

RESCH★EXPO

PMI
ENTERTAINMENT
group

RESCH★CENTER

**A PARTNERSHIP
FOR SUCCESS**

Lubenow™ Companies Inc
Logistics Transportation Warehousing Consulting



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



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 Titledown 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.



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



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:

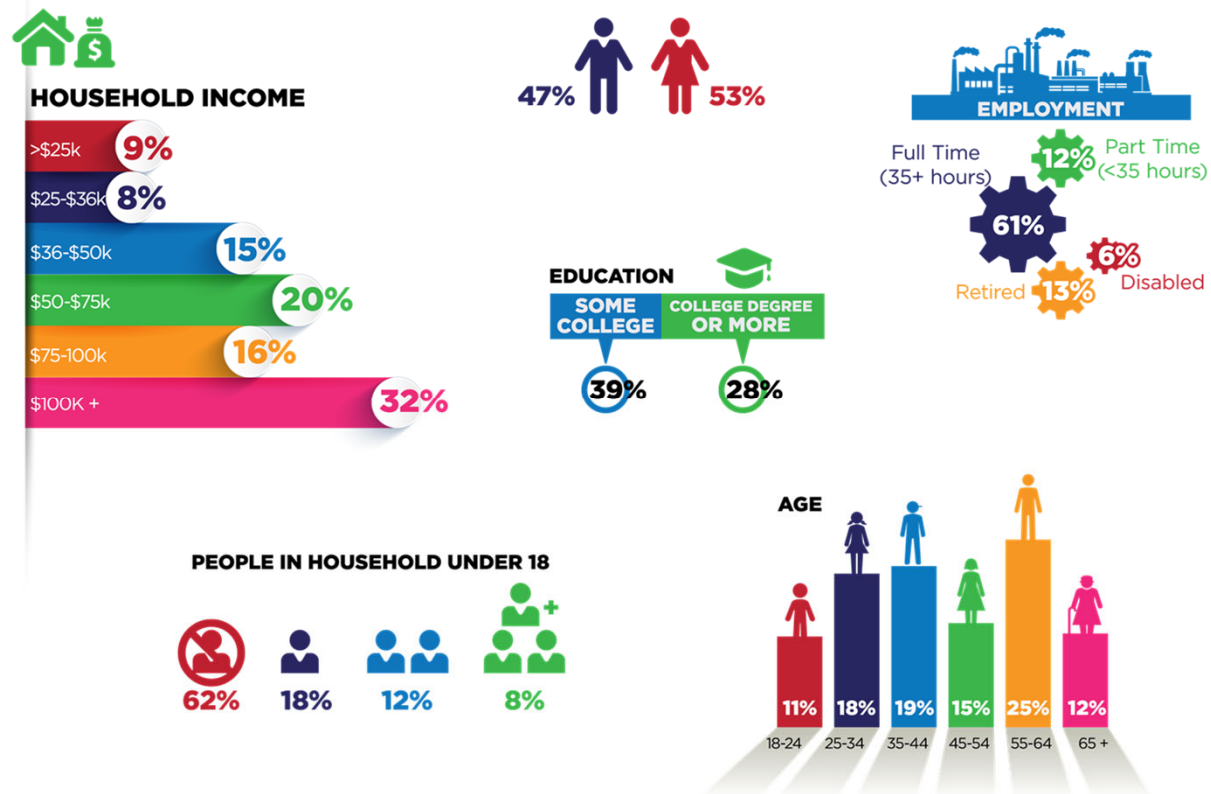
WIAA Girls & Boys State Volleyball: 20,000 attendees

WIAA Girls State Basketball: 40,000 attendees



RESCH CENTER ATTENDEE PROFILE

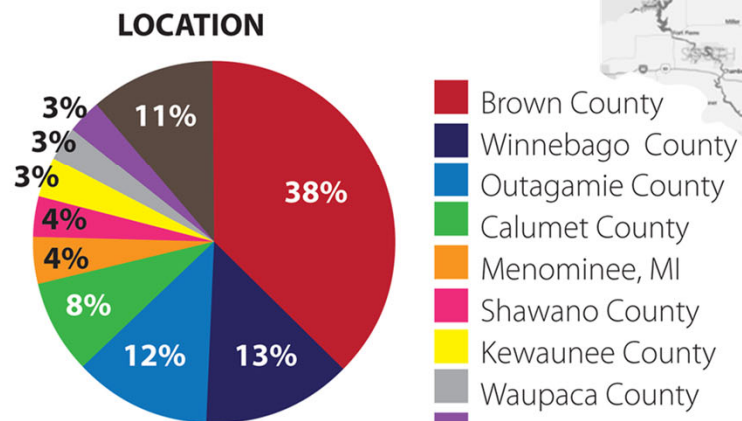
Scarborough Data Demographics



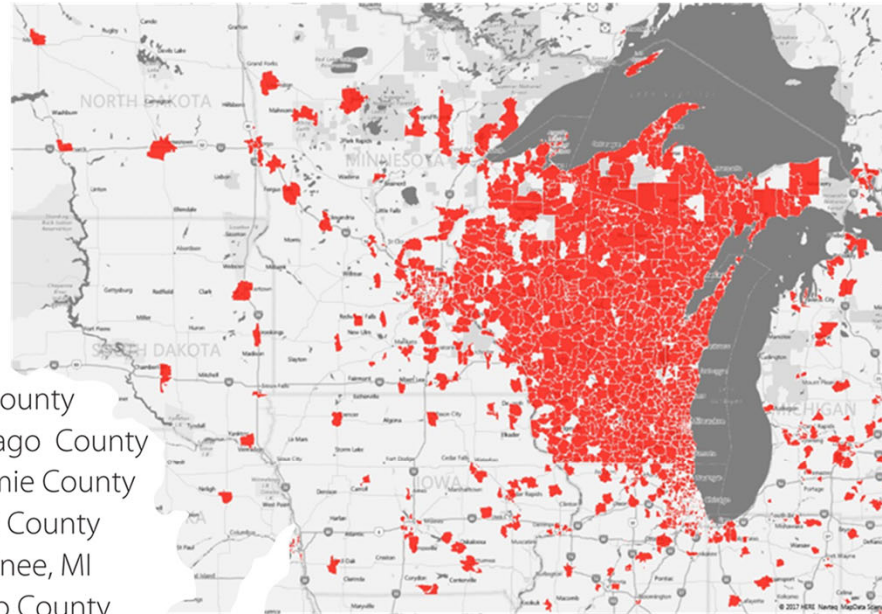
Scarborough 2019

RESCH CENTER ATTENDEE PROFILE

Scarborough Data Geographic



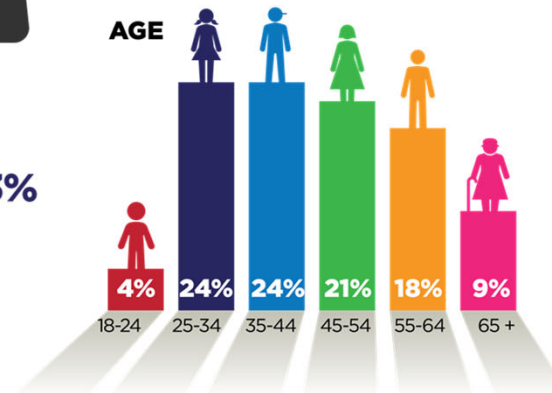
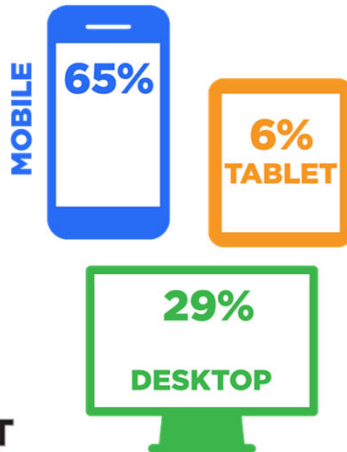
* WI Counties: Marinette, Door, Oconto, Fond du Lac, Green Lake, Menominee, Waushara



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

Scarborough 2019

RESCH CENTER & TICKETSTAR

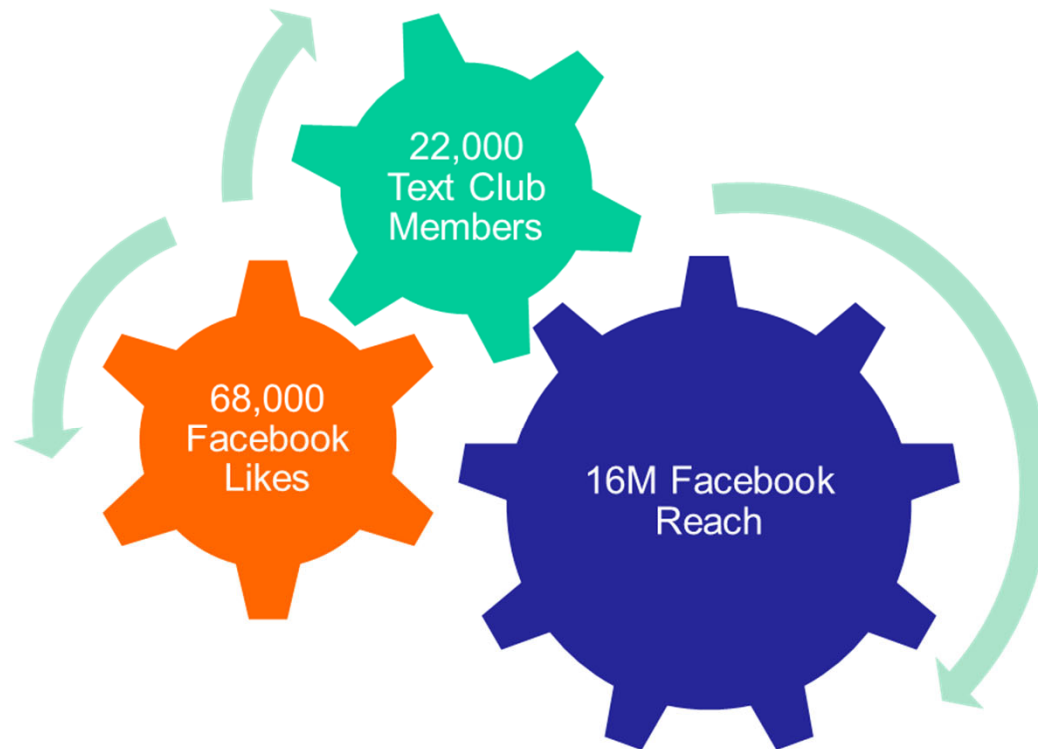


SOCIAL MEDIA ANALYTICS

Numbers and Reach

Resch Center Stats:

- Facebook reach: 16 million
- Facebook likes: 68,000
- Text club members: 22,000



RESCH EXPO

SPONSORSHIP OPPORTUNITIES

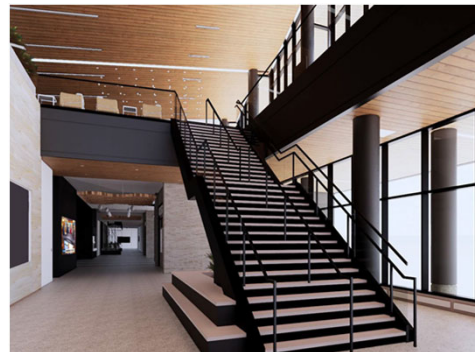
Multi-Year Partnerships

RESCH EXPO SPONSORSHIP

Major Partner Exclusivity

Rotating Continuous Logo / Message:

- Naming Rights Opportunity within Resch Expo
 - 43x21 LED Exterior Plaza Armed Forces Display
 - 75x9 LED Exterior Mesh Oneida Street Display
 - (6) 65" TVs
 - (6) 43" TVs
 - (4) 55" TVs
 - (1) LED 18x8
 - (2) LED 12x6
- \$150,000 per year, 5-year agreement

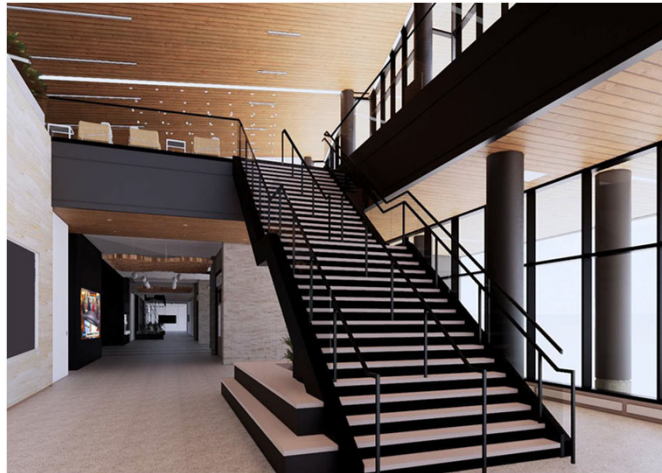


RESCH EXPO SPONSORSHIP

Platinum Partner

Rotating Logo / Message:

- 43x21 LED Exterior Plaza Armed Forces Display
- (6) 65" TVs
- (6) 43" TVs
- (4) 55" TVs
- \$80,000 per year, 3-year agreement



RESCH CENTER SPONSORSHIP OPPORTUNITIES

Multi-Year Partnerships

RESCH CENTER SPONSORSHIP

Static Signage Stairwell

- Customized Graphic on East and West Stairwells
- \$20,000 per year



RESCH CENTER SPONSORSHIP

Static Signage Concourse

- Pillar Wrap & Flag
- \$8,500 per year
- 4x8 Concourse Backlit
- \$6,500 per year



RESCH CENTER SPONSORSHIP

Digital Signage Concourse

- Concourse Concession Stand TVs
 - Twelve (12) TVs above Concession Stands on Concourse
 - Maximum 30 second animation played in a loop for all events at the Resch Center.*
 - Minimum rotation of 20 per hour.
- \$8500 per year

Concourse 90" HD Displays

- (3) HD Screens on Concourse East & West (placed in highest traffic areas).
 - (2) 90" Screens to rotate sponsor message, one per side.
 - Maximum 15 second animation played in loop for all events.*
 - Minimum rotation of 40 per hour per concourse side.
- \$10,000 per year.

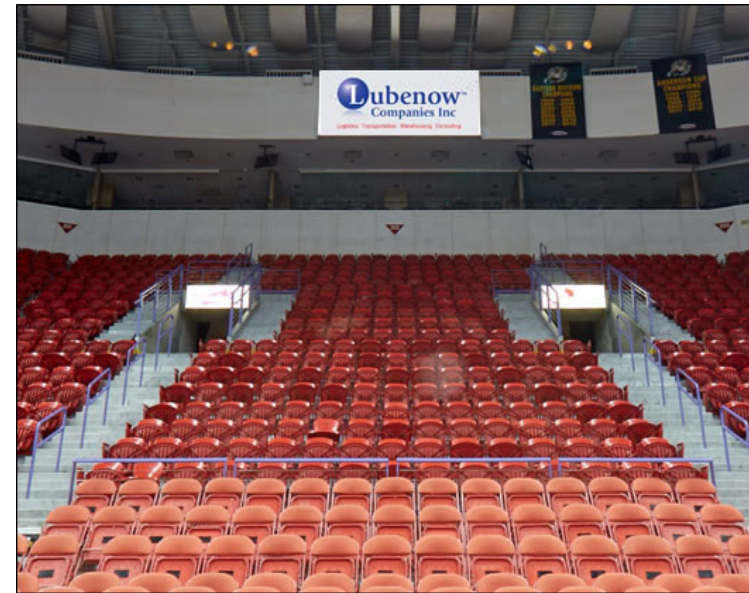
*Some limitations may apply. Animation change may require a two-week notice. Creative to be supplied by sponsor and audio not available.



RESCH CENTER SPONSORSHIP

Static Signage Bowl

- 8x18 Large Bowl Backlit
- \$25,000 per year
- 2x5 Small Bowl Backlit
- \$5,000 per year



RESCH CENTER SPONSORSHIP

Digital Bowl Option: Master and Auxiliary Scoreboards

Master Scoreboard:

- Animation played on top ring.*
- (1) :15 or :30 spots with minimum of 10 impressions per hour in rotation when in operation

Auxiliary Scoreboard:

- Animation played on Resch Center auxiliary boards*
- (2) Auxiliary scoreboards / right panel / end zones
- (1) :15 or :30 spots with minimum of 10 impressions per hour in rotation when in operation
- Full screen 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

Social Media



RESCH CENTER SPONSORSHIP

Social Media – Resch Center Facebook

‘Look Who Just Drove In’ Themed Facebook Posts – Creating the first sparks of excitement for the big show!

- PMI to highlight select tour move-ins at the Resch Center for the ‘Look Who Just Drove In’ themed posts on the Resch Center Facebook page.

- Resch Center Facebook post to include picture of event wrapped trailer(s) and tag of Lubenow Companies as presenting sponsor.

- Minimum themed post of four (4) times per year.

- PMI to boost each post.

- \$3,000 per year

PMI
ENTERTAINMENT
!group



PMI ENTERTAINMENT GROUP SPONSORSHIP OPPORTUNITIES

Bart Starr Plaza Tailgate Party

PMI ENTERTAINMENT GROUP

Bart Starr Plaza Tailgate Party



Located in front of the Resch Center and one block from Lambeau Field, the party offers great entertainment, prize giveaways, great food and drink and fun atmosphere! 10,000 fans on average per year attend the event with 43% of fans passing through the party on their way to the game. Sponsorship includes:

- Company logo on tailgate party marketing materials, database emails and website.
- Selection of Game Day sponsor which includes Resch Center Facebook boosted posts with tag, Weather Check sponsor, customized Snap Chat filter and Resch Center Website takeover page.
- Multiple live mentions at the tailgate party as sponsor with option to giveaway items to attendees.
- In party contest creation with selected fan being the 'Lubenow Companies Haul Around Champion'. Contest to be created.
- 4 Bart Starr Plaza Tailgate Party tickets per party.
- \$5,000 per season

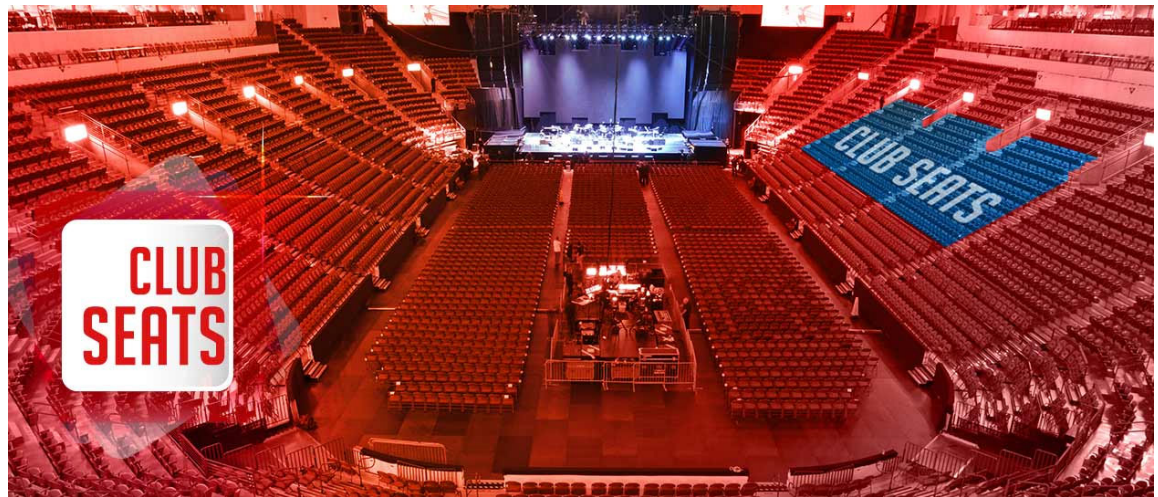


RESCH CENTER SPONSORSHIP OPTIONS PREMIUM SEATING

RESCH CENTER SPONSORSHIP

Club Seat Ownership

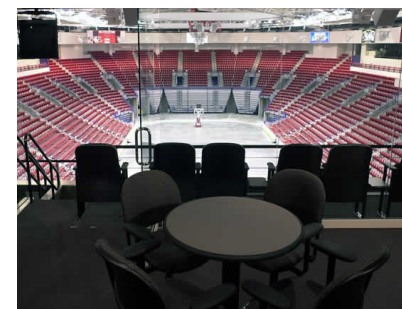
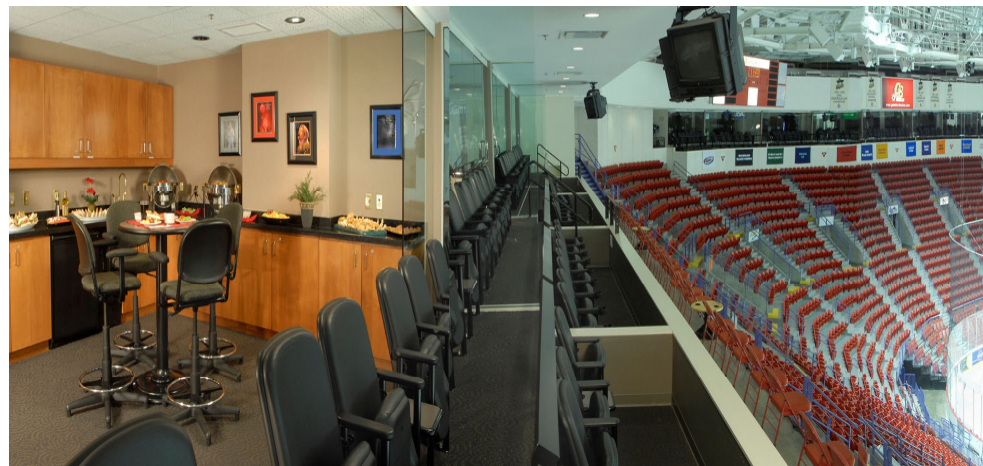
- Personally select your seats in the club seat section for all major events.
 - Complimentary parking across from the Resch Center for all events.
 - Complimentary tickets to four events per year selected by PMI.
 - Club member pre-parties in the Bud Light Lounge for select events.
 - Pre-sale ticket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



RESCH CENTER SPONSORSHIP

Suite Ownership

- A luxury view for up to 20 guests, one ticket minimum.
- Private restroom, kitchenette area with dishware, four leather chairs with table, personal suite attendant and floor concierge.
- Complimentary parking across from the Resch Center.
- Premium catering menu and day of event menu with 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 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 during the day for meetings (non-event days).
- \$32,000 per year, three-year commitment





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

Thank you!
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