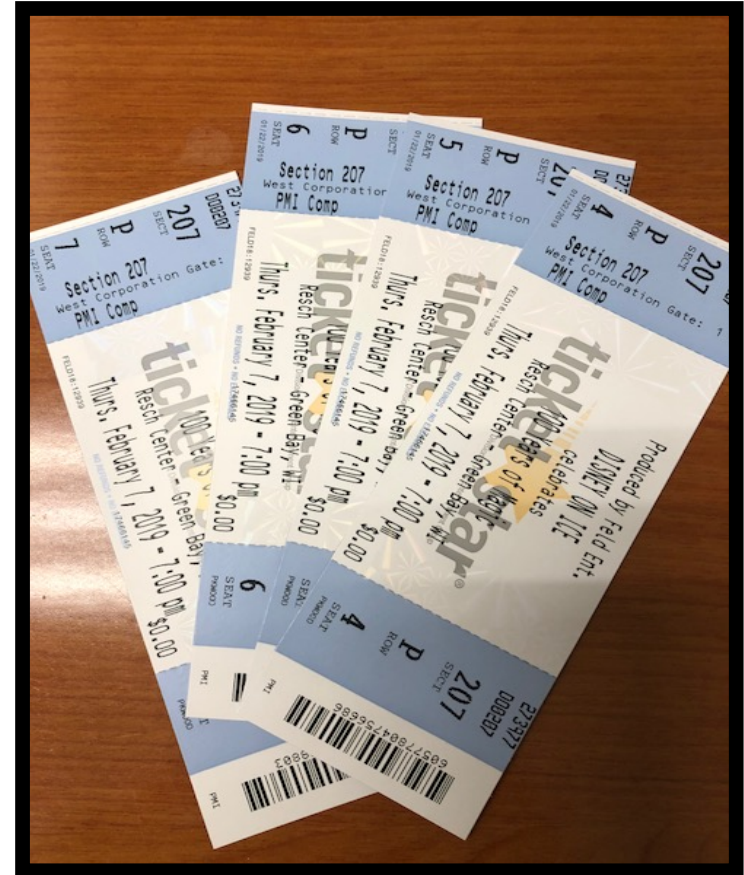
## **Miscellaneous**



# RESCH CENTER SPONSORSHIP

## Resch Center Event Tickets

- Anduzzi's to receive 2-4 complimentary tickets to a minimum of four (4) events at the Resch Center per year of contract for employee or in-house social media contesting.



# RESCH CENTER SPONSORSHIP

## Ticket Star Quarterly Stuffer

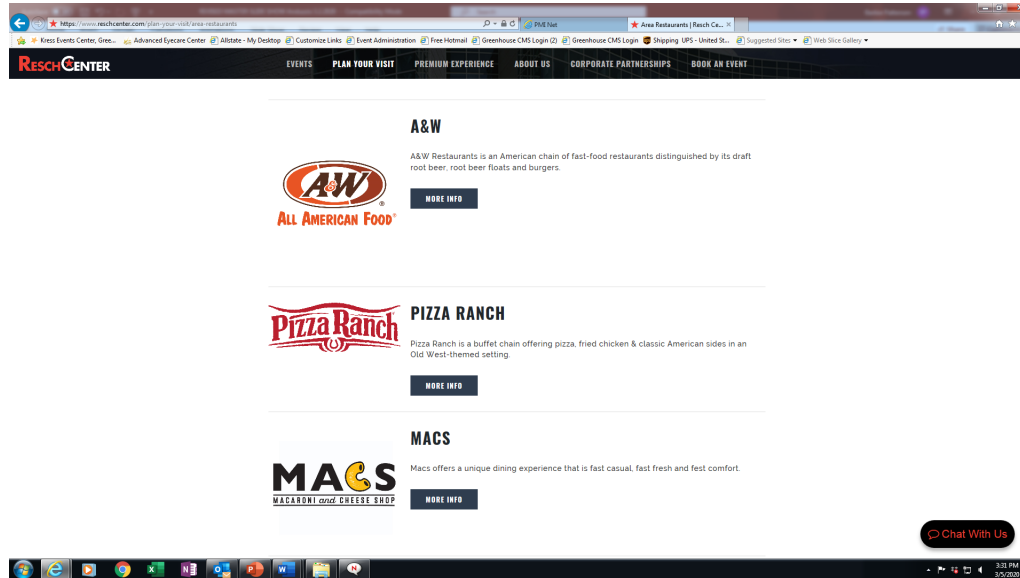
- Anduzzi's to receive one (1) stuffer per quarter in Ticket Star ticket envelopes.
- 2500 Stuffer quantity per quarter, size 5 ½"W x 3 ¼"H.
- Anduzzi's to coordinate delivery of stuffers.



# RESCH CENTER SPONSORSHIP

Resch Center Restaurant Partner Page – Included in all package options.

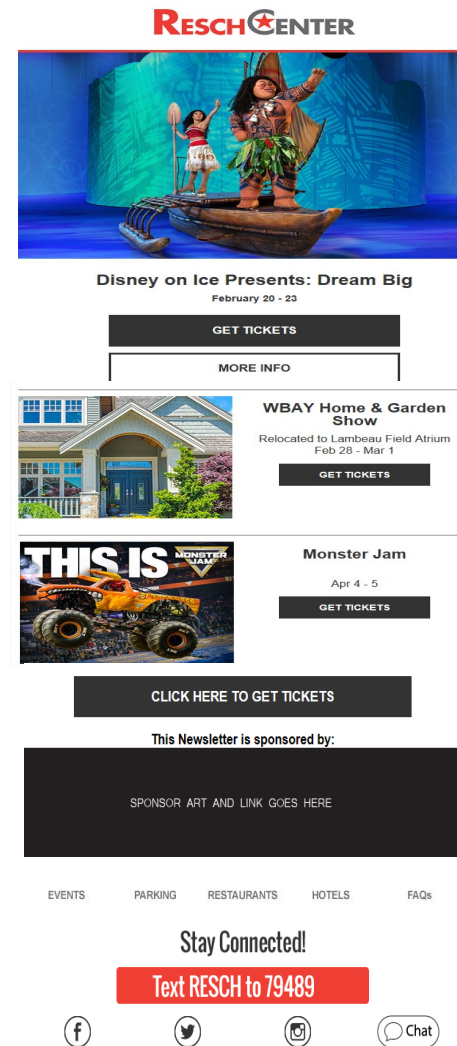
- Anduzzi's to receive logo and link on the Resch Center [website partner page](#).
- The restaurant partner page receives on an average 1500 to 2000 pageviews per year.



# RESCH CENTER SPONSORSHIP

## Resch Center Event Emails – Included in all package options.

- All Resch Center Event Emails include a restaurant tab which links to the restaurant partner page on the Resch Center website [website partner page](#).
- From 11/2018 – 11/2019 PMI emailed 327 Resch Center event emails to the Ticket Star database of over 200,000 active email addresses. Over 8,000,000 times, people in the database were reached with the various event/events messages.
- The PMI graphics department has bolded the tabs pointed out below. I should see a new template soon.



The screenshot displays the Resch Center website interface. At the top, the 'RESCH CENTER' logo is visible. Below it, a featured event 'Disney on Ice Presents: Dream Big' is shown with a date range of February 20 - 23. Navigation buttons for 'GET TICKETS' and 'MORE INFO' are present. Further down, two more event listings are shown: 'WBAY Home & Garden Show' (relocated to Lambeau Field Atrium, Feb 28 - Mar 1) and 'Monster Jam' (Apr 4 - 5). A large red arrow points to the 'RESTAURANTS' tab in the bottom navigation bar, which is bolded. Other tabs include 'EVENTS', 'PARKING', 'HOTELS', and 'FAQs'. A 'Stay Connected!' section at the bottom includes a text box 'Text RESCH to 79489' and social media icons for Facebook, Twitter, Instagram, and a chat button.





**Thank you for meeting with me and discussing  
opportunities to partner!  
I look forward to reviewing the options at your  
earliest convenience.**

**Thank you!  
Barbie Patterson**

