

PMI
ENTERTAINMENT
group

RESCH CENTER

A PARTNERSHIP FOR SUCCESS

Parker John's
BBQ & PIZZA



PMI ENTERTAINMENT GROUP

PMI Entertainment Group (PMI) is a Green Bay-based, non-stock, for-profit company that manages the Resch Center, Expo Center (opening January 2021) and Meyer Theatre. PMI owns the Green Bay Gamblers Hockey Club, Ticket Star, Celebrations Event Rental Services, 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](#)



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 new Expo Center, 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 compliment 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

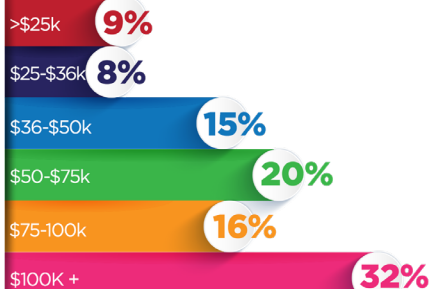


RESCH CENTER ATTENDEE PROFILE

Scarborough Data Demographics



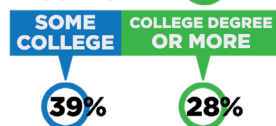
HOUSEHOLD INCOME



EMPLOYMENT



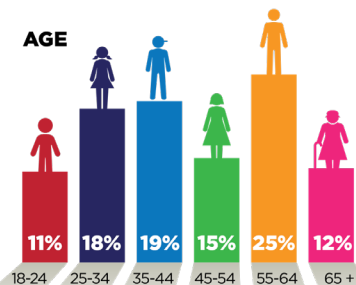
EDUCATION



PEOPLE IN HOUSEHOLD UNDER 18



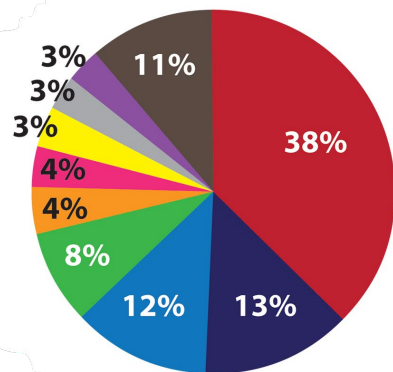
AGE



RESCH CENTER ATTENDEE PROFILE

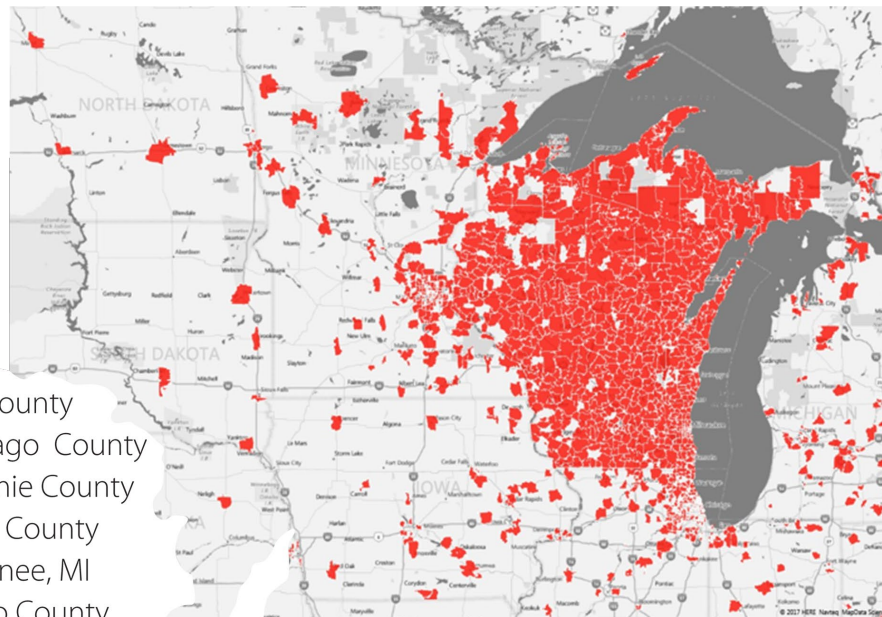
Scarborough Data Geographic

LOCATION



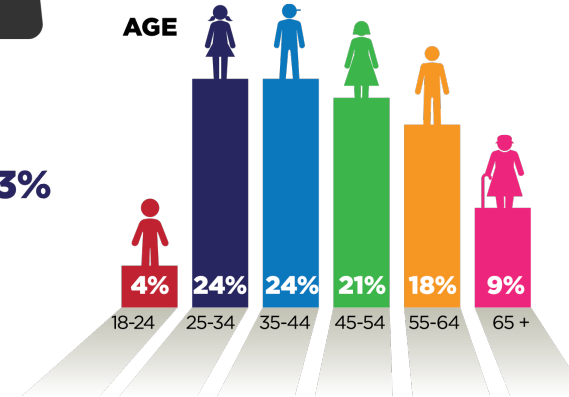
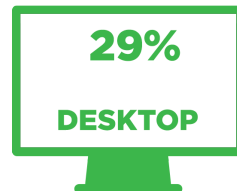
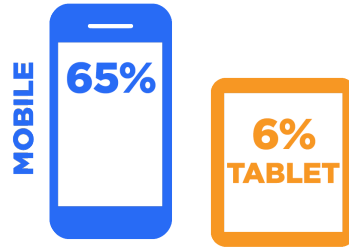
* WI Counties: Marinette, Door, Oconto, Fond du Lac, Green Lake, Menominee, Waushara

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



WEBSITE VIEWER

Google Analytics

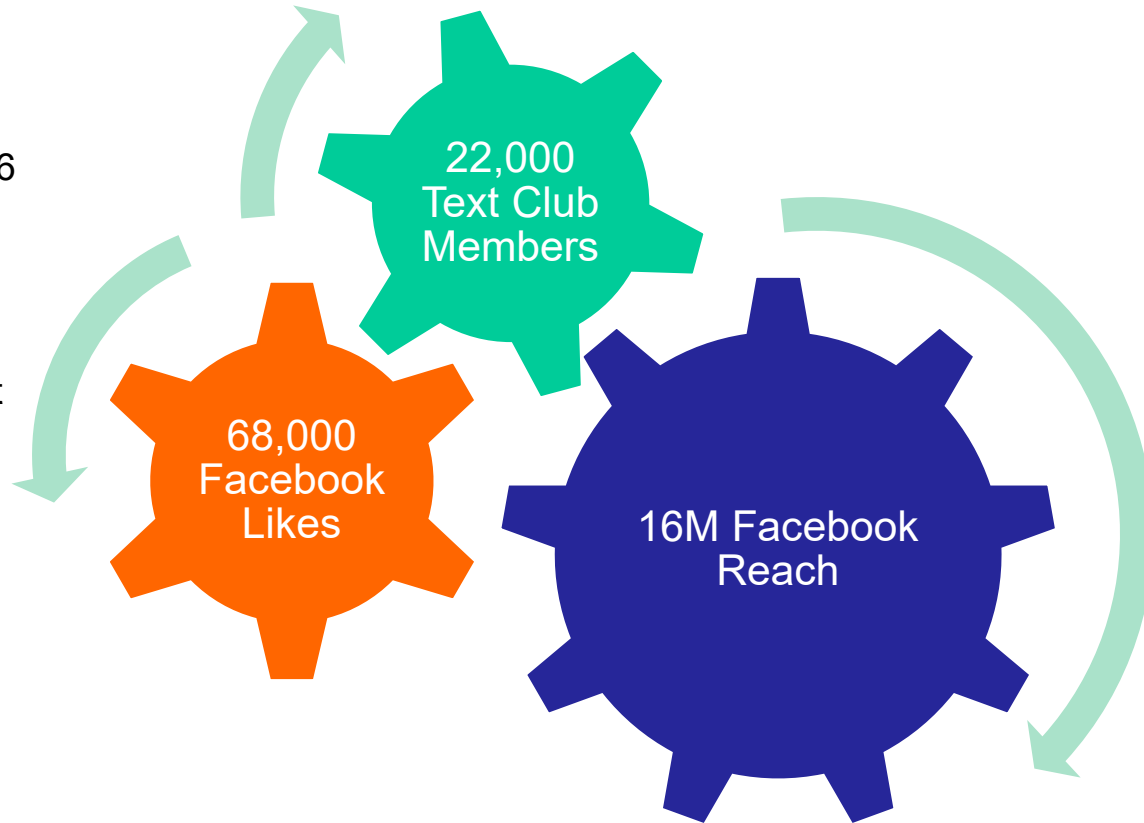


SOCIAL MEDIA MEMBER

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

Grazies Current Contract Assets

RESCH CENTER SPONSORSHIP

East Stairwell Steps and Overhead Sign

- Eight (8) Step Decals on Resch Center East Stairwell. Grazies messaging on steps within the existing Green Bay Gambler graphics..
- One (1) Stairwell Overhead Panel – Double sided Grazies message on panel at top of stairs.
- Creative supplied by sponsor.



RESCH CENTER SPONSORSHIP

Ticket Star Stuffer

- Grazies stuffers are included in the Ticket Star envelopes that are used to mail out all event tickets: 2500 stuffers per quarter.
- Grazies creates stuffer and coordinates delivery, stuffer size 5 ½"W x 3 ¼"H.
- Current Grazies stuffer sample below, front and back of stuffer.

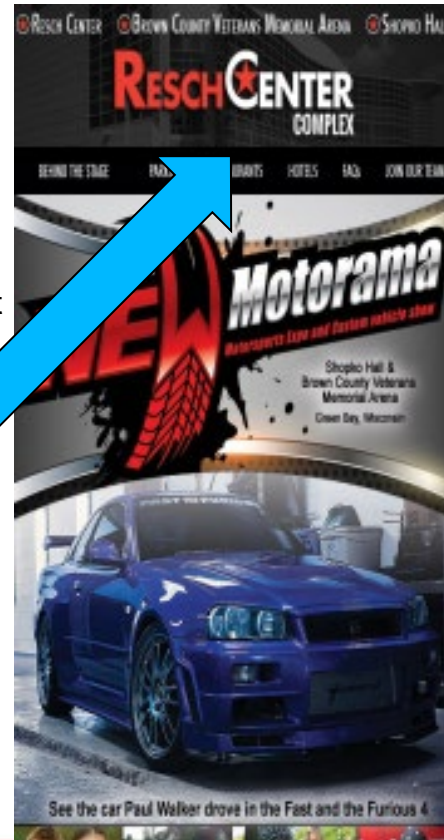


RESCH CENTER SPONSORSHIP

Ticket Star and Resch Center Emails

- Bi-monthly and event-based reach to Ticket Star and Resch Center databases with Emails that include 'Where to Eat' and 'Restaurant Partner' tabs linking to Resch Center Website Partner Page with Grazies logo and link option.

Restaurant
Tab



Where
to Eat
Link

RESCH CENTER SPONSORSHIP

Resch Center Restaurant Partner Page

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



NAKASHIMAS

Nakashima offers a gathering space where our guests have a unique opportunity to taste the flavors of Japan.

[MORE INFO](#)



GRAZIES ITALIAN GRILL

Grazies offers family, friends, and loved ones signature recipes and a money-well-spent-experience, GUARANTEED! Whether it is lunch, take out, or dinner, rest assured that you are in the hands of the best in the business.

[MORE INFO](#)



D2'S

D2 Sports Pub Stadium District is THE sports bar for great food, cold beer, watching games and awesome Packers Tailgates!

[MORE INFO](#)

RESCH CENTER SPONSORSHIP

Know Before You Go Email

- Grazies special offer link included with Resch Center Know Before You Go emails.
- eMail sent out to event attendees 1-2 days before event.

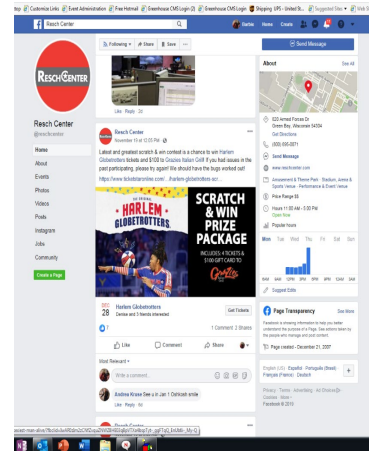
The image shows the Grazies Italian Grill website header and a promotional coupon. The header features the Grazies logo, a circular seal that says "BETTER INGREDIENTS. BETTER YOU. FRESH FROM SCRATCH", and a navigation bar with links: HOME, MENU, SPECIALS, RESERVATIONS, LOCATIONS, PARTIES TO GO, DIPPING OIL, and ABOUT GRAZIES. Below the header is a promotional coupon for Trans-Siberian Orchestra fans. The coupon says: "Welcome Trans-Siberian Orchestra Fans! Enjoy the show & a special offer just for you! \$10 off your purchase of \$40 or more. Offer valid until 11/17/19." It also includes contact information for Green Bay and Stevens Point locations. To the right of the coupon is a vertical advertisement for "Dipping Oil" featuring a bottle of sauce and the text: "One-of-a-kind flavor for dipping, grilling, marinating, and dressings. Experience this unique blend for yourself or as a thoughtful gift of quality for family and friends. Learn More...". At the bottom of the coupon, it says "Simply show the coupon to your server to redeem. Grazie!" and "NOW TAKING ONLINE RESERVATIONS!" with a "Click Here" link.

The image shows the Resch Center website header and event information for the Trans-Siberian Orchestra. The header features the Resch Center logo and a banner image of the orchestra performing on stage. Below the banner, it says "See you at Trans-Siberian Orchestra" and "Know Before You Go". The event details are: "Event Date: Wednesday, November 13" and "Venue: Resch Center". The schedule is: "Early Show: Doors: 3pm, Show starts: 4pm" and "Late Show: Doors: 7pm, Show starts: 8pm". A note states: "Trans-Siberian Orchestra may include a light show, lasers, pyro, moving trusses, video screens, and effects synchronized to music." Below this is a "Plan Your Visit" section with the text: "Arrive early. All attendees and bags will be subject to a full security check at the doors. We strongly recommend you do not bring bags or purses to speed up the security check-in. If you need to bring items in, we recommend placing them in a". Below this is a "Prohibited Items" section with a list: "Audio and video equipment, Professional cameras, detachable lenses and flash equipment, Backpacks and briefcases, Laser pointers or noise-makers, Weapons of any kind (this includes pocket knives), Alcoholic beverages, illegal drugs or paraphernalia, Selfie sticks, Laptop computers, iPads, or tablets, Coolers, Camera bags, Strollers, Umbrellas, Binoculars, Telescopes, Magnifying devices". Below this is a "Need help while you're here?" section with the text: "Our guest services team will be happy to assist! They are located throughout the building wearing red shirts. Have a question prior to the event? [Email us here!](#)". At the bottom, there is a "Special offer to Concert Goers!" section with a "Click to Redeem Offer" button and a "Click Here" link. The footer includes navigation links: "EVENTS, PARKING, RESTAURANTS, HOTELS, PAGE", a "Stay Connected!" section with "Text RESCH to 79489", and social media icons for Facebook, Twitter, Instagram, and a Chat button.

RESCH CENTER SPONSORSHIP

Social Media Contesting

- Grazies takes part in minimum two (2) Social Media Contests per year of contract including Ticket Star Scratch & Win and Resch Center Summer and Holiday Hubs; month long fan engagement contests. Grazies includes \$500 worth of gift cards per contract year to be used as incentives in this contesting.
- Contest hubs are aggressively promoted via email and social media.
- Facebook posts include tagging Grazies. Contest graphics to include Grazies logo.



THE ORIGINAL HARLEM GLOBETROTTERS

ENTER BELOW THEN... SCRATCH & WIN

PRIZE PACKAGE
Win 4 tickets to Harlem Globetrotters & \$100 to Grazies!

Harlem Globetrotters Scratch & Win
Enter your information below to enter the contest.

Ends Dec 9, 2014 at 2:00 PM

Ticket Star Contest Entry Form

Name *
First Last

Email *
[Email Address]

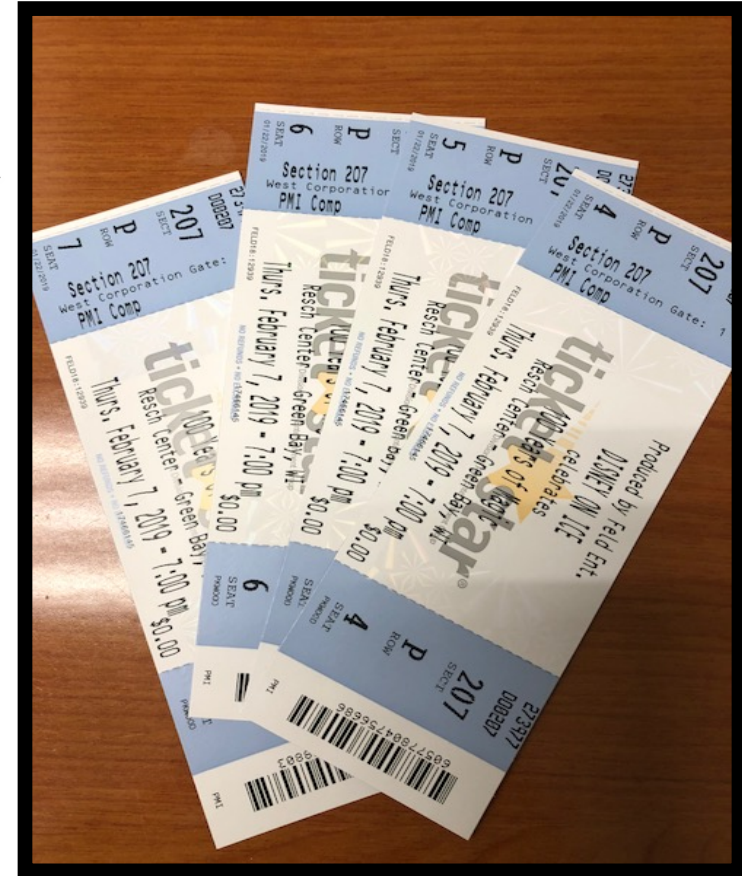
Phone Number *
[Phone Number]



RESCH CENTER SPONSORSHIP

Event Tickets

- Grazies receives 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.



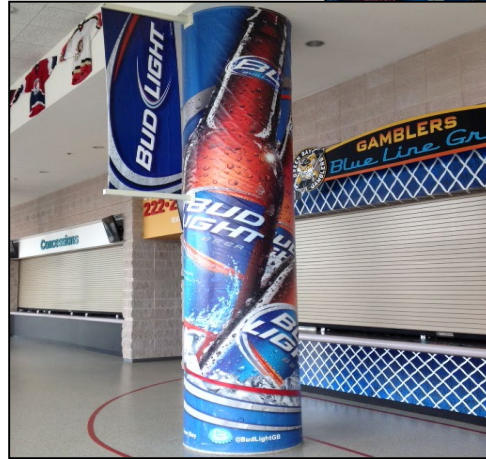
RESCH CENTER SPONSORSHIP

New Opportunities for Parker John's BBQ & Pizza

RESCH CENTER SPONSORSHIP

Static Signage Concourse/Stairwells

- Pillar Wraps
- Pillar Flags
- 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 Screens

- 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

Exclusive Naming Rights – Virtual Chat

- 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 Sponsor”. In addition, the Sponsor logo/name would be linked to the Sponsor webpage you define.
- Any general marketing regarding this service will include the Sponsor listing or logo.


Powered by Sponsor would be on the Welcome screen under Chat With Us as well as each conversation thread until the customer closes the chat. Sponsor logo would be linked directly to name/ Sponsor webpage.

Chat With Us

Resch Center Virtual Assistant Today 03:52 PM
Hi, I'm here to help! Please type your question below.

Me Today 03:53 PM
When is the onsale for Martina

Resch Center Virtual Assistant Today 03:53 PM



Martina McBride The Joy of Christmas Tour takes place on 12/05/19 at the Resch Center, Green Bay, WI. Ticket prices are \$69.50, \$40.50, \$30.50 and can be purchased [here](#).

- Martina McBride is a multiple Grammy® nominated

SEND

Chat With Us
Powered by Sponsor

RESCH CENTER SPONSORSHIP

Social Media Sponsorships

Resch Center Facebook Entertainment Post Sponsorship

- 8-10 Facebook entertainment posts a year such as National Concert Day, National Guitar Day, National Rock and Roll Day, Elton John's Birthday, etc. Name recognition on post would include "brought to you by Johnsonville".

Resch Center Facebook Holiday Posts

- 12-15 Facebook posts annually; Valentine's Day, Memorial Day, 4th of July, Labor Day, Thanksgiving, Christmas, etc. Name/brand recognition would include "Happy XXX from the RC "brought to you by Johnsonville".

Resch Center and Ticket Star Newsletter Sponsorship

- Johnsonville recognition on RC and TS newsletter emails. This week's calendar "brought to you by Johnsonville".

Resch Center Text Program Sponsorship

- Johnsonville recognition on RC text push event and contesting notifications.
- Exclusive offer; no other sponsor will be associated with this product.

PMI ENTERTAINMENT GROUP SPONSORSHIP

Green Bay Gamblers

- The 2019-2020 season marks the 26th year that the Green Bay Gamblers have called Northeast Wisconsin home. Since the team inaugural season in 1994, the Gamblers have proven themselves to be one of the marquee hockey programs in North America. The team has 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.



PMI ENTERTAINMENT GROUP

Event Sponsorship –Bart Starr Plaza Tailgate Party

- The Bart Starr Plaza Tailgate Party is in its 18th year and has established its own legacy of tailgating success. The event begins three and a half hours prior to every Packers home game and held on the Bart Starr Plaza located in front of the Resch Center, just one block from Lambeau Field, and is surrounded by Ray Nitschke Field and the Don Hudson Center. In addition, 43% of fans attending the game pass through the Bart Starr Plaza Tailgate zone on their way to Lambeau Field's Oneida Gate.
- The party sees on average 10,000 fans per year.
- The party offers great entertainment, prize giveaways, great food, game day drink specials and a fun atmosphere.





**Thanks so much for the opportunity to share
partnership options for Parker John's BBQ & Pizza.
I invite you and Jennifer to tour the
Resch Center at your convenience.**

**Barbie Patterson
PMI Director of Sales
920-405-1246**

