

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 Center Expo (opening January 2021) and Meyer Theatre. PMI owns the Green Bay Gamblers hockey club, Ticket Star, Celebrations Party & Event, 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

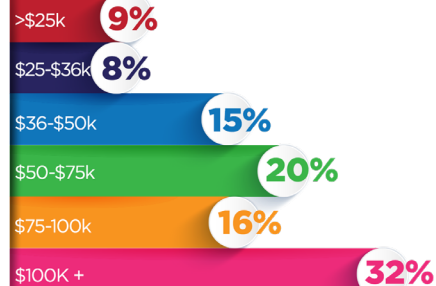


RESCH CENTER ATTENDEE PROFILE

Scarborough Data Demographics



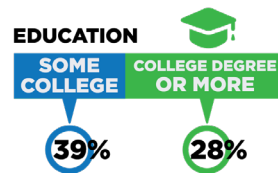
HOUSEHOLD INCOME



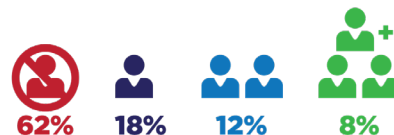
EMPLOYMENT



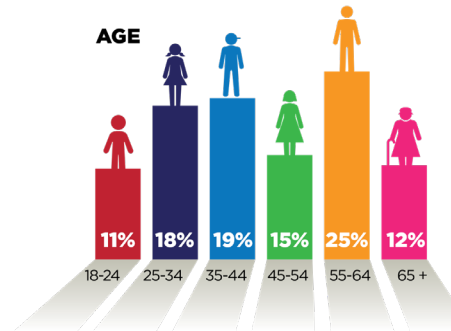
EDUCATION



PEOPLE IN HOUSEHOLD UNDER 18

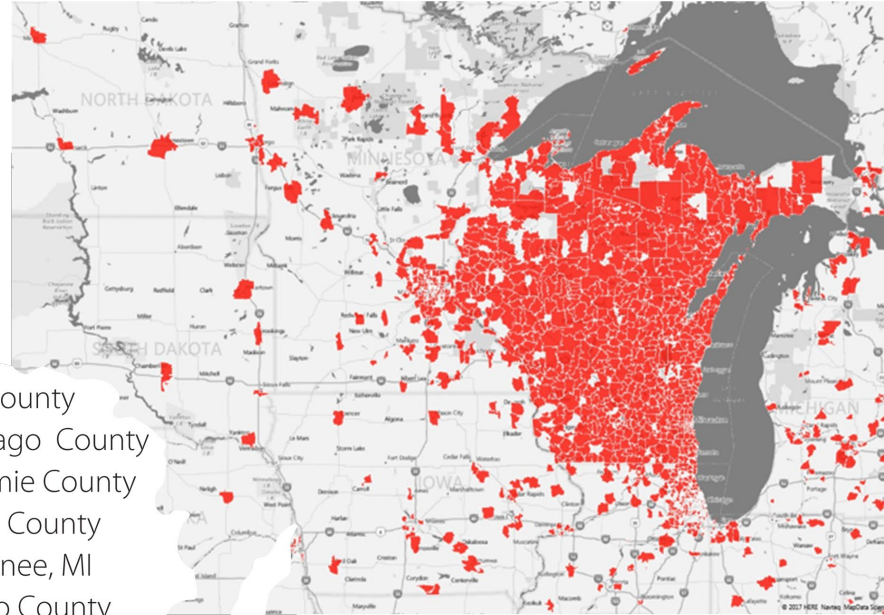


AGE

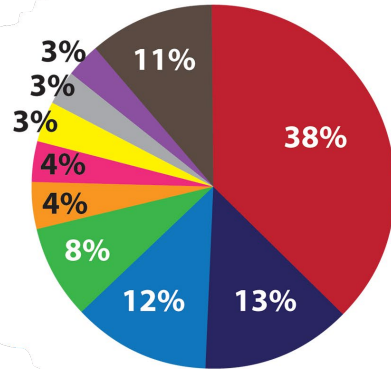


RESCH CENTER ATTENDEE PROFILE

Scarborough Data Geographic



LOCATION



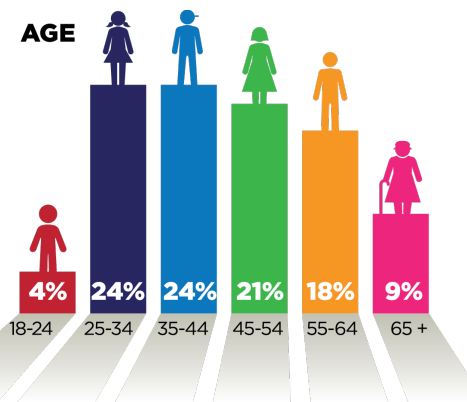
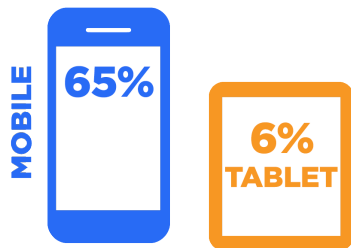
- Brown County
- Winnebago County
- Outagamie County
- Calumet County
- Menominee, MI
- Shawano County
- Kewaunee County
- Waupaca County
- Manitowoc County
- Other*

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

Scarborough 2019

WEBSITE VIEWER

Google Analytics

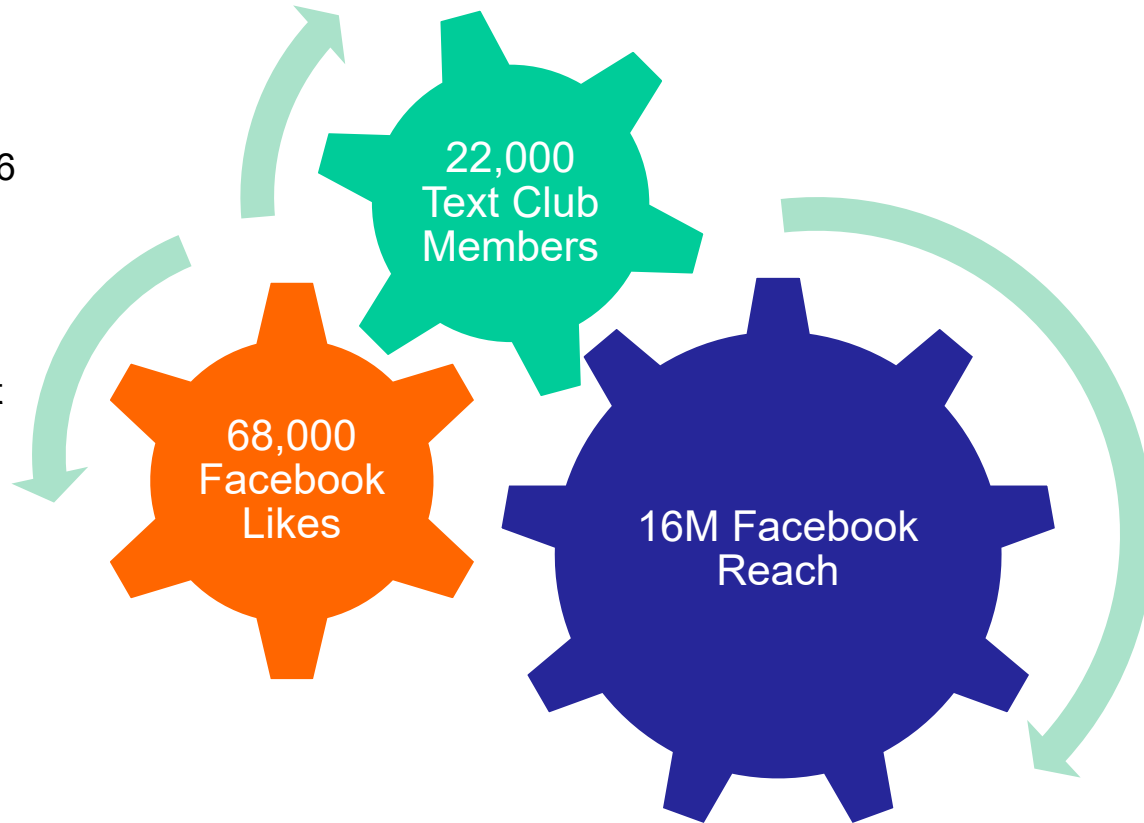


SOCIAL MEDIA MEMBER

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

Digital Signage – 90” Concourse Displays

- Three (3) HD Screens on Resch Center Concourse East & West.
- Pizza Ranch has rotating message on two (2) 90” digital concourse screens, one on each concourse side.
- 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

Summer and Holiday Contest Hub

- Pizza Ranch takes part in both the Resch Center Summer and Holiday Hubs, a one-month long fan engagement contest. This involves Pizza Ranch donating gift cards to be used as incentives on designated days of the month as well as for additional social media contesting throughout the year.
- Contest hubs are aggressively promoted via email and social media.
- Facebook posts would tag Pizza Ranch, contest graphics to include Pizza Ranch logo.



RESCH CENTER SPONSORSHIP

Ticket Star Stuffer

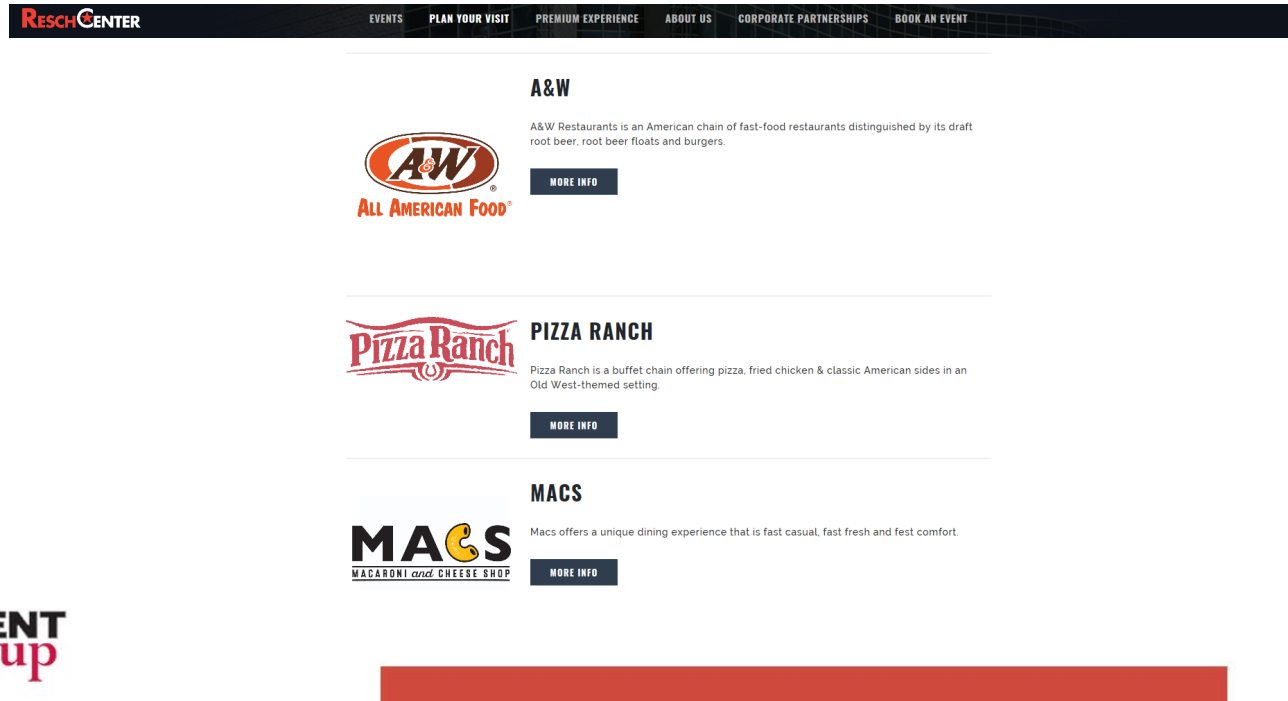
- Pizza Ranch stuffers are included in the Ticket Star envelopes that are used to mail out all event tickets: 2500 stuffers per quarter.
- Pizza Ranch to create stuffer and coordinate delivery, stuffer size 5 ½"W x 3 ¼"H.
- Pizza Ranch stuffer sample below, front and back of stuffer.



RESCH CENTER SPONSORSHIP

Resch Center Restaurant Partner Page

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





**Thanks so much for your partnership Tabasum!
I look forward to working with you and
your local Pizza Ranch Team.**

