

RESCH★EXPO

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 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](#)



BlueGreenEvents
Experiential Event Design



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

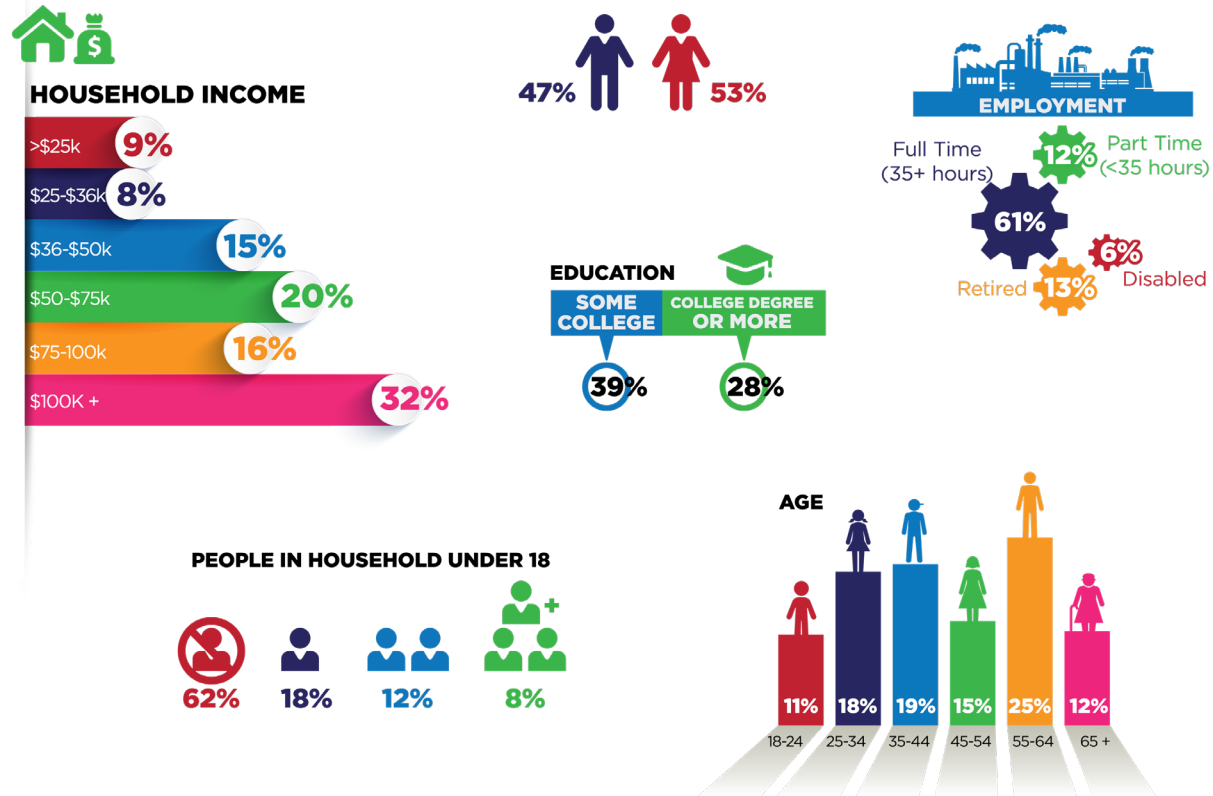
WIAA Girls & Boys State Volleyball 20,000 attendees

WIAA Girls State Basketball 40,000 attendees



RESCH CENTER ATTENDEE PROFILE

Scarborough Data Demographics

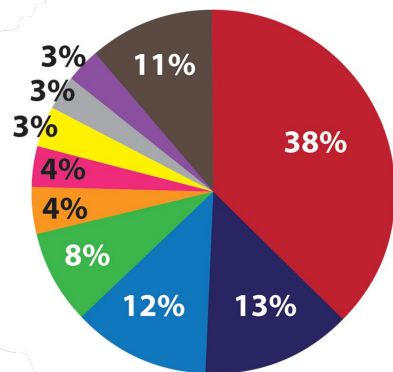


Scarborough 2019

RESCH CENTER ATTENDEE PROFILE

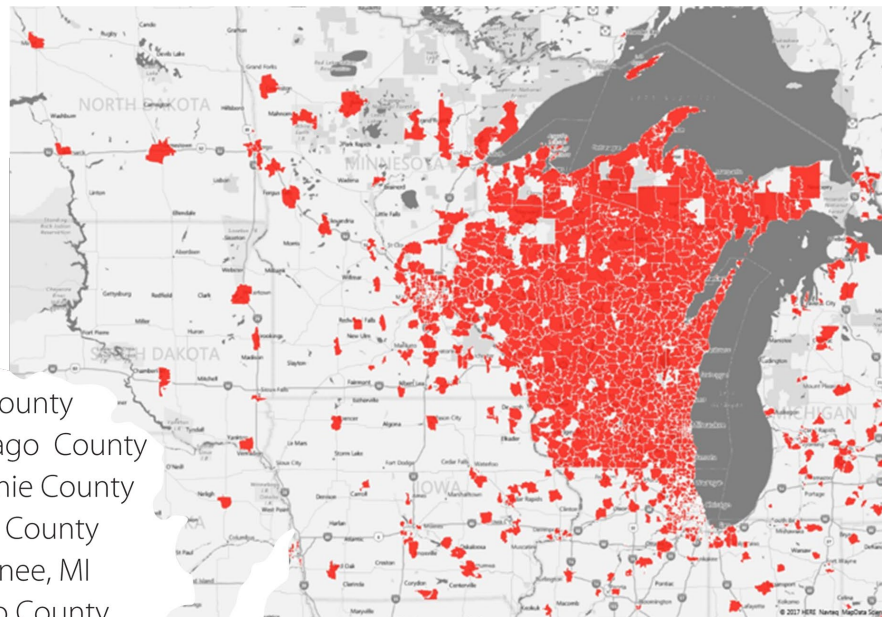
Scarborough Data Geographic

LOCATION



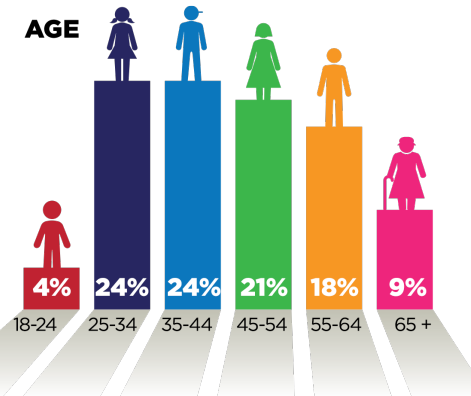
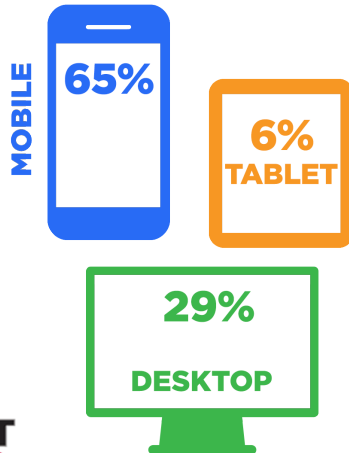
* WI Counties: Marinette, Door, Oconto, Fond du Lac, Green Lake, Menominee, Waushara

- 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

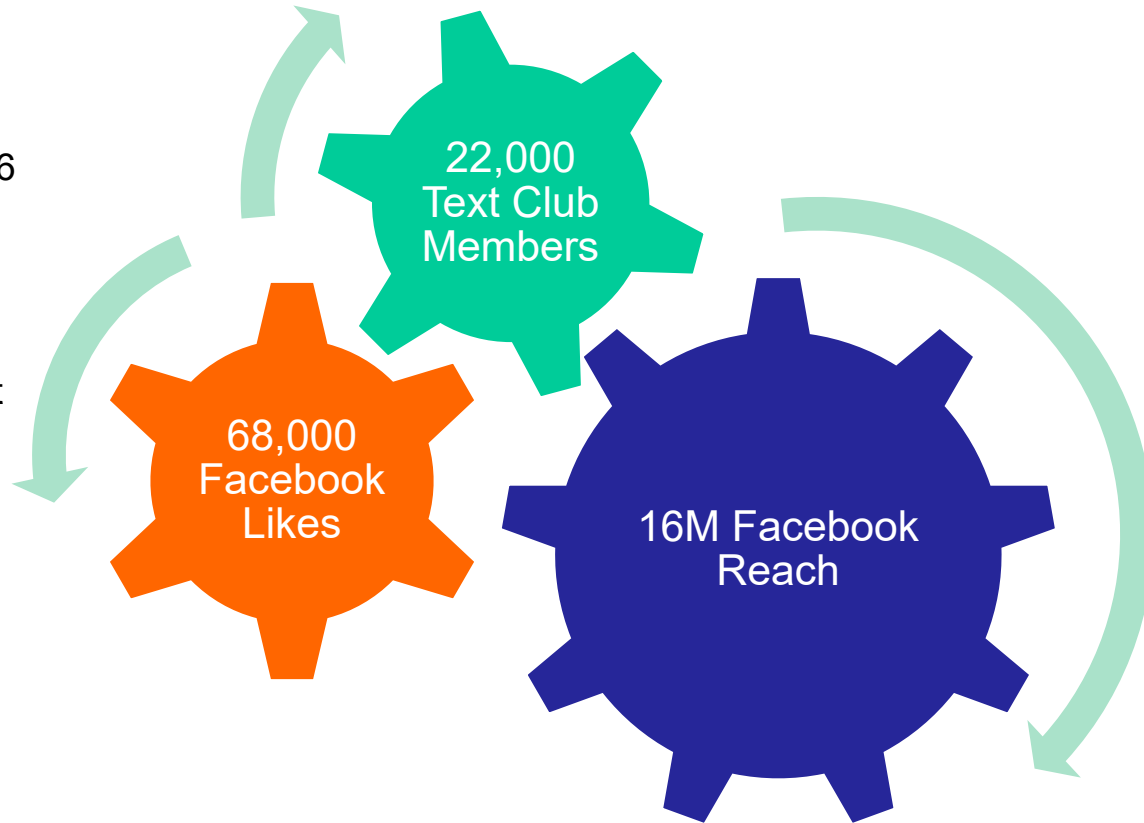


SOCIAL MEDIA ANALYTICS

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 EXPO SPONSORSHIP OPPORTUNITIES Multi-Year Partnerships

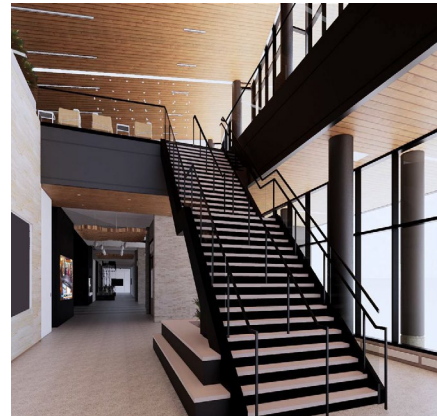
- **Placement of mutually selected BelGioioso Cheese products to be determined and agreed upon as part of all sponsorship packages in the Resch Expo.**

RESCH EXPO SPONSORSHIP

Major Partner

Rotating Continuous Logo / Message on:

- 43 x 21 LED Exterior Plaza Armed Forces Display
- 75 x 9 LED Exterior Mesh Oneida Street Display
- 6 - 65" TVs
- 6 - 43" TVs
- 4 - 55" TVs
- 1 - LED 18 x 8
- 2 - LED 12 x 6
- \$150,000 per year



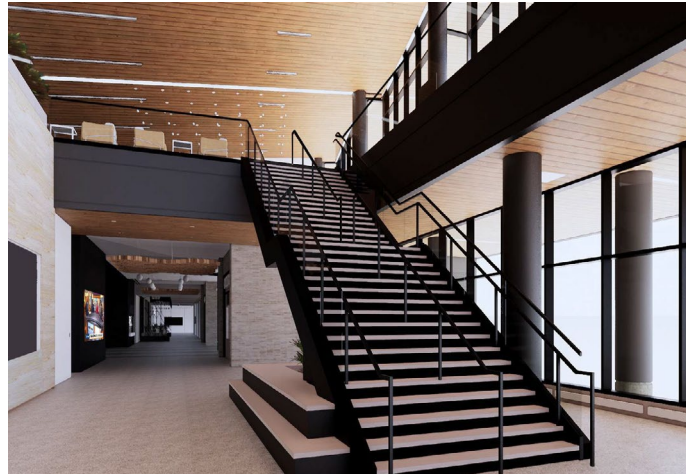
RESCH EXPO SPONSORSHIP

Platinum Partner

Rotating Logo / Message on:

- 43 x 21 LED Exterior Plaza Armed Forces Display
- 6 - 65" TVs
- 6 - 43" TVs
- 4 - 55" TVs

- \$80,000 per year



RESCH CENTER SPONSORSHIP OPPORTUNITIES

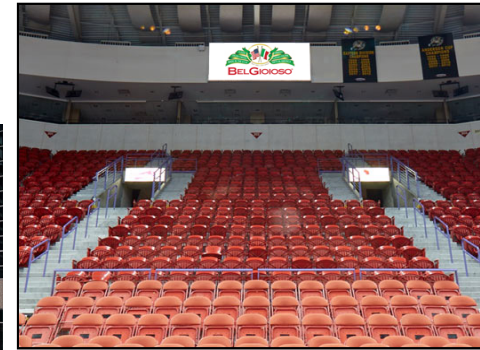
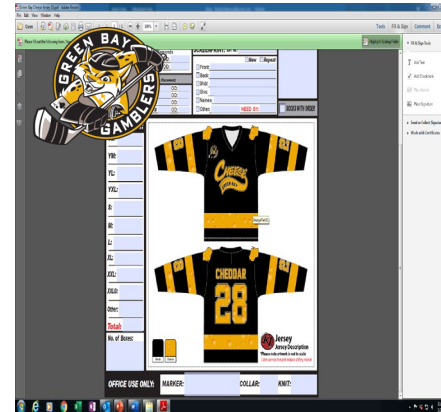
Multi-Year Partnerships

- **Placement of mutually selected BelGioioso Cheese products to be determined and agreed upon as part of all sponsorship packages in the Resch Center.**

RESCH CENTER SPONSORSHIP

Major Partner

- 43x21 LED Exterior Plaza Display
- 8x18 Large Bowl Backlit
- Master Scoreboard Top Ring
- 90" HD Concourse Displays
- Resch Center Newsletter Email
- Green Bay Gambler Cheese Night
- \$80,000 per year



RESCH CENTER SPONSORSHIP

Digital Signage – Master Scoreboard & Auxiliary Scoreboards Package

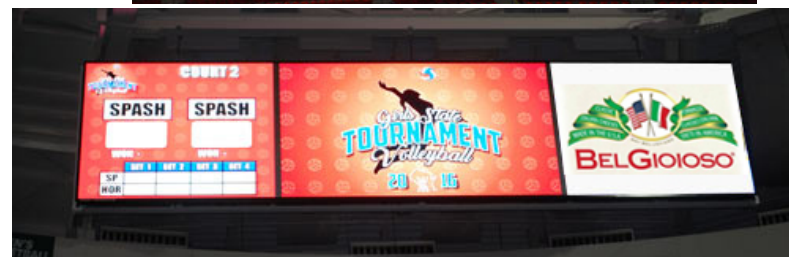
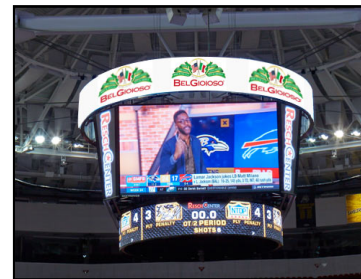
Master Scoreboard

- 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.
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- \$32,000 per year

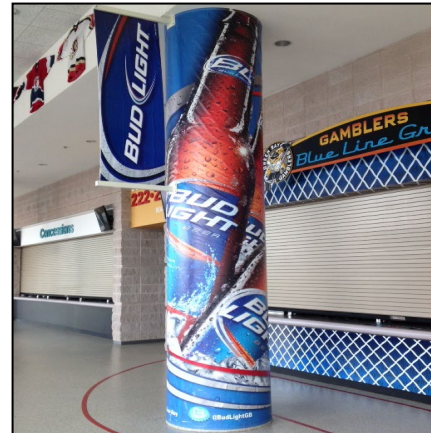
* Resch Center events to include sporting events, i.e. Green Bay Gamblers, UW-Green Bay Men's Basketball, Green Bay Blizzard, etc. Creative supplied by sponsor, opportunity to change monthly with two-week notice, audio not available.



RESCH CENTER SPONSORSHIP

Static Signage Concourse / Bowl Package I

- Pillar Wrap & Flag
- 2 x 5 Bowl Backlit Sign
- \$15,000 per year



RESCH CENTER SPONSORSHIP

Static & Digital Signage Concourse / Bowl Package II

- 4 x 8 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 Signage Concession Stand And Stairwell

- Concession Stand
- Stairwell
- \$30,000 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



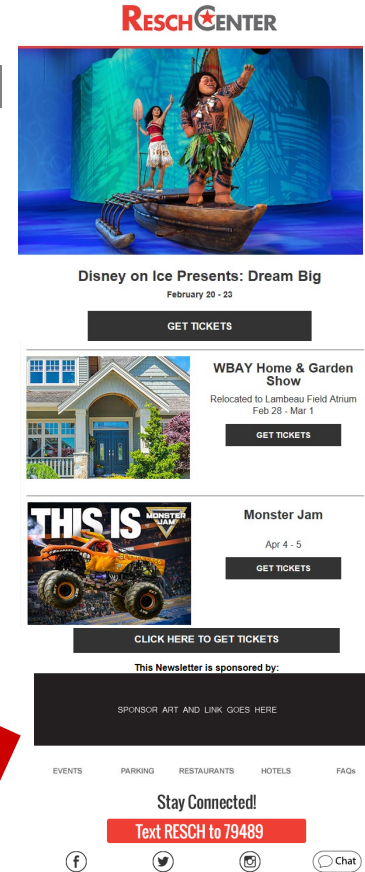
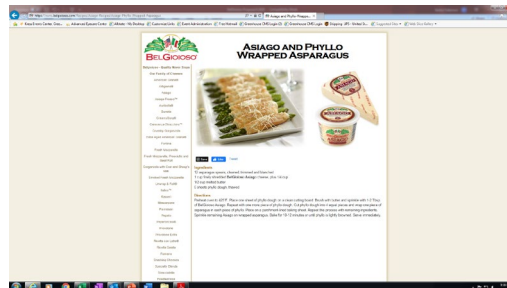
RESCH CENTER SPONSORSHIP OPPORTUNITIES SOCIAL MEDIA

RESCH CENTER SPONSORSHIP

Social Media – Resch Center Newsletter Email

- Resch Center Newsletters would include name/brand 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 newsletters are sent out in the busier time of the year usually September through May. In 2019-2020 eight newsletters had already been sent out with a distribution of 513,500 and open rate of 11% by February 2020.
- The BelGioioso link directs to monthly BelGioioso recipe.
- \$5000 per year and must be part of an overall signage sponsorship package.

Data supplied via Marketing Automation 2.20.2020



PMI ENTERTAINMENT GROUP SPONSORSHIP OPPORTUNITIES

Bart Starr Plaza Tailgate Party

PMI ENTERTAINMENT GROUP

Bart Starr Plaza Tailgate Party – Event Tickets

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



PMI ENTERTAINMENT GROUP SPONSORSHIP OPPORTUNITIES GREEN BAY GAMBLERS

PMI ENTERTAINMENT GROUP

SPONSORSHIP

Green Bay Gamblers



*GREEN BAY CHEESE

***Belgioioso Cheese** to sponsor Cheese Night. Players will wear special edition jerseys, cheese theme. **Belgioioso Cheese** logo featured on the jerseys. Player's names on the back of the jersey replaced by a type of cheese (Mozzarella, etc.). Jerseys auctioned after the game.

*Date of game: Saturday, April 3, 2021

*Game tied into a Family Night (discounted concessions and kid's tickets)

***BelGioioso Cheese** representation will drop the ceremonial puck.

*Intermission promotion focused on cheese; cheese eating contest, cheese bowling, shooting small cheese wheels into the net, etc.

*Boys & Girls Club receives a portion of the jersey auction proceeds.

***BelGioioso Cheese** logo in all media utilized (newspaper, radio, web and television) in support of the game.

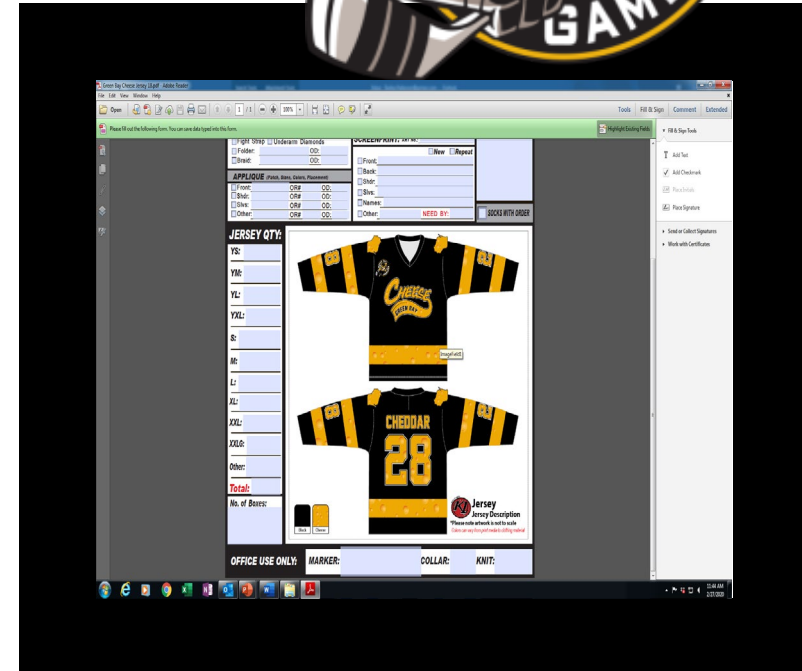
*Promotion featured on the Gamblers promotional schedule, Facebook (36,000 followers) and Twitter (10,000)

***Belgioioso Cheese** receives a suite for Cheese Night. Includes 20 tickets, two parking passes and a \$250.00 food and beverage credit.

***Belgioioso Cheese** receives a 3 x 8 dasher-board on the Resch Center rink boards. Dasher-board present for all Gambler home games (30). Dasher-board also present for other events that utilize the rink boards (youth, high school hockey and camps).

*Gamblers pay for all production costs. **Belgioioso Cheese** responsible for providing artwork.

*\$7,000 per season



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**Thank you for the opportunity to share
partnership options for BelGioioso.**

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

Thank you!

Barbie Patterson

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