



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 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 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 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

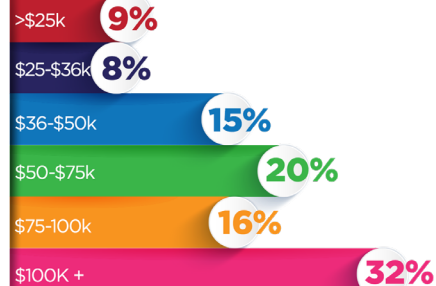


RESCH CENTER ATTENDEE PROFILE

Scarborough Data Demographics



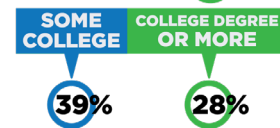
HOUSEHOLD INCOME



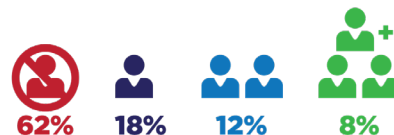
EMPLOYMENT



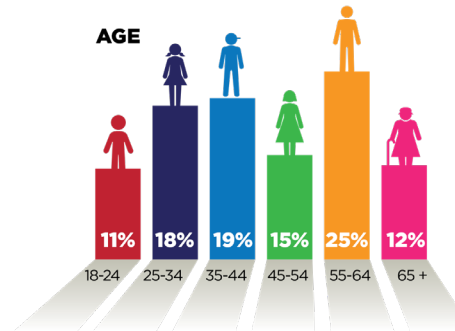
EDUCATION



PEOPLE IN HOUSEHOLD UNDER 18



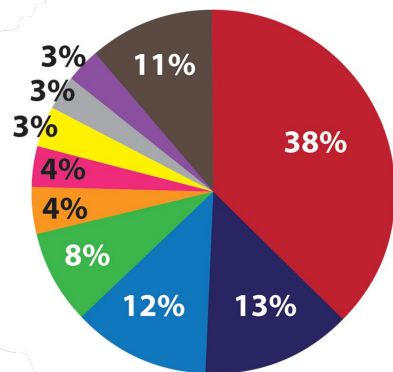
AGE



RESCH CENTER ATTENDEE PROFILE

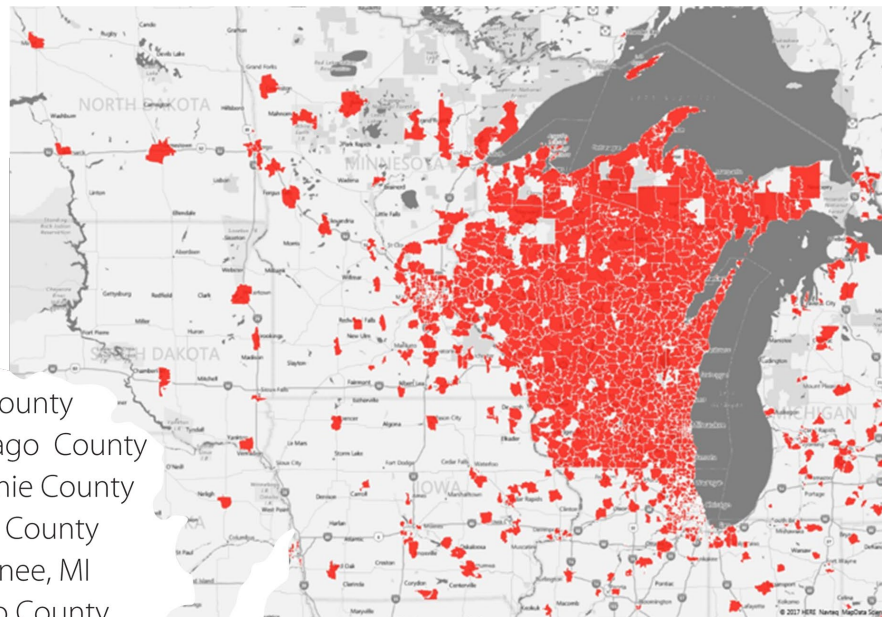
Scarborough Data Geographic

LOCATION



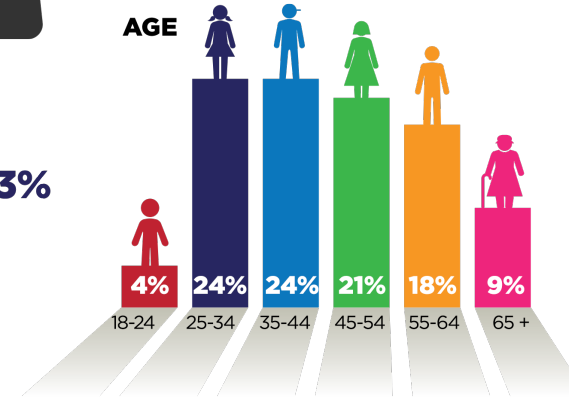
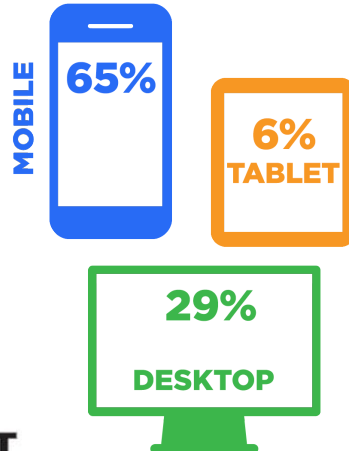
* WI Counties: Marinette, Door, Oconto, Fond du Lac, Green Lake, Menominee, Waushara

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



WEBSITE VIEWER

Google Analytics

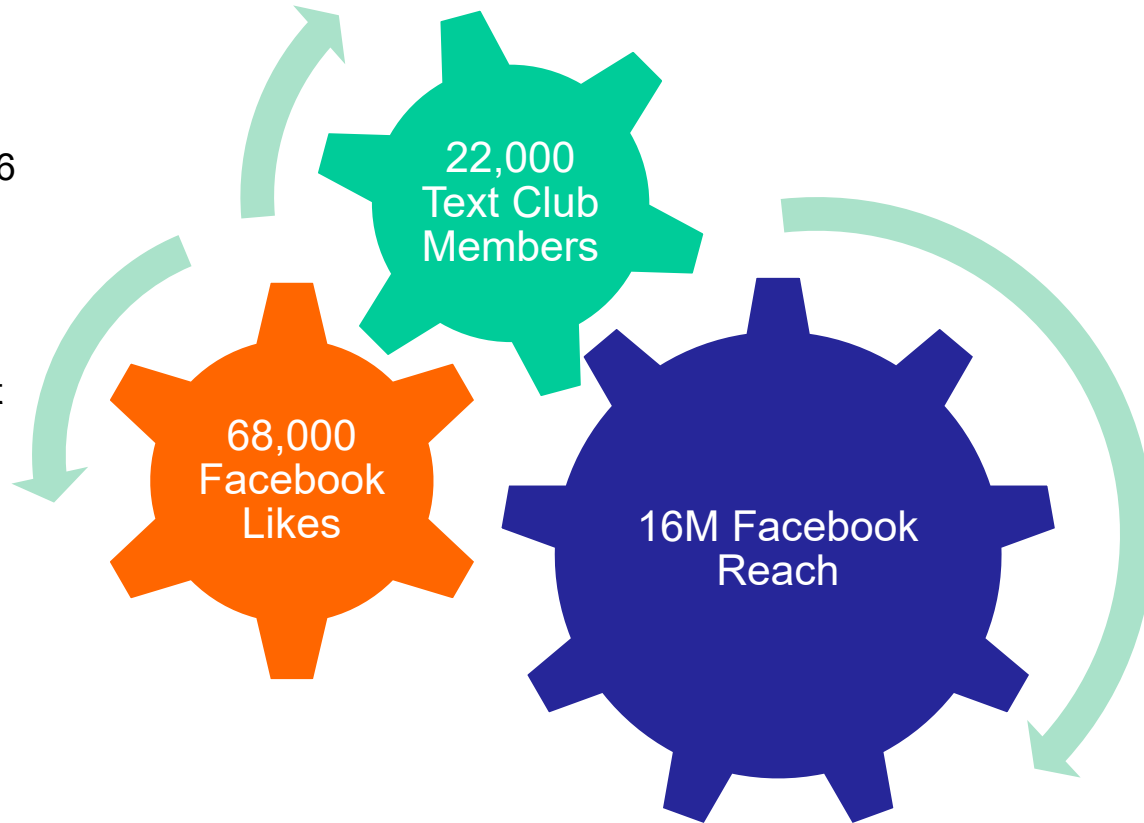


SOCIAL MEDIA MEMBER

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

EatStreet Sponsorship Package Opportunities

RESCH CENTER SPONSORSHIP

Static Signage Concourse

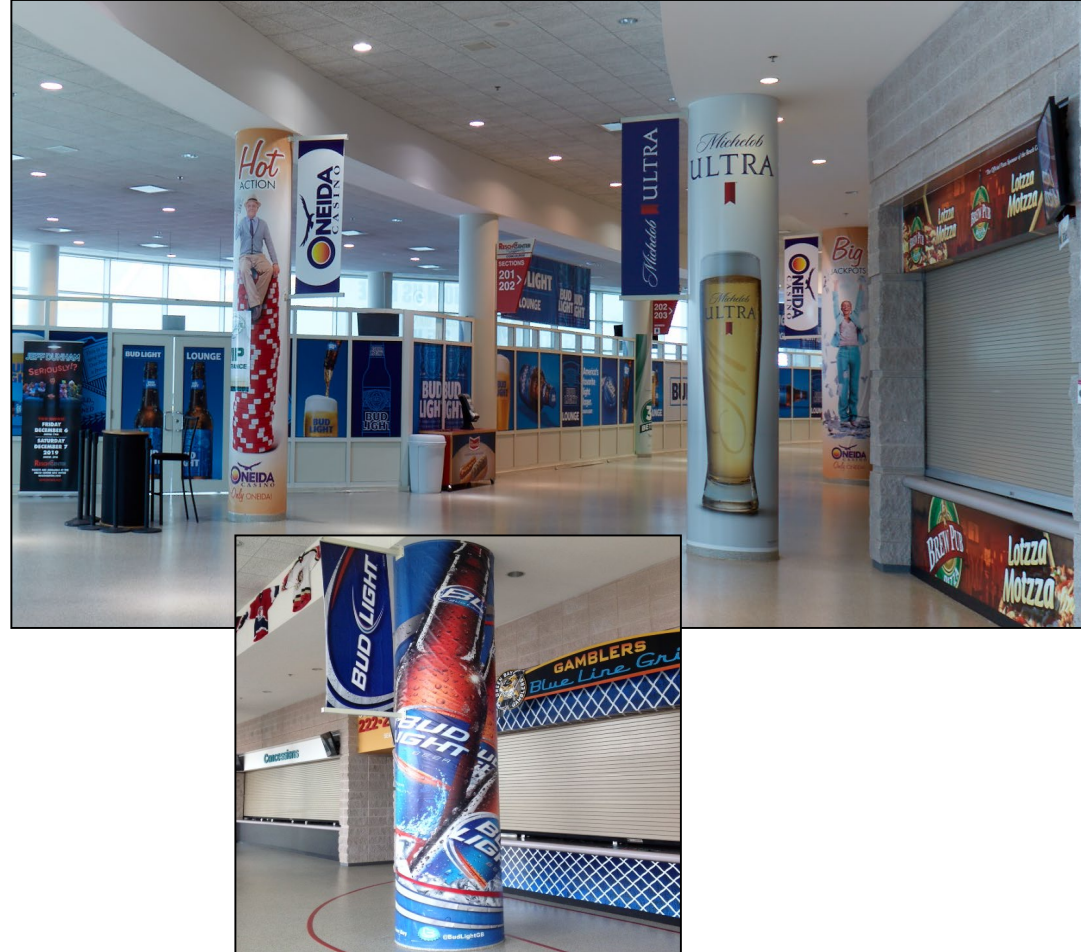
- 4x8 Concourse Backlit – Creative supplied by EatStreet, initial fabrication and installation by PMI.
- Activation Display – EatStreet to be present in designated space on Resch Center Concourse for five (5) events per contract year, events to be mutually agreed upon by EatStreet and PMI.
- EatStreet Stuffer – EatStreet to provide stuffer for Ticket Star envelopes used to mail out all Ticket Star event tickets: 2500 stuffers per quarter. EatStreet to create stuffer and coordinate delivery, stuffer size 5 ½"W x 3 ¼"H.
- Price: \$9500 per year/two-year agreement.



RESCH CENTER SPONSORSHIP

Static Signage Concourse

- Pillar Wrap & Flag – Creative supplied by EatSteet, initial fabrication and installation by PMI.
- Activation Display – EatStreet to be present in designated space on Resch Center Concourse for five (5) events per contract year, events to be mutually agreed upon by EatStreet and PMI.
- EatStreet Stuffer – EatStreet to provide stuffer for Ticket Star envelopes used to mail out all Ticket Star event tickets: 2500 stuffers per quarter. EatStreet to create stuffer and coordinate delivery, stuffer size 5 ½"W x 3 ¼"H.
- Price: \$10,500 per year/two-year agreement.



RESCH CENTER SPONSORSHIP

Static Signage Bowl

- 2x5 Backlit – Creative supplied by EatStreet, initial fabrication and installation by PMI.
- Activation Display – EatStreet to be present in designated space on Resch Center Concourse for five (5) events per contract year, events to be mutually agreed upon by EatStreet and PMI.
- EatStreet Stuffer – EatStreet to provide stuffer for Ticket Star envelopes used to mail out all Ticket Star event tickets: 2500 stuffers per quarter. EatStreet to create stuffer and coordinate delivery, stuffer size 5 ½"W x 3 ¼"H.
- Price: \$8000 per year/two-year agreement.



RESCH CENTER SPONSORSHIP

Static Signage Stairwell Customized

- Resch Center West Stairwell Steps – EatStreet messaging on first flight of steps. Creative supplied by EatStreet, initial fabrication and installation by PMI.
- Activation Display – EatStreet to be present in designated space on Resch Center Concourse for five (5) events per contract year, events to be mutually agreed upon by EatStreet and PMI.
- EatStreet Stuffer – EatStreet to provide stuffer for Ticket Star envelopes used to mail out all Ticket Star event tickets: 2500 stuffers per quarter. EatStreet to create stuffer and coordinate delivery, stuffer size 5 1/2"W x 3 1/4"H.
- Price: \$9000 per year/two-year agreement



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.
- Activation Display – EatStreet to be present in designated space on Resch Center Concourse for five (5) events per contract year, events to be mutually agreed upon by EatStreet and PMI.
- EatStreet Stuffer – EatStreet to provide stuffer for Ticket Star envelopes used to mail out all Ticket Star event tickets: 2500 stuffers per quarter. EatStreet to create stuffer and coordinate delivery, stuffer size 5 ½"W x 3 ¼"H.
- Price: \$10,500 per year/two-year agreement



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.
- Activation Display – EatStreet provided opportunity to be present in designated space on Resch Center Concourse for five (5) events per contract year, events to be mutually agreed upon by EatStreet and PMI.
- EatStreet Stuffer – EatStreet to provide stuffer for Ticket Star envelopes used to mail out all Ticket Star event tickets: 2500 stuffers per quarter. EatStreet to create stuffer and coordinate delivery, stuffer size 5 ½”W x 3 ¼”H.
- Price: \$10,500 per year/two-year agreement.

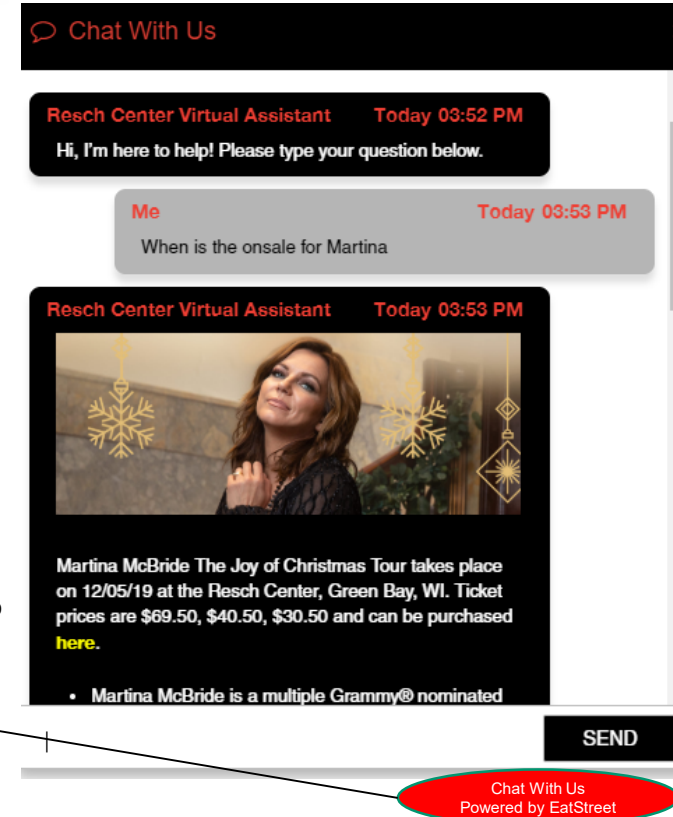


RESCH CENTER SPONSORSHIP

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.
- Activation Display – EatStreet provided opportunity to be present in designated space on Resch Center Concourse for five (5) events per contract year, events to be mutually agreed upon by EatStreet and PMI.
- EatStreet Stuffer – EatStreet to provide stuffer for Ticket Star envelopes used to mail out all Ticket Star event tickets: 2500 stuffers per quarter. EatStreet to create stuffer and coordinate delivery, stuffer size 5 ½”W x 3 ¼”H.
- Price: \$12,500 per year/two-year agreement

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





RESCH  **CENTER**

**Thanks so much for the opportunity to share
Resch Center sponsorship options for EatStreet.
I look forward to further discussions at your
convenience.**

Thank you Macy and Greg!

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

