

**RESCH★EXPO**

**PMI**  
**ENTERTAINMENT**  
*.group*

**RESCH★CENTER**

**A PARTNERSHIP  
FOR SUCCESS**

**Spectrum**



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# 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



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# 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.



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# 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](#)



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# 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

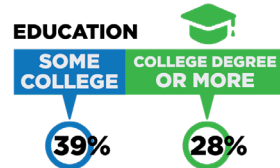
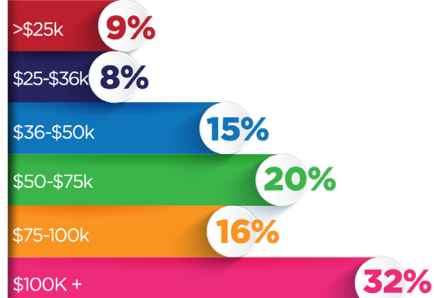


# RESCH CENTER ATTENDEE PROFILE

## Scarborough Data Demographics



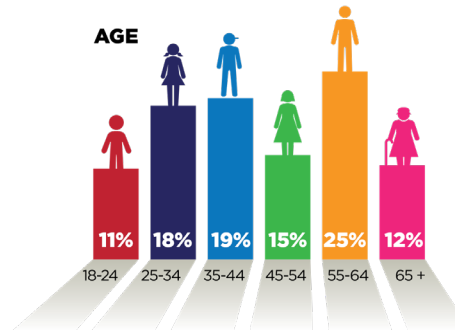
### HOUSEHOLD INCOME



### PEOPLE IN HOUSEHOLD UNDER 18

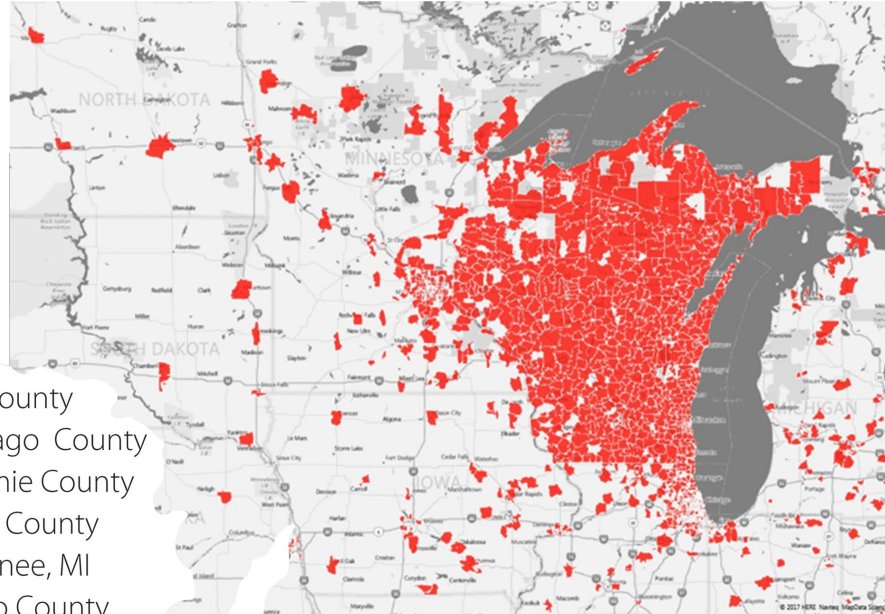


### AGE

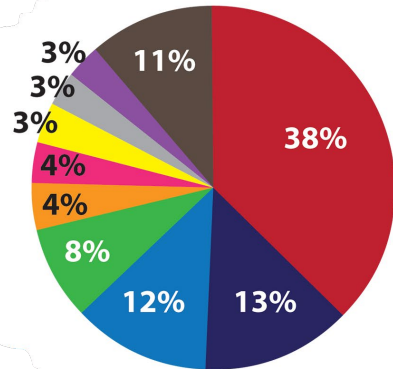


# RESCH CENTER ATTENDEE PROFILE

## Scarborough Data Geographic



### LOCATION



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

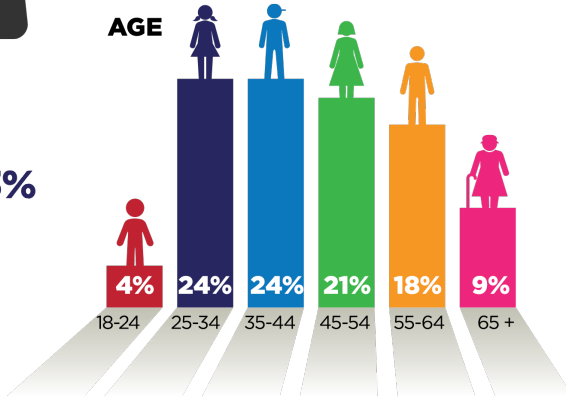
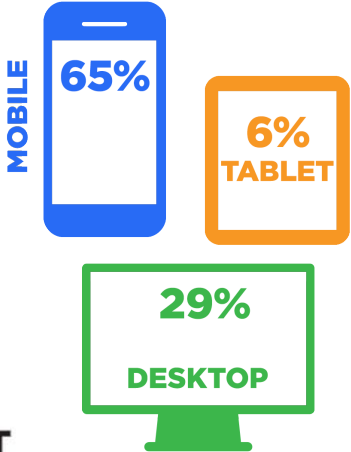
\* WI Counties: Marinette, Door, Oconto, Fond du Lac, Green Lake, Menominee, Waushara

Scarborough 2019



# WEBSITE VIEWER

Google Analytics



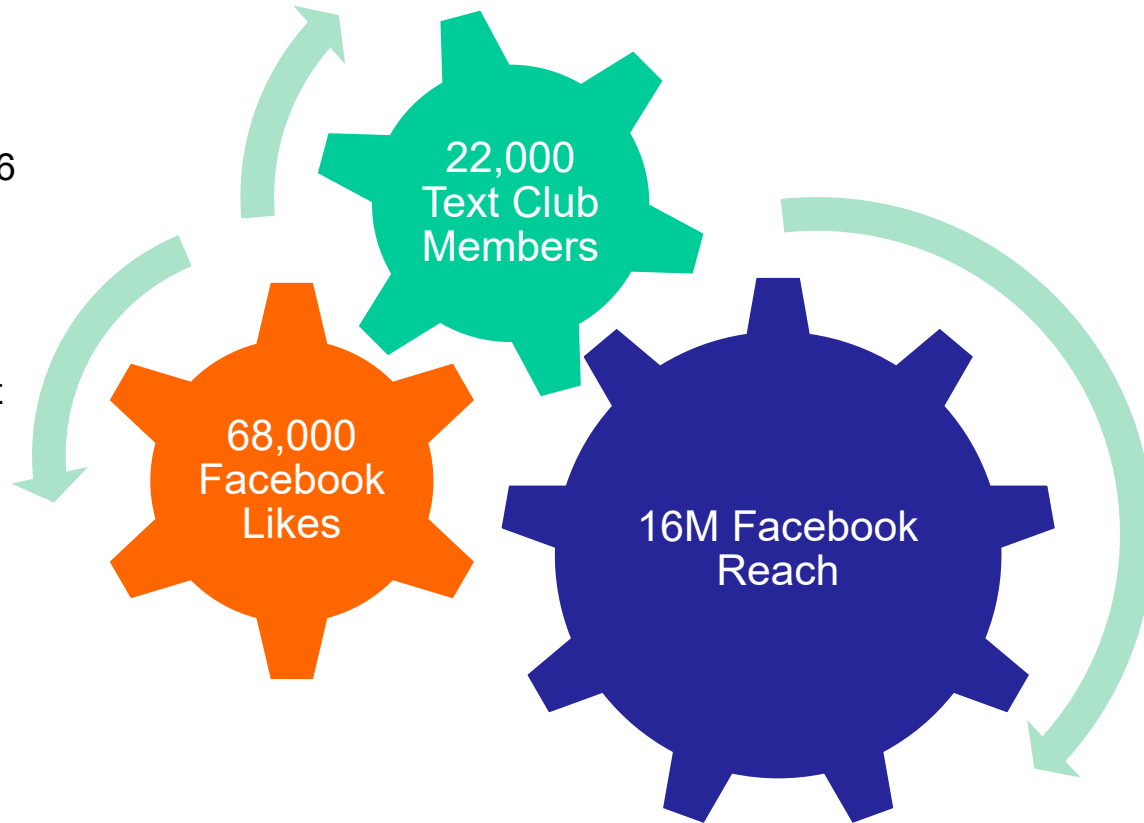
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# SOCIAL MEDIA ANALYTICS

## 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



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# **RESCH EXPO**

# **SPONSORSHIP OPPORTUNITIES**

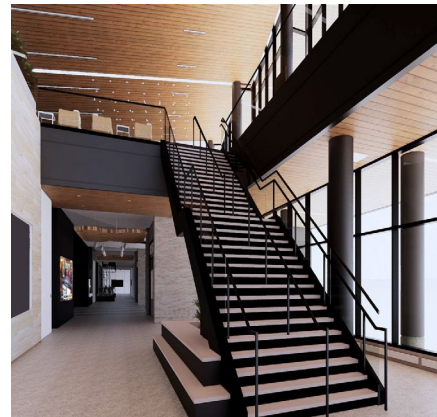
## **Multi-Year Partnerships**

# 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

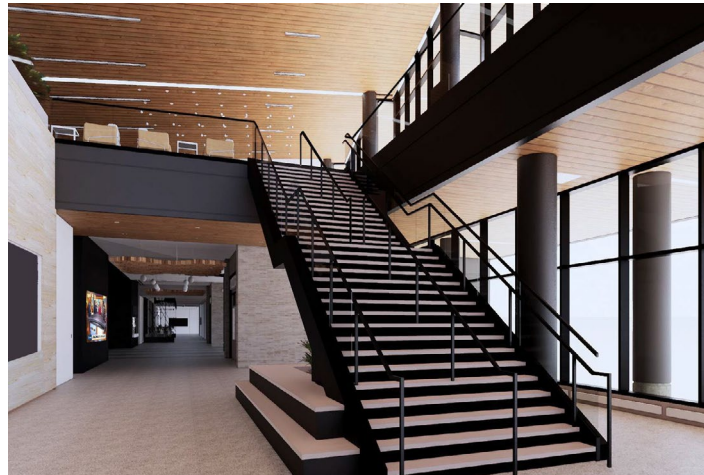


# RESCH EXPO SPONSORSHIP

## 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



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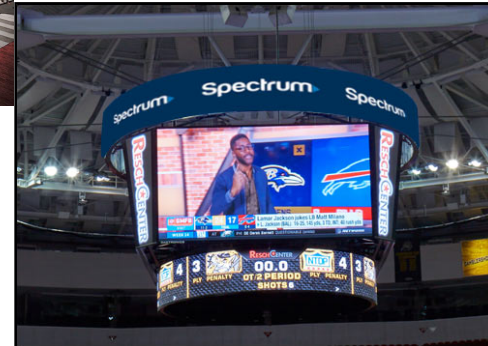
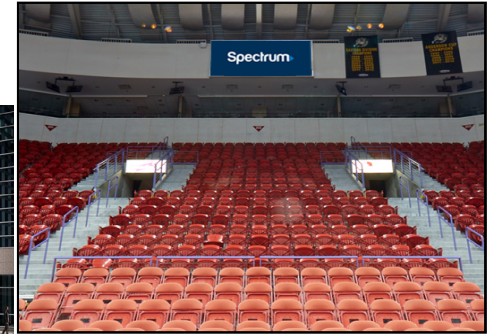
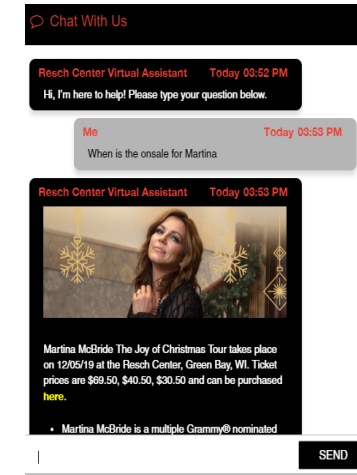
# **RESCH CENTER SPONSORSHIP OPPORTUNITIES**

## **Multi-Year Partnerships**

# RESCH CENTER SPONSORSHIP

## Major Partner

- 43 x 21 LED Exterior Plaza Display
  - 8 x 18 Large Bowl Backlit Sign
  - Digital Master Scoreboard Top Ring
  - Resch Center website and Ticket Star website Virtual Chat
  - Bart Starr Plaza Tailgate Party Sponsorship
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- \$80,000 per year



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# RESCH CENTER SPONSORSHIP

## Digital Signage – Master Scoreboard & Auxiliary Scoreboards Package

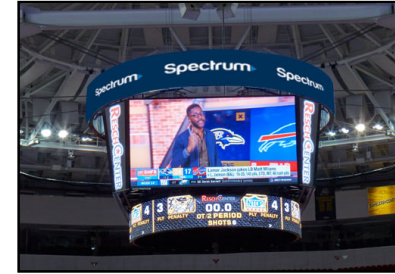
### Master Scoreboard

- 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.
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### 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.

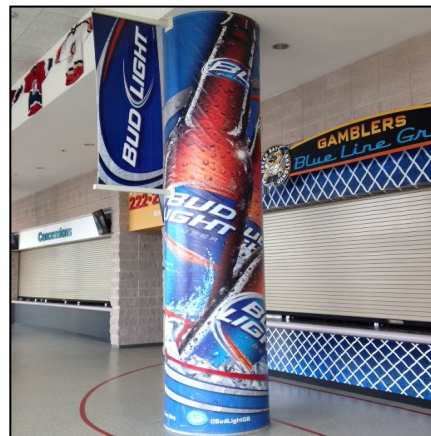




# RESCH CENTER SPONSORSHIP

## Static Signage Concourse / Bowl Package I

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



# RESCH CENTER SPONSORSHIP

## Static 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



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# RESCH CENTER SPONSORSHIP

## Static Signage - Customized

- Stairwell Decal
- \$15,000 per year



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# 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



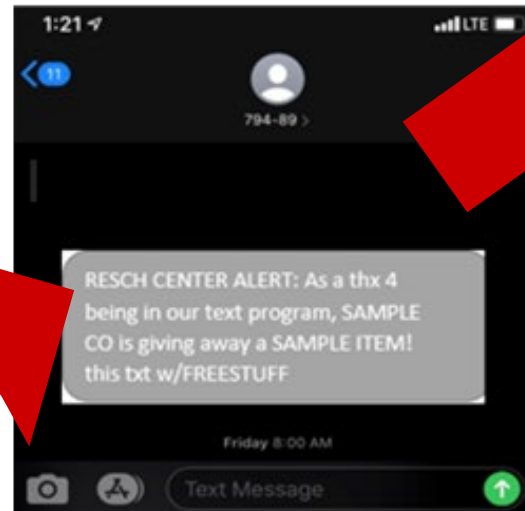
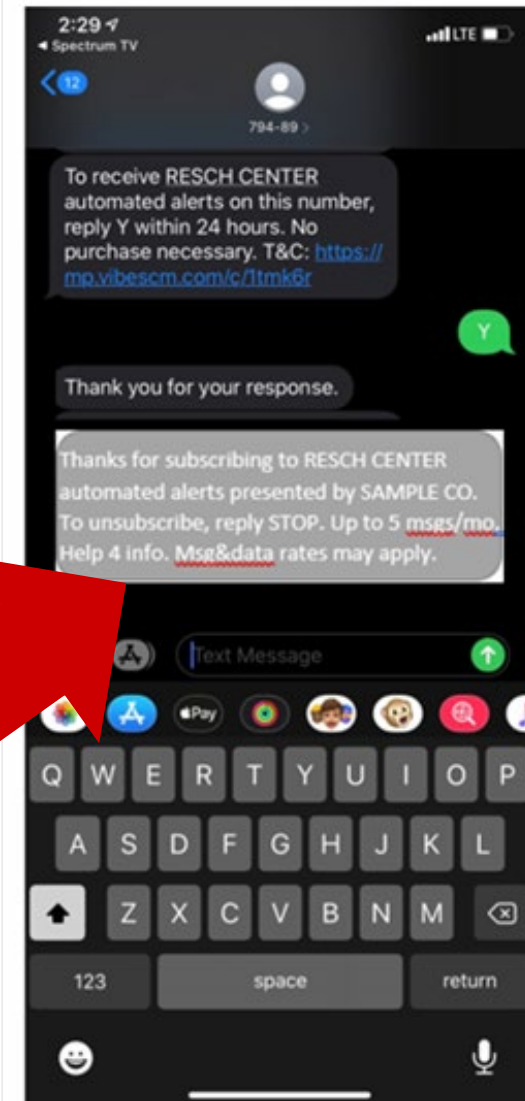
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# RESCH CENTER SPONSORSHIP OPPORTUNITIES SOCIAL MEDIA

# RESCH CENTER SPONSORSHIP

## Social Media - Resch Center Text Program

- Resch Center would include name / brand recognition as the text program sponsor when people join.
- Exclusive sponsorship; no other sponsor will be associated with this program.
- Opportunity to give product away via contesting four times a year depending on sponsor product.
  
- \$15,000 per year



# 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.
- More than 2.3 million-page views annually on ticketstaronline.com and reschcenter.com. Every page of each of the sites has a Chat display
- Chats on both websites will include “Powered by Spectrum.” In addition, the Spectrum logo / name linked to the website you define.
- Any general marketing regarding this service will include the Spectrum listing or logo.
- \$15,000 per year

Powered by Spectrum would be on the Welcome screen under Chat With Us as well as each conversation thread until the customer closes the chat. Spectrum logo would be linked directly website you define.

The screenshot shows a chat window titled "Chat With Us". The first message is from the "Resch Center Virtual Assistant" at 03:52 PM, saying "Hi, I'm here to help! Please type your question below." The second message is from "Me" at 03:53 PM, asking "When is the onsale for Martina". The assistant's response includes a photo of Martina McBride and text: "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](#)." Below the text is a bullet point: "Martina McBride is a multiple Grammy® nominated". A "SEND" button is visible at the bottom right of the chat window.

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# **RESCH CENTER SPONSORSHIP OPPORTUNITIES PREMIUM SEATING**

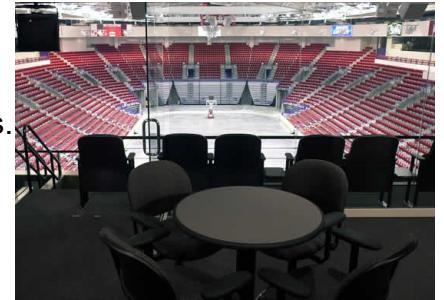
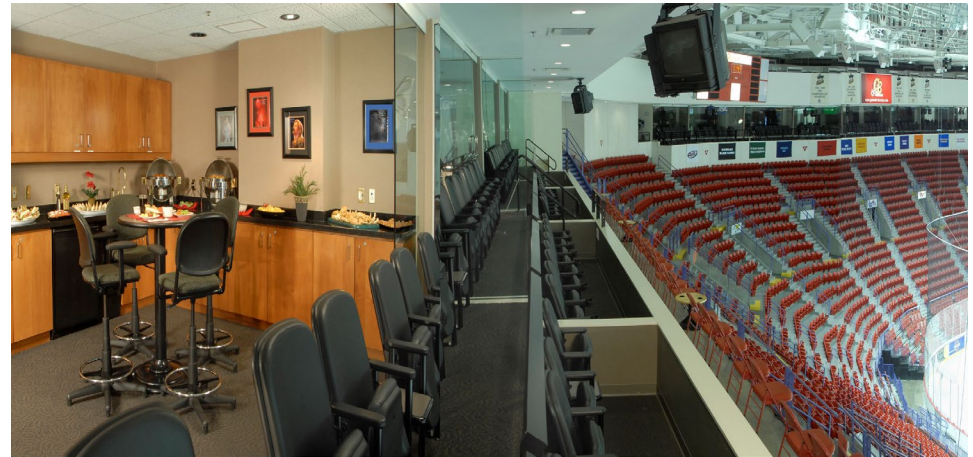


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# RESCH CENTER SPONSORSHIP

## Suite Ownership

- A luxury view for up to 20 guests.
- Complimentary parking directly across from the Resch Center.
- Premium catering menu and day of event menu, no food and beverage minimum.
- Complimentary UW-Green Bay Men's Basketball suite tickets (16 per game) for regular season home games played at the Resch Center.
- Complimentary Green Bay Gamblers Hockey suite tickets (80 total) for regular season home games.
- Assigned Guest Services Representative for event announcements, ticket and parking pass coordination.
- Pre-sale ticket opportunities.
- Access to entertainment announcements for Meyer Theatre and Weidner Center.
- Access to the Suite Patio Deck and Meeting Space when available.
- Right to use your suite for daytime meetings (non-event days).
- Private restroom, two flat screen TVs, refrigerator, sink, icemaker, cupboards, dishware and closet, four leather chairs with table, seats in bowl, personal suite attendant and floor concierge.
  
- \$32,000 per year



# RESCH CENTER SPONSORSHIP

## Club Seat Ownership

- Personally select your seats in the club seat section.
- Complimentary parking directly across from the Resch Center for all events.
- Complimentary tickets to four events per year.
- Club member pre-parties in the Bud Light Lounge.
- Pre-sale ticket opportunities.
- Assigned personal guest services representative.
  
- \$1,000 per year per seat



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# **PMI ENTERTAINMENT GROUP SPONSORSHIP OPPORTUNITIES GREEN BAY GAMBLERS**

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# PMI ENTERTAINMENT GROUP

## Green Bay Gamblers

- The 2020-2021 season marks the 27<sup>th</sup> year the Green Bay Gamblers call Northeast Wisconsin home. Since the team's inaugural season in 1994, the Gamblers have proven themselves to be one of the marquee junior hockey programs in North America. 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 USHL 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 an affordable cost 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 2<sup>nd</sup> largest sporting draw in Brown County.



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# PMI ENTERTAINMENT GROUP SPONSORSHIP

## Green Bay Gamblers



### THE MINUTE SPONSOR / DASHER BOARD / TICKETS –

\***Spectrum** to sponsor the “*Spectrum Minute.*” At each Gamblers home game, if the Gamblers score during the **Spectrum Minute** everyone in attendance receives a gift certificate from **Spectrum**. Value of the certificate is at the discretion of **Spectrum**.

\*Team has averaged 1-2 goals during the minute in any given season, since the creation of the minute promotion.

\***Spectrum** receives logo recognition on the Resch Center scoreboard during the entire promotion and a public address announcement introducing the promotion:

*“It’s time for the **Spectrum Minute**... If the Gamblers score in the next 60 seconds everyone in attendance receives a (Spectrum offer)*

\*Offer will be presented on a voucher that will be distributed as fans exit the Resch Center. **Spectrum** to provide necessary content. Gamblers to pay for cost of producing the vouchers.

\***Spectrum** receives 3 x 8 dasher board for all Gamblers games.

\***Spectrum** receives four (4) season tickets for 2020-2021 Gamblers hockey season.

\$6,000 per year

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# PMI ENTERTAINMENT GROUP SPONSORSHIP

## Green Bay Gamblers



### MEDIA TIMEOUT / DASHER BOARD / TICKETS

\***Spectrum** to sponsor a 1-minute media timeout. Promotion takes place in-game at each Gamblers home game. Media timeout can be any series of promotions; name that tune, sitcom trivia, utilizing our players or promo team, basically anything (good taste) is possible.

\***Spectrum** receives logo recognition on the Resch Center scoreboard during promotion and a public address announcement introducing the promotion.

\***Spectrum** to provide gift certificate to contestant(s) participating in the 1-minute media timeout promotion. Value and number of certificates given away is at the discretion of **Spectrum**.

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

\***Spectrum** receives four (4) season tickets for the 2020-2021 Gamblers hockey season.

\$7,000 per year

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# PMI ENTERTAINMENT GROUP SPONSORSHIP

## Green Bay Gamblers



### \*SPECTRUM SKATERS / DASHER BOARD / TICKETS

\***Spectrum** to sponsor the Green Bay Gamblers promotional skating team. Team is made up of two figure skaters. Skaters are on the ice for pre-game, media timeouts (5) and intermissions (2). Skaters assist with on-ice promotions and toss promotional items (t-shirt, foam pucks, etc.).

\*Skaters can distribute **Spectrum** coupons/discounts at all Gamblers home games. Distribution takes place in the lobby and in the Gamblers Beverage Inclusive areas (Bud Light Party Pit and IceBox).

\*Gamblers will create a t-shirt to be tossed in the crowd at each Gamblers home game. T-shirt will have the Gamblers and **Spectrum** logos on it. Ten (10) shirts per game (total of 270 over the course of the year). **Spectrum** can put a coupon or special offer in each shirt. **Gamblers to pay for the cost of the t-shirts**

\* **Spectrum** receives logo recognition on the Resch Center scoreboard in the pre-game, 1<sup>st</sup> and 2<sup>nd</sup> intermissions. PA reader accompanies the logo recognition:

*"Welcome to the ice, the **Spectrum Skaters**"*

\*Skaters will wear a Gamblers jersey with "**SPECTRUM**" featured on the name plate (back of jersey).

\***Spectrum Skaters** receive their own page on the Gamblers website (gamblershockey.com). Page features a bio about each skater and in-game photos. **Spectrum** logo on the page along with direct link to the **Spectrum** website

\***Spectrum** receives a 3 x 8 dasher board on the Resch Center rink boards. Dasher-board present for all Gamblers home games. Dasher board also present for other events that utilize the rink boards (youth, high school hockey and camps). **Spectrum** receives four (4) season tickets for the 2020-2021 Gamblers hockey season.

\***Spectrum** receives four (4) season tickets for the 2020-2021 Gamblers hockey season.

\$9,000 per year

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# PMI ENTERTAINMENT GROUP SPONSORSHIP

## Green Bay Gamblers



### POWER PLAY SPONSOR / DASHER BOARD / TICKETS

\*Presenting sponsor of the Gamblers power play – **Spectrum Power Play!**

\***Spectrum** receives a public address announcement and logo placement on the Resch Center scoreboard each time the Gamblers go on the power play.

*"Gamblers are on the **Spectrum Power Play**"*

\*Gamblers had **107** power plays at home in 2019-2020 (based on 23 games). Power play is 2-minutes in length, unless a goal is scored before the 2-minutes expire. **Spectrum** logo on the scoreboard for the duration of the power play.

\*Gamblers scored **20** power play goals in 23 home games in 2019-20. When a power play goal is scored, **Spectrum** can give something away. In the past, sponsor has given away a voucher good for a free sundae. Example of the public address announcement when a power play goal is scored:

*"It's a **Spectrum Power Play Goal**. If you are sitting in Section 220, Row T, you are the winner of \$10 **Spectrum** gift certificate.*

\*Gamblers promotional team distributes the certificates to the winning row/section. Value and number of certificates given away is at the discretion of **Spectrum**.

\***Spectrum** also recognized on the Gamblers broadcasts/stream as the Power Play sponsor. Each time the Gamblers go on the power play, the Gamblers play-by-play voice will announce that the team is on the "**Spectrum Power Play**"

\*All Gamblers home games this season are broadcast/streamed on 104.1 WRLU and Amazon Alexa. 104.1 WRLU is part of the Door County Daily News.com family of networks based in Sturgeon Bay.

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

\***Spectrum** receives four (4) season tickets for the 2020-2021 Gamblers hockey season.

\$10,000 per year



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**PMI ENTERTAINMENT GROUP  
SPONSORSHIP OPTION  
Bart Starr Plaza Tailgate Party**

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# PMI ENTERTAINMENT GROUP

## Bart Starr Plaza Tailgate Party

- 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.
- You will receive booth space / activation, social media exposure and branding opportunities,
- \$7,500 minimum per season



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# PMI ENTERTAINMENT GROUP SPONSORSHIP OPTIONS

Blue Green Events



BlueGreenEvents  
Experiential Event Design

A division of PMI Entertainment Group

# Events produced by Blue Green Events



- January
- 15,000 attendees
- Exclusive show deals on campers and RVs from the region's finest dealers as well as exhibits from the state's finest campgrounds, resorts, and tourism groups!



- March
- 7,000 attendees
- This event offers something for everyone. Whether our attendees own a large or small living space, are looking to remodel or reorganize, searching for ways to cook more, have a home gym, or for home entertainment, we will have something for them!



- February
- 4,000 attendees
- The Green Bay Boat Show brings together dealers and exhibitors from across the state. Dealers offer year-low prices on brand new models!



- April / May
- 10,000 attendees
- The place anyone who loves animals wants to go. Attendees will come to the beautiful new Resch Expo to see awesome entertainment and excellent vendors ready to spoil their pets.



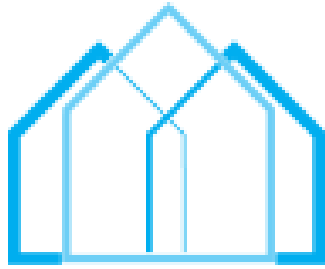
-Winter Edition-

- January / February
- 3,500 attendees
- The Wedding Show – Winter Edition is the area's largest and most prestigious wedding show! Attendees can find ideas, services, and decor to help them plan their wedding from start to finish!



-Summer Edition-

- July
- 1,500 attendees
- Be where brides go to find everything in one location to create their dream wedding at the Wedding Show - Summer Edition. Spotlight features include inspiring wedding trend displays, a "Groom's Lounge," bridal pop-up shops and more.



GREEN BAY  
**Home + Lifestyles**  
- experience -

- **Official Technology Sponsor of the Green Bay Home & Lifestyles Experience**  
*Friday, March 19, 2021 – Sunday, March 21, 2021*
  - **One of the first events in the Resch Expo.**
  - **Logo placement with link on event website – Resch Expo and Blue Green Events.**
  - **Logo placement on select print and digital advertising.**
    - **Digital assets inside the Resch Expo include logo rotation on multiple LED screens.**
    - **Digital assets outside the Resch Expo to include logo rotation on 43 x 21 exterior plaza display.**
  - **Opportunity for social media video or post highlighting your business and sponsorship.**
  - **Verbal mentions of business name as the Technology Sponsor throughout event.**
  - **Opportunity for media interviews regarding the show.**
  
- **Sponsorship Fee - \$5,000**



- **Official Technology Sponsor of the Green Bay RV & Camping Expo**  
*Thursday, January 28, 2021 – Sunday, January 31, 2021*
  - One of the first events in the Resch Expo.
  - Logo placement with link on event website – Resch Expo and Blue Green Events.
  - Logo placement on select print and digital advertising.
    - Digital assets inside the Resch Expo include logo rotation on new multiple LED screens.
    - Digital assets outside the Resch Expo to include logo rotation on 43 x 21 exterior plaza display.
  - Opportunity for Social Media video or post highlighting your business and sponsorship.
  - Verbal mentions of business name as the Technology Sponsor throughout event.
  
- **Sponsorship Fee - \$5,000**

# RESCH★EXPO

PMI  
ENTERTAINMENT  
.group

RESCH★CENTER

**Thank you for the opportunity to share  
partnership options for Spectrum.  
I look forward to sharing further  
conversations about how  
Spectrum can be involved in  
Green Bay's Legends District.**

**Thank you!  
Barbie Patterson  
920.405.1246  
[barbie.patterson@pmiwi.com](mailto:barbie.patterson@pmiwi.com)**

