

PMI
ENTERTAINMENT
group

RESCH CENTER

A PARTNERSHIP FOR SUCCESS



PMI ENTERTAINMENT GROUP

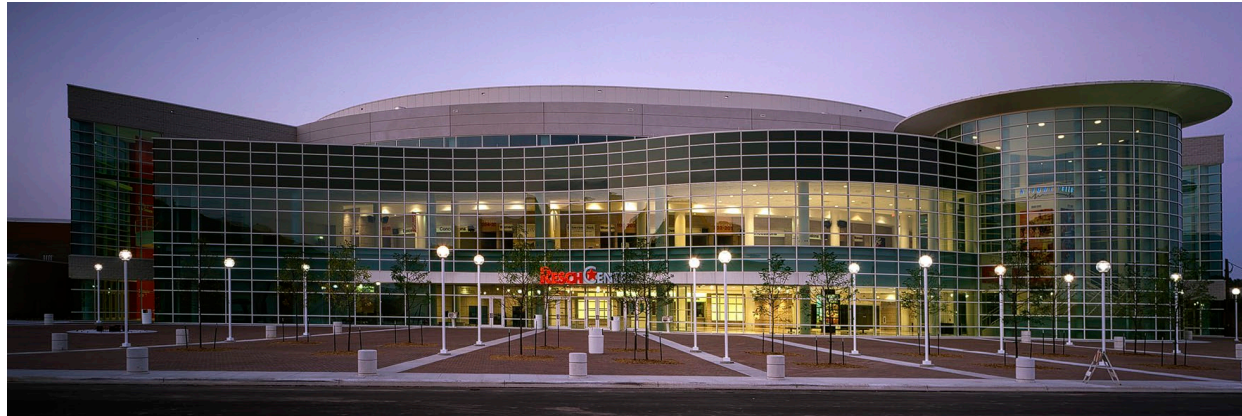
PMI Entertainment Group (PMI) is a Green Bay-based, non-stock, for-profit company that manages the Resch Center, Resch Center Expo (opening January 2021) and Meyer Theatre. PMI owns the Green Bay Gamblers hockey club, Ticket Star, Celebrations Party & Event, and PMI Expo and Event Production. PMI also 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 Resch Center 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. We look forward to future collaborations with the Green Bay Packers on opportunities to utilize the new space.



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

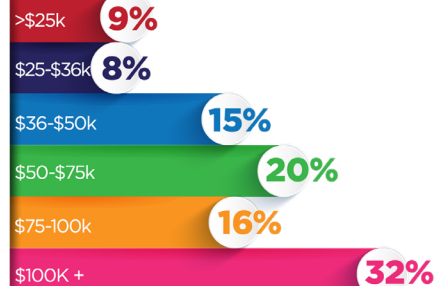


RESCH CENTER ATTENDEE PROFILE

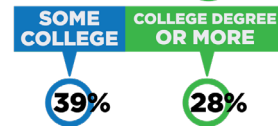
Scarborough Data Demographics



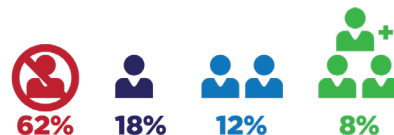
HOUSEHOLD INCOME



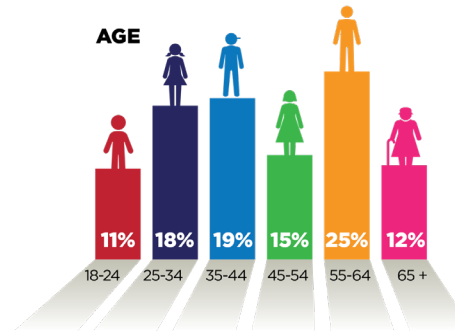
EDUCATION



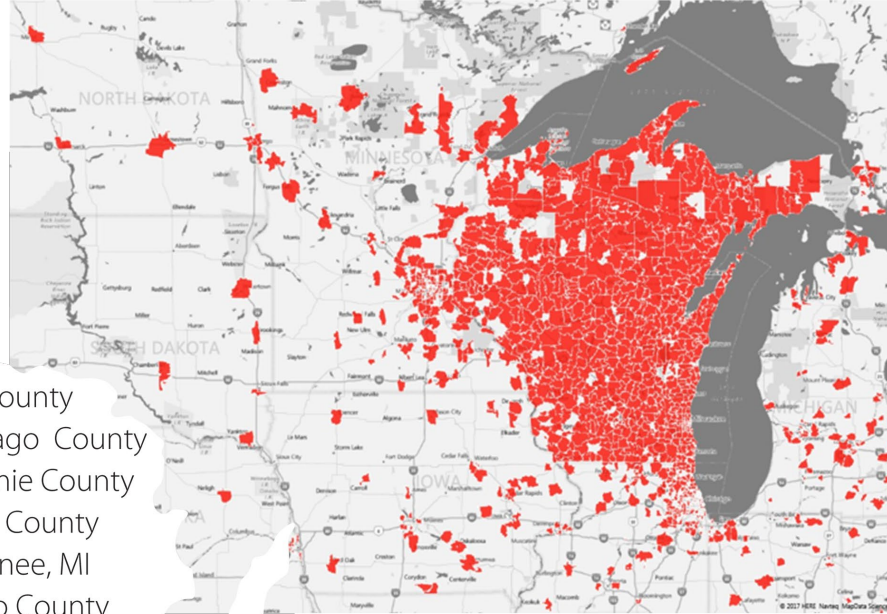
PEOPLE IN HOUSEHOLD UNDER 18



AGE



Scarborough Data Geographic



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

RESCH CENTER PRODUCT VOLUME

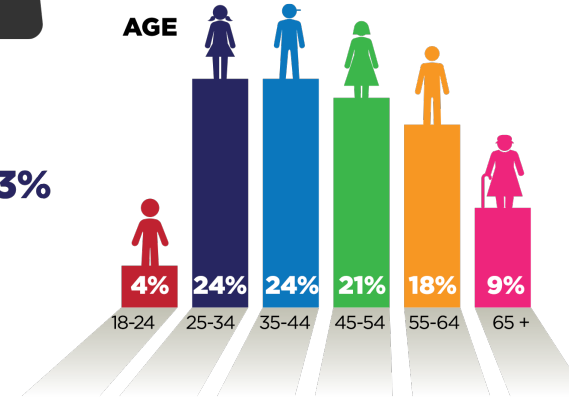
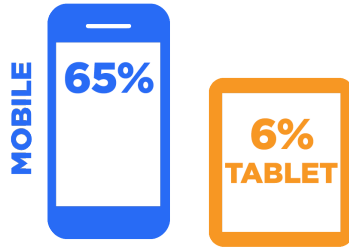
What They Eat

Average annual purchases:

- ✓ 337 10lb cases brats
- ✓ 551 10lb cases hot dogs

WEBSITE VIEWER

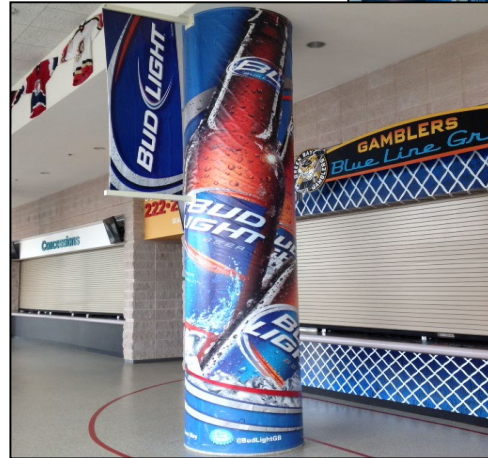
Google Analytics



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 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 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 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 – Entertainment Gallery

- Sponsor logo on 8 event panels on Resch Center Concourse.
- 4 x 9 Event panels
- Logo supplied by sponsor.

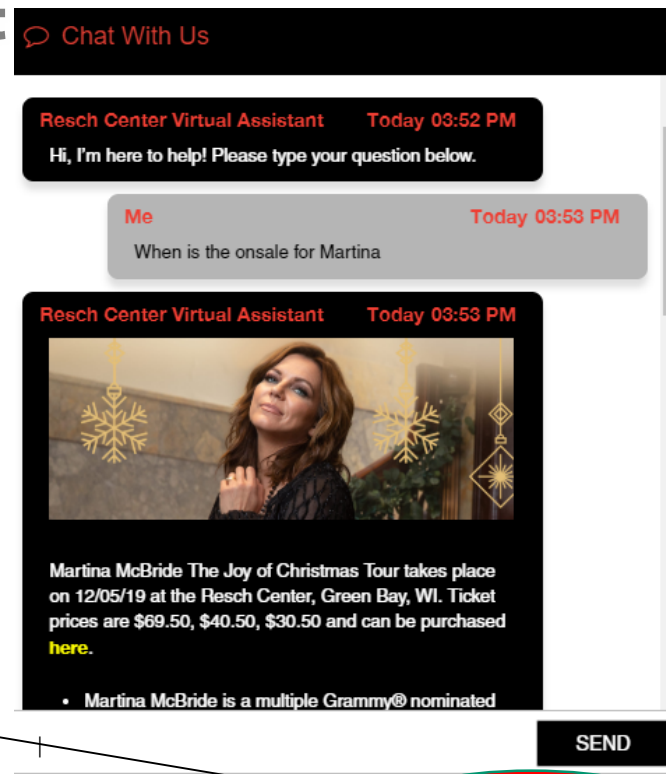


RESCH CENTER SPONSORSHIP

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

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



Chat With Us
Powered by
Johnsonville

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

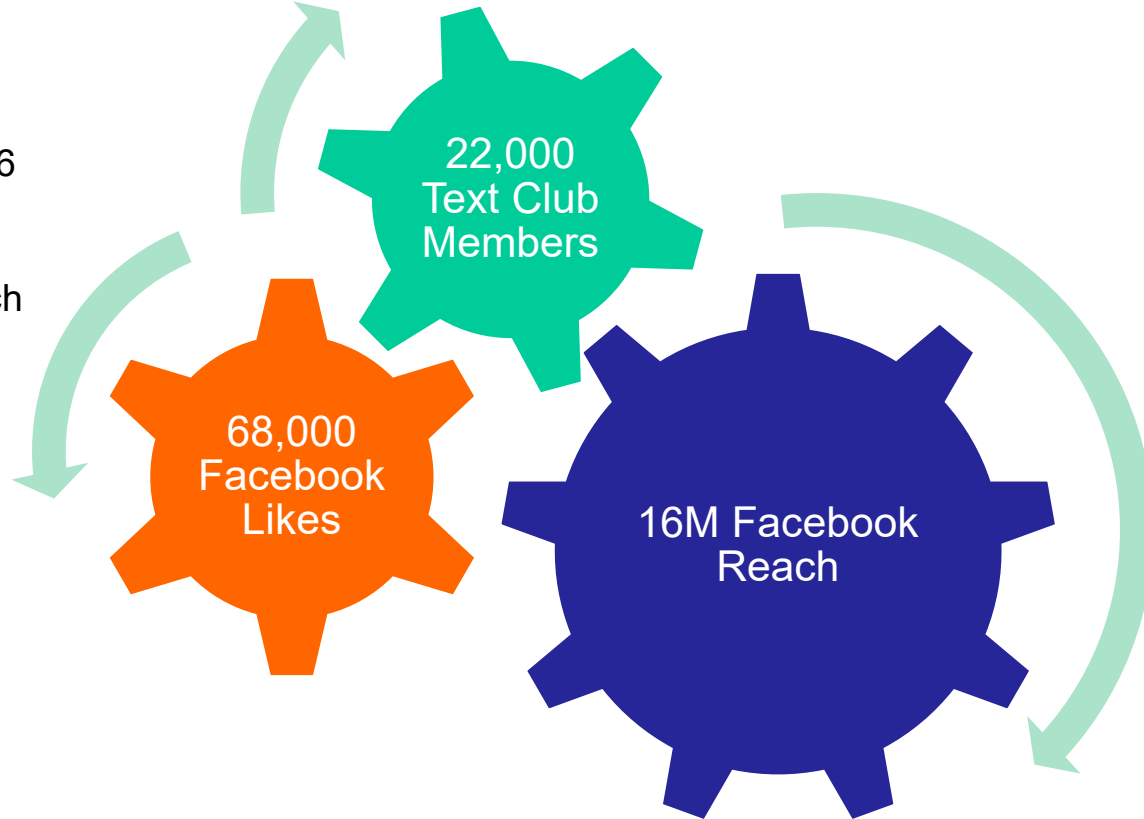
- Johnsonville recognition on RC text push event and contesting notifications.
- Exclusive offer; no other sponsor will be associated with this product.

RESCH CENTER SPONSORSHIP

Social Media Sponsorships

Resch Center Stats

- Resch Center Facebook reach 16 million, Resch Center Facebook likes 68,000, Resch Center Text Club Members 22,000



PMI ENTERTAINMENT GROUP SPONSORSHIP

Green Bay Gamblers

- The 2019-2020 season marks the 26th year the Green Bay Gamblers call Northeast Wisconsin home. Since the team 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 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.

