



ADDRESS
555 W. Wells Street, Milwaukee, WI 53203

PHONE NUMBER
414.908.6000

WEBSITE
WCD.org

FOR IMMEDIATE RELEASE

Sarah Maio
smaio@wcd.org
414-908-6056

WISCONSIN CENTER DISTRICT HIRES IMPRESSION SPORTS & ENTERTAINMENT TO SECURE NAMING-RIGHTS PARTNER FOR WISCONSIN CENTER

Convention center expansion project takes another step forward with Colorado-based sales agency

MILWAUKEE - (Jan. 22, 2021) - The Wisconsin Center District (WCD) today announced it selected Colorado-based Impression Sports & Entertainment as the firm of record charged to secure a naming-rights partner for the Wisconsin Center and additional sponsorship opportunities for the other two WCD facilities - the Miller High Life Theatre and UW-Milwaukee Panther Arena.

“Identifying a naming-rights partner at such an early stage in the expansion is critical. We want this sponsor to truly be our partner, not just in name but also through integration in the design components of the project,” said Marty Brooks, president and CEO of the WCD. “We’re looking for a brand that will mesh seamlessly into the WCD and our vision to Be Bold. Be Proud. Be Experience Obsessed. Chris Foy and the Impression Sports & Entertainment team understands our values and provides not only the team of experienced professionals, but robust research and creative infrastructure as well.”

Impression Sports & Entertainment is a full-service sponsorship agency, specializing in sponsorship sales representation, sponsorship consulting and venue naming rights services for high-profile sports and entertainment properties. Owned by Home Team Sports, a division of FOX Sports, Impression partners with top organizations in the sports world including New Orleans Pelicans, ESPN Events, Kroenke Sports & Entertainment, USC, Florida Citrus Sports, The Independence Bowl Foundation, San Antonio Spurs, USA Swimming and more. Most recently, Impression announced a naming rights agreement between Renasant Bank and the Memphis Convention Center.

“We’re looking forward to working with the WCD team and are confident we will find the perfect partner,” said Chris Foy, president of Impression Sports & Entertainment. “The \$420M expansion of the convention center will create an ideal time for a company to secure the naming rights. The Wisconsin Center is a highly visible community asset and our team is excited to engage with companies looking to elevate their brand and build deeper connections to the Greater Milwaukee community.”

In order to fully integrate the sponsorship brand into the design and build out of the expansion, the WCD hopes to have a naming-rights partner secured for the Wisconsin Center within 12-18 months. Once completed, the \$420 million Wisconsin Center expansion will increase the exposition hall square footage by 112,000 square feet, totalling 300,000 contiguous square feet, plus integrate six loading docks to support the added square footage. It will offer a 30,000 square foot fourth-floor



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ballroom with seating for 2,000 and views of the city; add 24 new meeting rooms; and include 425 indoor parking spaces.

For more information and to stay up to date on the expansion of the Wisconsin Center, visit buildingmore.com.

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About The Wisconsin Center

The [Wisconsin Center](#), located in the heart of downtown Milwaukee, is the hub of convention business in Wisconsin and is ideal for trade and consumer shows, conventions, banquets, business meetings, and celebrations. Currently, the Wisconsin Center offers 188,695 square feet of continuous exposition space and 37,500 square feet of ballroom space, accommodating up to 1,000 vendors and 10,000 guests. More intimate spaces are also available for groups as small as ten.

In 2021, the Wisconsin Center will begin undergoing a \$420 million expansion, which will double the size of the convention center space. This will allow the WCD to host multiple events simultaneously and offer flexible space arrangements to meet various clients' needs. The expansion is expected to be completed and open for business in Q1 2024. The Wisconsin Center is owned and operated by the Wisconsin Center District and is experience-obsessed and dedicated to providing unforgettable, buzzworthy moments for all clients and guests. For more information and to book an event, visit wisconsincenter.com.

About The Wisconsin Center District

Experience-obsessed and committed to creating unforgettable moments, the [Wisconsin Center District](#) (WCD) is a quasi-governmental body that operates the [Wisconsin Center](#), which in 2021 will begin undergoing a \$420 million expansion to double its size; [UW-Milwaukee Panther Arena](#); and [Miller High Life Theatre](#) in downtown Milwaukee. The WCD venues are within walking distance of leading hotels, retail establishments, attractions, dining, nightclubs and transportation. Created under [Wisconsin State Statute](#) in 1994, the WCD offers captivating- and buzzworthy-experiences, making Milwaukee a not-to-be-missed destination.

About Impression Sports & Entertainment

Impression Sports & Entertainment provides clients with full-service sponsorship sales representation, sponsorship consulting and venue naming rights services. Founded in 2011, Impression Sports is one of the leading firms in the business, led by its staff's widespread industry experience and results-driven approach. The most recent Naming Rights sales accomplishment was the Renasant Bank agreement with the Memphis Convention Center. Impression Sports partners with top organizations in the sports world including USC, Florida Citrus Sports, The Independence Bowl Foundation, San Antonio Spurs, New Orleans Pelicans, Auburn University, the Fiesta Bowl Organization, USA Swimming, Sun Bowl Association, ESPN Events and the Memphis Management Group.

Based in Denver, Impression Sports is owned by Home Team Sports, a sports marketing unit of FOX Sports. Home Team Sports helps fans extend love for their home teams to the brands that

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associate with and support them. Through its proud representation of all regional sports networks across the country and an ever-expanding portfolio, Home Team Sports provides game coverage of all MLB, NBA and NHL home teams in the U.S., reaching over 90 million homes across television and streaming platforms.

For more information on Impression Sports, including a complete client roster and testimonials, visit www.impressionsports.com For more information on Home Team Sports, please visit www.hometeamsports.com and follow on twitter <https://twitter.com/hometeamsports>.