

PEORIA CIVIC CENTER®

# PREMIUM SERVICES SPONSORSHIP GUIDE



SALES CONTACT: [JWALKER@ASMPEORIA.COM](mailto:JWALKER@ASMPEORIA.COM) | 309.680.3680







**WHY CHOOSE US?**  
PEORIA CIVIC CENTER ARENA



Click [here](#)  
for short  
video!

Click [here](#)  
For a  
virtual tour!



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## Coheed and Cambria \* Mastodon :: The Infinite Arc Tour

Jun 04 • Wed 6:30 PM

Peoria Civic Center Arena

Buy Tickets

## BERT KREISCHER: PERMISSION TO PARTY

Nov 23 • Sun 7:00 PM

Peoria Civic Center Arena

Buy Tickets

## Nate Bargatze: Big Dumb Eyes World Tour

May 10 • Sat 3:00 PM

Peoria Civic Center Arena

Buy Tickets

## Riley Green: Damn Country Music Tour

Nov 15 • Sat 6:45 PM

Peoria Civic Center Arena

Buy Tickets

## BY THE NUMBERS PEORIA CIVIC CENTER ARENA

Savor Concessions

### SOCIALS



80.2K Followers



8.4K Followers



8.2K Followers



1.1K Followers



3.1K Followers

### EMAIL



53K+ Subscribers

### WEBSITE



1.6M+ Page Views



96K+ Monthly Visitors

# 4 VENUES 1 BUILDING

11,000

SEAT ARENA

2,200

SEAT THEATER

110,000 SQFT

CONVENTION

27,000 SQFT

BALLROOM

## OVER 700,000 ANNUAL PATRONS





# LED TAKEOVERS

## PEORIA CIVIC CENTER ARENA

### MEZZANINE TAKEOVER

LED spot will run in rotation on the Mezzanine LED boards in the PCC Arena during each Bradley Men's Basketball and Rivermen Hockey home games and playoff games; as well as family shows where boards are illuminated and applicable. Minimum of (1) :30 second spot per event.



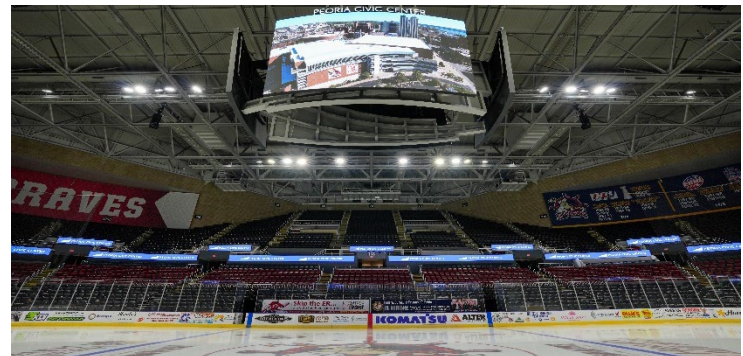
### VOMITORY TAKEOVER

LED spot will run in rotation on the Vomitory LED boards in the PCC Arena during each Bradley Men's Basketball and Rivermen Hockey home games and playoff games; as well as family shows where boards are illuminated and applicable. Minimum of (1) 1 minute spot per event



### FULL ARENA TAKEOVER

LED full arena takeover will run on all Mezzanine and Vomitory LED boards within the PCC Arena during each Bradley Men's Basketball and Rivermen Hockey home and playoff games; as well as family shows where boards are illuminated and applicable. Minimum of (1) 30 second spot per event



\*Subject to availability

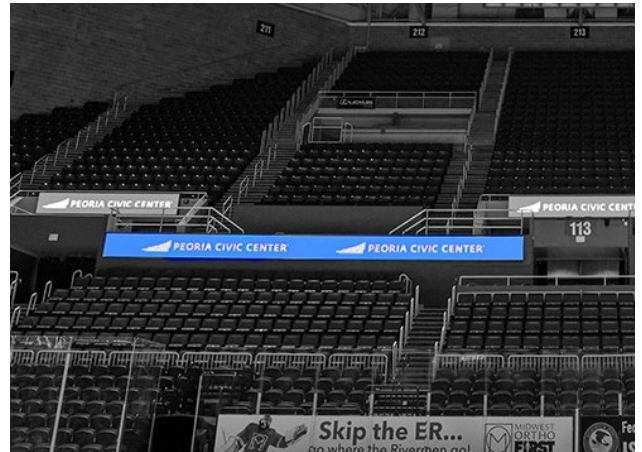




## LED ROTATING BANNERS PEORIA CIVIC CENTER ARENA

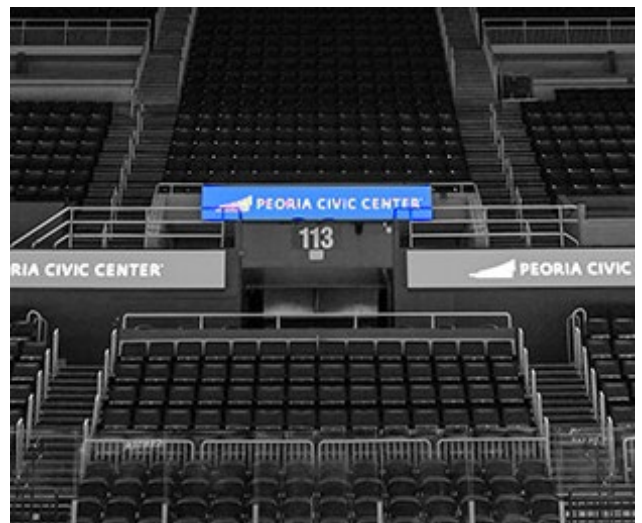
### MEZZANINE PLACEHOLDER

LED spot will run on (1) Mezzanine Section LED board in the PCC Arena during each Bradley Men's Basketball and Rivermen Hockey home games and playoff games; as well as family shows where boards are illuminated and applicable. Spot will appear a minimum of 15 minutes per game. Mezzanine Section Location TBD



### VOMITORY ROTATING BANNER

Vomitary spot will run a minimum of 30 minutes during each Bradley Men's Basketball and Rivermen Hockey home games and playoff games; as well as family shows where boards are illuminated and applicable. Vomitary Section Location TBD



**\*\*subject to availability**





**SCOREBOARD COMMERCIAL SPOT**  
 :30 second scoreboard spot will be featured during each Rivermen Hockey and Bradley Basketball home and playoff games. Logo/Video capable

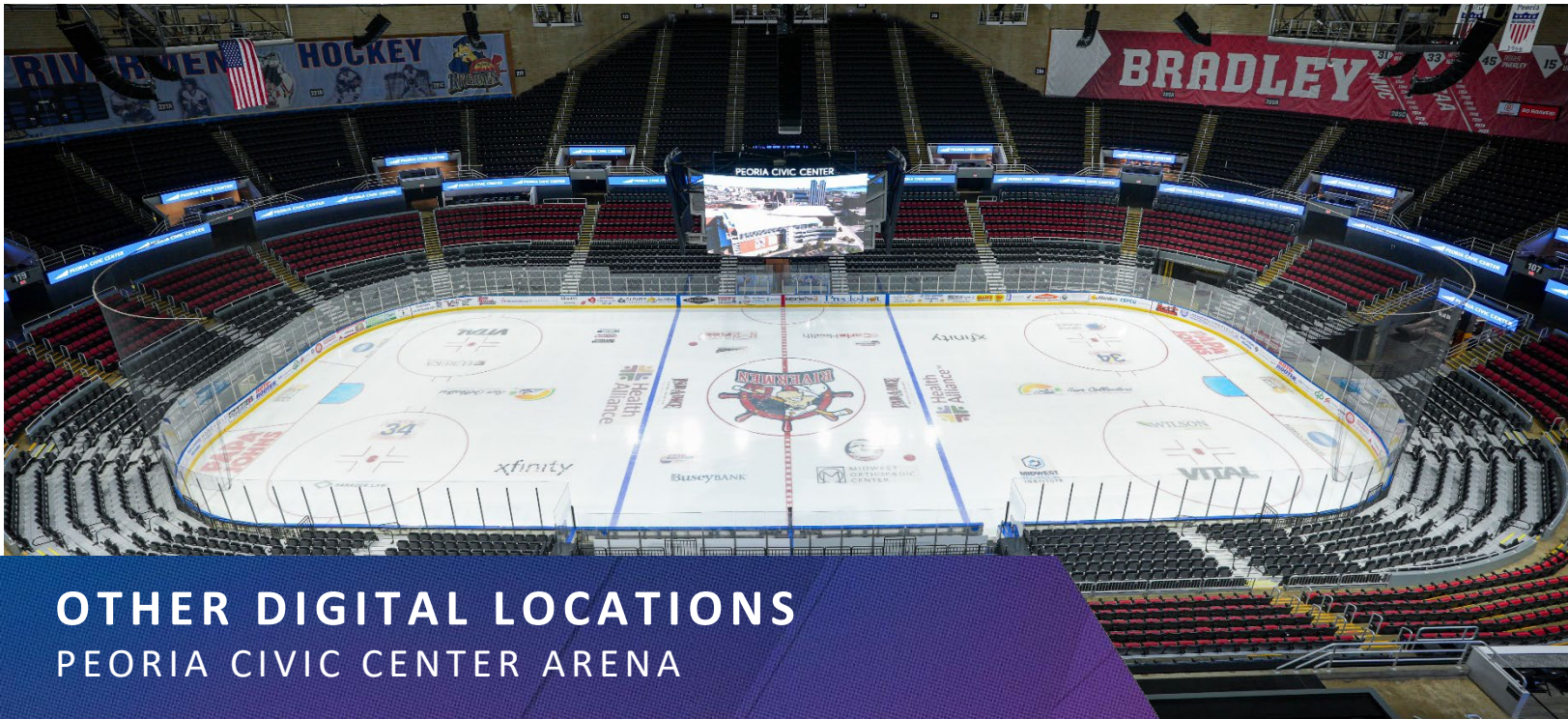


**SCORING RIBBON SPONSOR**  
 Scoring Ribbon featured during each Rivermen Hockey and Bradley Basketball home and playoff games on center hung arena scoreboard and endzone mezzanine boards.



**\*\*subject to availability**



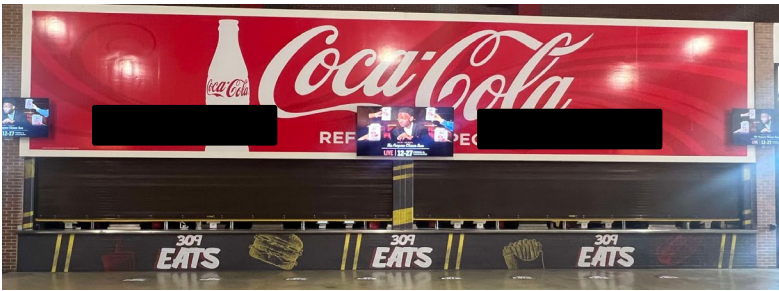


# OTHER DIGITAL LOCATIONS

## PEORIA CIVIC CENTER ARENA

### COKE LOBBY LED BANNER

LED spot will run in rotation on (2) Coke Lobby LED boards in the Jefferson Side Concessions during each Bradley Men’s Basketball and Rivermen Hockey home games and playoff games, family shows and concerts. Spot will appear a minimum of 15 seconds per game.



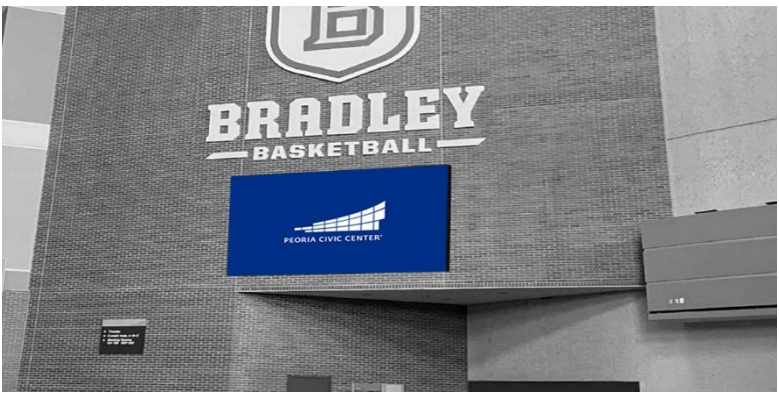
### ZAMBONI ENTRY BANNER

LED spot will run in rotation on the Zamboni Entry Board during each Bradley Men’s Basketball and Rivermen Hockey home games and playoff games; as well as family shows where boards are illuminated and applicable. Spot will appear a minimum of 20 minutes per game.



### GREAT HALL LED BOARD

:15 second Great Hall Video Board Spot will run in rotation for each arena ticketed event. Logo/video capable, no audio.



\*\*subject to availability





## LEXUS CLUB

### PEORIA CIVIC CENTER ARENA

The Lexus Club is ideal for hosting corporate gatherings or intimate celebrations, offering an unforgettable backdrop that's sure to impress your guests. Situated on the vomitory level of the Peoria Civic Center, it features a full-service bar, private restrooms, stage, and five LED TVs. Whether for business or pleasure, the Lexus Club is an excellent choice for your next meeting or private party and can be used in conjunction with many arena events.

#### LEXUS CLUB INCLUDES:

##### SEATING

Comfortably seats 125 people. 15 high top tables and 5 booths located in the main club room.

##### PREMIUM FOOD + BEVERAGE SERVICES

Premium guests can enjoy an elevated concession menu or a full catering menu depending on your needs.

##### PRE-SHOW PARTY EXPERIENCES

Premium guests are the first to know about our pre-show experiences, including our exclusive Lexus Club Pre-Parties.

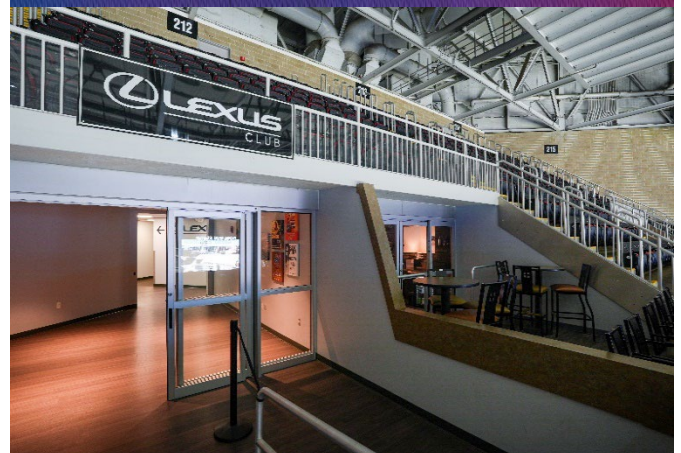
##### LEXUS CLUB SEATING

Seating exclusive to the Lexus Club in section 212 with access to the private club space.

\*\*\*Subject to Availability



Our Premium Services provide exclusive venue access, prime seating options, unique amenities, superior service, and unforgettable experiences!







## PARTY BOXES & LOGE

### PEORIA CIVIC CENTER ARENA

These premium semi-private locations each accommodate sixteen seats. Guest party boxes provide the perfect setting for hosting employees, clients and stakeholders, offering first access to entertainment, great seats for every game, and a combination of convenience and privacy.

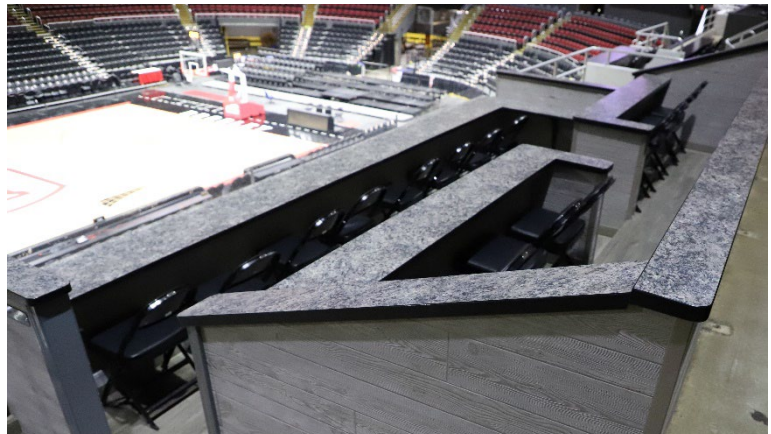
#### PARTY BOXES & LOGE DETAILS:

Experience the sideline view designed to accommodate sixteen guests with the utmost comfort. For a truly memorable experience, consider our pre-order catering for food and beverage needs. Party Boxes and Loge are available to rent during Rivermen and Bradley games.

#### PREMIUM FOOD + BEVERAGE SERVICES

Premium guests enjoy an elevated pre-order concession menu.

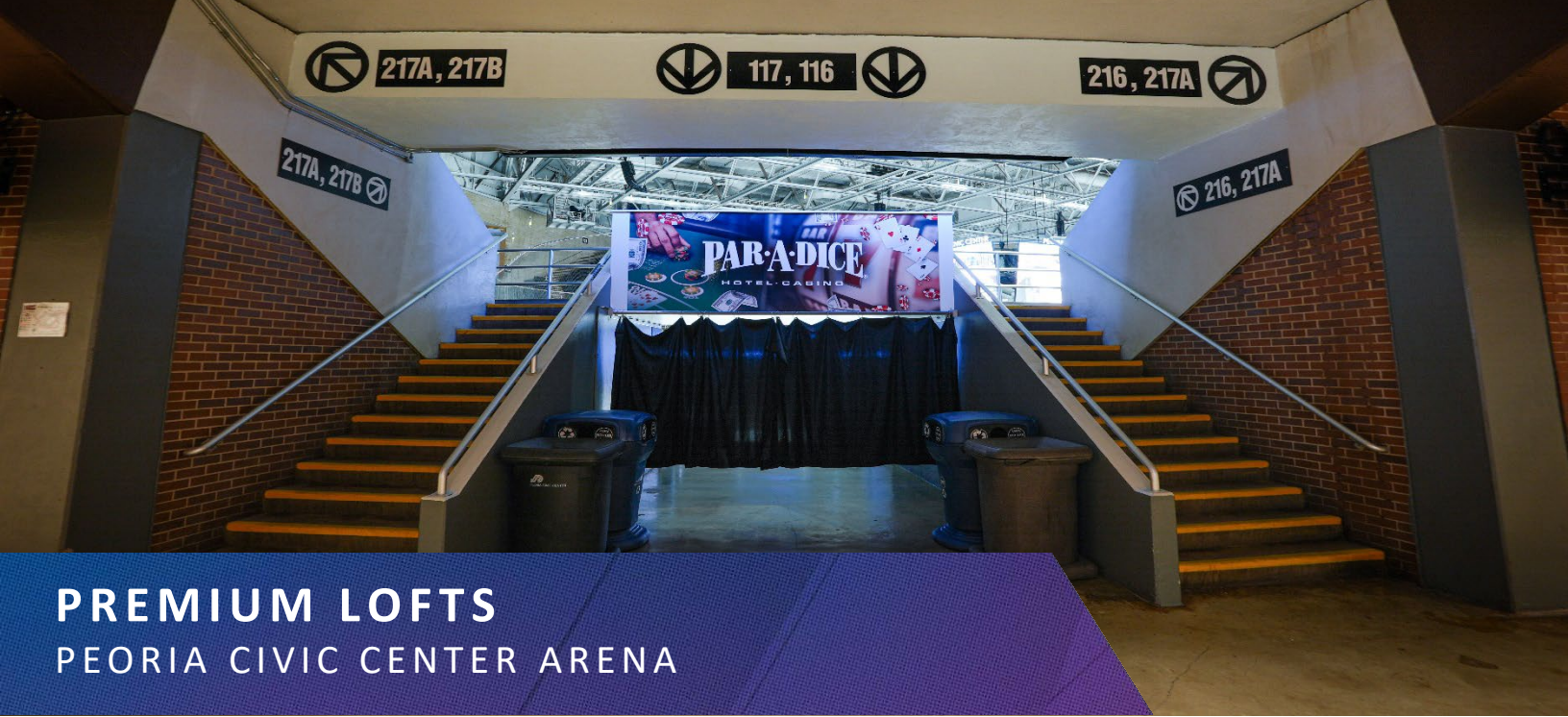
\*\*\*Subject to availability



Our Premium Services provide exclusive venue access, prime seating options, unique amenities, superior service, and unforgettable experiences!







# PREMIUM LOFTSPEORIA CIVIC CENTER ARENA

Each premium lofts each accommodates four guests. Our lofts provides the perfect setting for hosting employees, clients and stakeholders, offering first access to entertainment, great seats for every show, and a combination of convenience and privacy.

#### PREMIUM LOFTS INCLUDE:

##### BRANDING

Company will have a graphic vinyl wrap featured on exterior wall of loft facing the concourse.

##### EXCLUSIVE LEXUS CLUB LOUNGE ACCESS

Premium guests have exclusive access to the Lexus Club Lounge, a private bar, private restrooms, and seating area, available from doors through the end of each event.

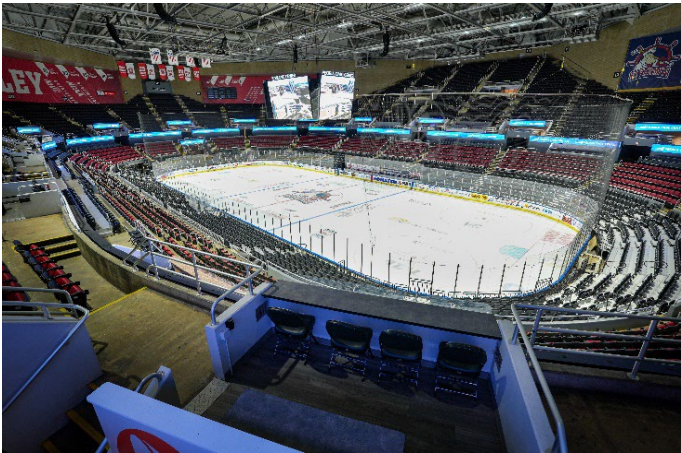
##### PREMIUM FOOD + BEVERAGE SERVICES

Premium guests enjoy an elevated concession menu, pre-order menu and have access to a personal in-loft fridge.

##### PRE-SHOW PARTY EXPERIENCES

Premium guests are the first to know about our pre-show experiences, including our exclusive Lexus Club Pre-Parties.

**\*\*Subject to availability**



Our Premium Services provide exclusive venue access, prime seating options, unique amenities, superior service, and unforgettable experiences!







## PREMIUM SUITES

### PEORIA CIVIC CENTER ARENA

The premium suites each accommodates twelve guests. Our suites provide the perfect setting for hosting employees, clients and stakeholders, offering first access to entertainment, great seats for every show, and a combination of convenience and privacy.

#### PREMIUM SUITES INCLUDE:

##### FRONT ROW PARKING

Four parking spaces are available for each suite in the Marquee parking lot. Guests will enter through the Toyota Box Office entry right by the Lexus Club entrance.

##### EXCLUSIVE LEXUS CLUB LOUNGE ACCESS

Premium guests have exclusive access to the Premium Lexus Club Lounge, a private bar, private restrooms, and seating area, available from doors through 30 minutes past the event end.

##### PREMIUM FOOD + BEVERAGE SERVICES

Premium guests enjoy an elevated concession menu, pre-order and in-seat services, complete with a personal guest service attendant.

##### IN SUITE AMENITIES

In-suite amenities include a fridge, storage cabinets, counter space with sink, live stream TV, and luxury seating. Private balcony for viewing games and shows from the upper bowl.

##### PRE-SHOW PARTY EXPERIENCES

Premium guests are the first to know about our pre-show experiences, including our exclusive Lexus Club Pre-Parties.



Our Premium Services provide exclusive venue access, prime seating options, unique amenities, superior service, and unforgettable experiences!







## PREMIUM THEATER SERVICES

### PRAIRIE HOME ALLIANCE THEATER

#### ABOUT PRAIRIE HOME ALLIANCE THEATER

Located in the heart of downtown Peoria, the Peoria Civic Center is a vibrant center for entertainment, sports, and culture. Home to the Prairie Home Alliance Theater, it hosts everything from top comedians and your favorite musical act to breathtaking Broadway productions, ensuring there's always something exciting happening on stage.

#### INCREDIBLE ENTERTAINMENT

##### 2025-2026 SEASON

THE BOOK OF MORMON  
HADESTOWN  
LES MISERABLE  
MRS. DOUBTFIRE  
BEETLEJUICE

##### 2024 – 2025 SEASON

WICKED  
ADDAMS FAMILY  
CLUE  
PRETTY WOMAN  
ANNIE

##### 2023-2024 SEASON

MILLION DOLLAR QUARTET  
MEAN GIRLS  
JESUS CHRIST SUPERSTAR  
THE CHER SHOW

##### 2022-2023 SEASON

COME FROM AWAY  
STOMP  
ANASTASIA  
LEGALLY BLONDE  
DEAR EVAN HANSEN







## PREMIUM SERVICES – CLUB LOUNGE

### PRAIRIE HOME ALLIANCE THEATER

#### CLUB LOUNGE ACCESS

Elevate your night out with a Club Lounge ticket! Skip the lines with exclusive early access and enjoy complimentary drinks and hors d'oeuvres while taking in the panoramic view from our 1<sup>st</sup> Balcony lobby.

The Club Lounge offers an intimate escape before the main event. But here's the twist – this exclusive experience is yours only until showtime, when our lounge space opens to all.

Don't miss your chance to start your evening in style! Club Lounge Tickets are \$40 each and available for select shows. You must have a valid show ticket to purchase.

#### \$40 TICKET INCLUDES:

##### EARLY VENUE ENTRY

Up to 90 minutes before the show and 30 minutes prior to general ticket holders

##### EXCLUSIVE ACCESS

Only Club Lounge ticket holders can utilize the space prior to show start time

##### PREMIUM FOOD & BEVERAGE

Complimentary drinks (beer, wine, soda, water) and hors d'oeuvres prior to the show







## THEATER BOX SPONSORSHIP

### PRAIRIE HOME ALLIANCE THEATER

Prairie Home Alliance Theater features six premium boxes each accommodating six seats. Guest suites provide the perfect setting for hosting employees, clients and stakeholders, offering first access to entertainment, great seats for every show, and a combination of convenience and privacy.

#### THEATER BOX INCLUDES:

Sponsor will receive a private theater box on 1<sup>st</sup> or 2<sup>nd</sup> balcony based on availability. Each box features 6 seats with a premium view of the stage.

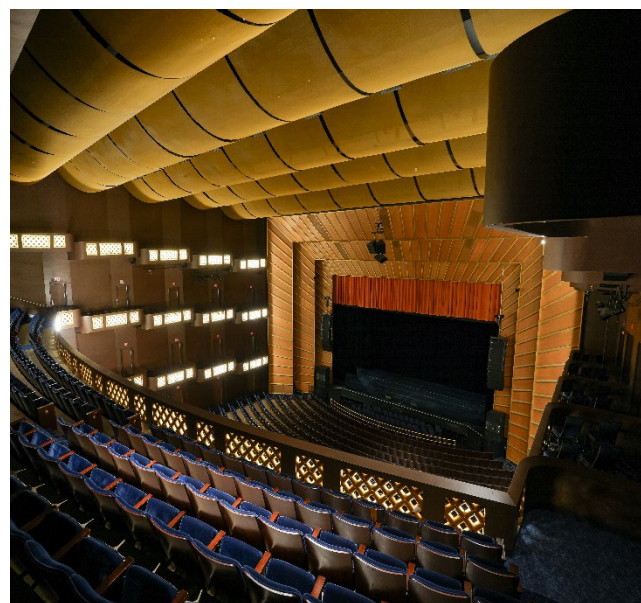
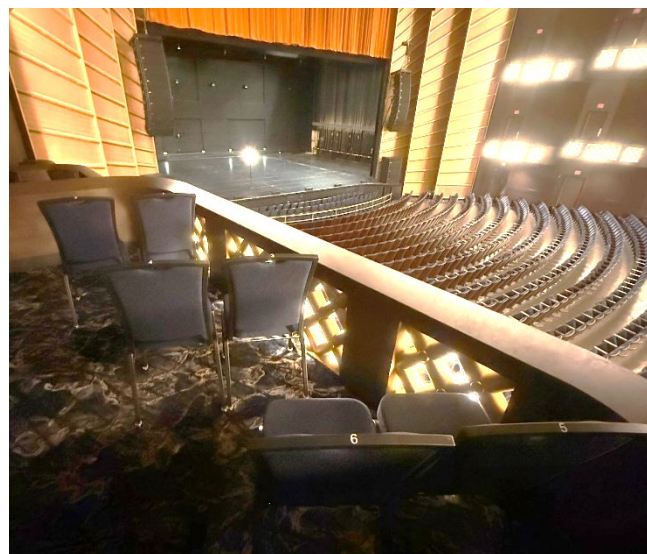
Sponsor will receive a logo plaque outside the assigned box.

Tickets will include concerts, family shows, comedy acts.

\*Peoria Symphony Orchestra, Peoria Ballet, as well as local or other performing arts events will not be available with this sponsorship.

\*For shows with multiple performances, Sponsor will receive one (1) performance to attend in their assigned Theater Box.

\*\*\*Subject to availability







# AMEREN ILLINOIS BROADWAY IN PEORIA

## PRAIRIE HOME ALLIANCE THEATER

### Broadway In Peoria

Broadway has been dazzling Peoria since 1982! Over the years, countless professional touring Broadway shows have graced the theater stage, including iconic performances like 32 showings of *Phantom of the Opera* in 2002, as well as two –week runs of *The Lion King* and *Wicked* in 2018, to name just a few. Our 2026 season is set to be just as exciting, with shows like *The Book of Mormon*, *Beetlejuice*, *Mrs. Doubtfire*, and *Les Misérables* to headline the lineup.

Sponsoring the Broadway theater season offers a unique opportunity to elevate your brand while supporting the arts and connecting with the community. It provides prominent visibility through event advertising, ensuring your brand reaches a diverse, engaged audience.

### Peoria Civic Center By The Numbers

**Peoria Civic Center**  
976 followers  
1mo · 🌐

We are excited to be ranked #67 in Arenas and #93 in Theaters in Mid-Year Ticket Sales according to recent [Pollstar](#) data. We're hyped to see what the rest of the year has to bring! 🙌

[ASM Global](#) [#ASMGlobal](#) [#PlaysInPeoria](#) [#Pollstar](#) [#liveentertainment](#) [#liveevents](#)

**#67**  
in U.S. with 79,707 tickets sold  
and \$5,087,183 in gross sales

**#93**  
in U.S. with 38,291 tickets sold  
and \$2,183,915 in gross sales

 Kelsy Martin and 13 others  
1 repost



79K Followers



8K Followers



8.2K Followers



1.1K Followers



285 Followers



1M+ Website Page Views



19.2K+ Monthly Website Visitors



53K+ Email Subscribers





## BROADWAY SEASON SHOW SPONSORSHIP

### PRAIRIE HOME ALLIANCE THEATER

#### PROMOTIONAL & SOCIAL MEDIA COLLABORATIONS

Sponsor may receive social media shoutouts, joint posts, and feature content on theater season platforms.

Logo Inclusion in season online giveaway's, contest, or promotions.

#### TICKETING, ACTIVATION & EVENT PROMOTION

Sponsor will have access to special season presale ticket discounts if available.

Sponsor will have the option to promote their products and/or services with banners, displays or other presentations at sponsored show.

#### CORPORATE SOCIAL RESPONSIBILITY INITIATIVES

Sponsor will have the opportunity to participate in the "Staging The Future" program.







# BROADWAY SEASON SHOW SPONSORSHIP

## PRAIRIE HOME ALLIANCE THEATER



**JOIN AS A 2025-2026 SEASON MEMBER TODAY**

<p><b>THE BOOK OF MORMON</b></p> <p>DECEMBER 2-3, 2025</p>	<p><b>HADESTOWN</b></p> <p>JANUARY 6-7, 2026</p>
<p><b>Les Misérables</b></p> <p>FEBRUARY 10-15, 2026</p>	<p><b>Hellooooo, Peoria! Mrs. Doubtfire</b></p> <p>MARCH 10-11, 2026</p>
<p><b>BEETLEJUICE</b></p> <p>MAY 5-7, 2026</p>	

**PRAIRIE HOME ALLIANCE THEATER**

**NATIONAL BROADWAY TOURS!**

**WICKED**

August 20-31, 2025

**PRETTY WOMAN**

February 10-19, 2025

**Clue**

April 1-2, 2025

**Annie**

January 21-22, 2025

**The Addams Family**

June 17-18, 2025

BroadwayinPeoria.com  
800.776.7469  
BROADWAYINPEORIA

Peoria Civic Center is with Broadway In Peoria.

★ Favorites - March 1 at 1:00 PM

We're thrilled to share the 2024-2025 Ameren Illinois Broadway in Peoria Season! Featuring WICKED, PRETTY WOMAN, THE ADDAMS FAMILY, ANNIE, & CLUE!

Join as a Season Member to secure the best available seating! Learn more about the upcoming season and Membership at <https://americantheatreguild.com/peoria/>

Annie: January 21-22, 2025... See more

**24-25 BROADWAY IN PEORIA SEASON ANNOUNCEMENT**

<p><b>WICKED</b></p> <p>The untold true story of the Witches of Oz</p> <p>AUGUST 20-31, 2025</p>	<p><b>PRETTY WOMAN</b></p> <p>Big New Musical Big Hope</p> <p>FEBRUARY 18-19, 2025</p>	<p><b>The Addams Family</b></p> <p>JUNE 17-18, 2025</p>
<p><b>Clue</b></p> <p>A NEW COMEDY</p> <p>APRIL 1-2, 2025</p>	<p><b>Annie</b></p> <p>JANUARY 21-22, 2025</p>	

Secure season memberships now at [BroadwayinPeoria.com](https://BroadwayinPeoria.com)

Speak Out Illinois LLC and 283 others 95 comments 194 shares

Like Comment Share