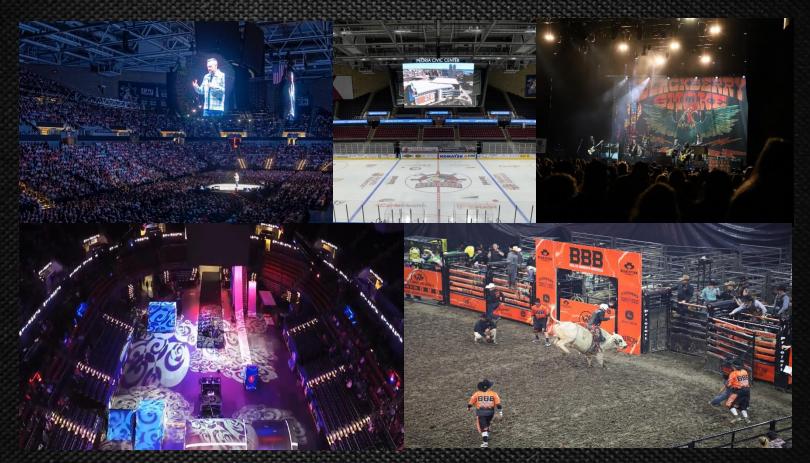




PREMIUM SERVICES SPONSORSHIP GUIDE







WHY CHOOSE US? PEORIA CIVIC CENTER ARENA

Click <u>HERE</u> for short video!

Click <u>HERE</u> for a virtual tour!









8.8K Followers



8.2K Followers



1.2K Followers



3.3K Followers

4 VENUES

ARENA
11,000
Seats

CONVENTION
110,000
SQFT

EMAIL



53K+ Subscribers

WEBSITE



1.6M+ Page Views

96K+ Monthly Visitors

<u>THEATER</u>

2,200 Seats

BALLROOM 27,000SQFT





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





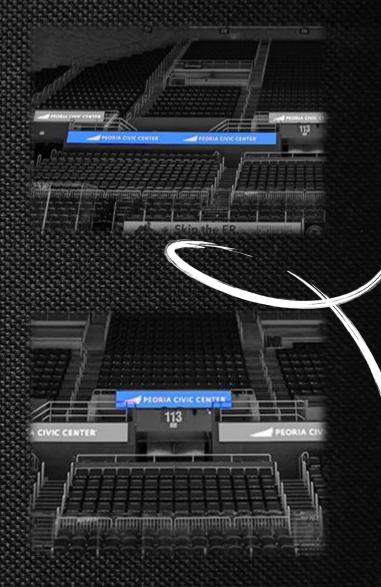
MEZZANINE PLACEHOLDER

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

Vomitory 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. Vomitory Section Location TBD

**subject to availability







SCOREBOARD DIGITAL ASSETS PEORIA CIVIC CENTER ARENA

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.



PEORIA CIVIC CENTER



^{**}subject to availability

OTHER DIGITAL LOCATIONS PEORIA CIVIC CENTER ARENA

JEFFERSON ST CONCESSION TENSION BANNER

Wall banner in the Jefferson St Concession stand. Sizing 10ft h x 16ft w. Production of banner will be at the cost of the advertiser, Estimated cost of banner \$800. PCC will cover frame install cost. Minimum of 2-year agreement for this asset.

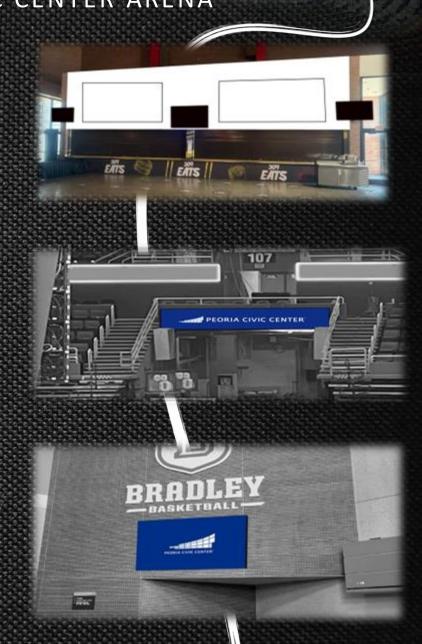
ZAMBONI ENTRY BANNER

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







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









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.

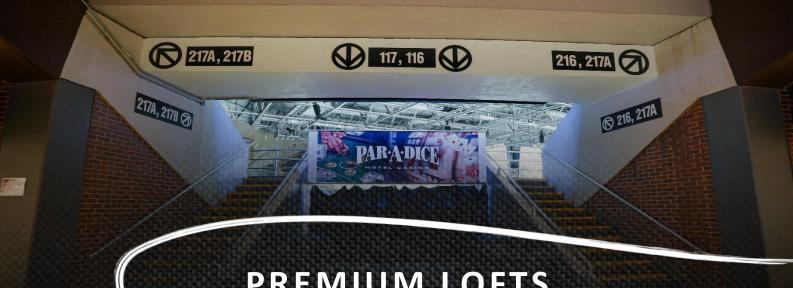
PREMIUM FOOD + BEVERAGE SERVICES

Premium guests enjoy an elevated pre-order concession menu.

***Subject to availability







PREMIUM LOFTS PEORIA 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, preorder 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









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.









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 1st 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. You must have a valid show ticket to purchase.

TICKET INCLUDES:

EARLY VENUE ENTRY

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

EXCLUSIVE ACCCESS

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

UNLOCK THE EXTRAORDINARY

YOUR PREMIUM CONCERT EXPERIENCE AWAITS









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^{st} or 2^{nd} balcony based on availability. Each box features 6 seats with a premium view of the stage.

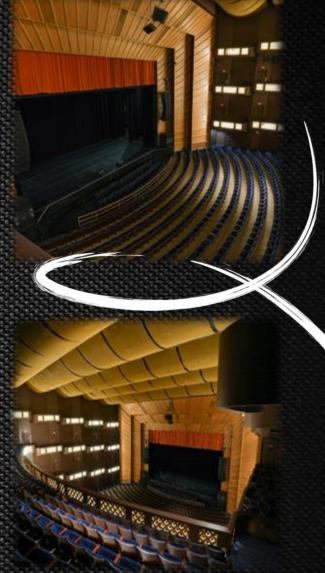
Sponsor will receive a logo plague outside the assigned box.

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







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

81K Followers

3.3K Followers

O 8.8K Followers

1.6M+ Website Page Views

8.2K Followers

96K+ Monthly Website Visitors

in 1.2K Followers

53K+ Email Subscribers







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.

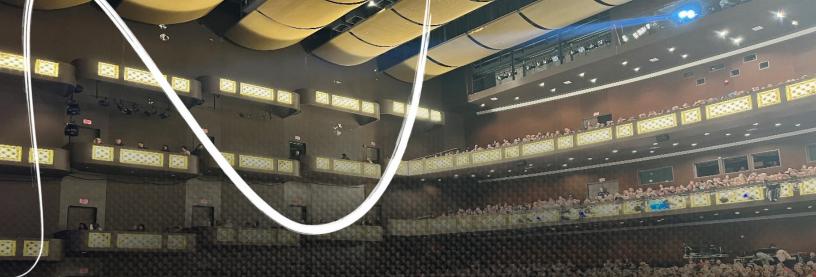


CORPORATE SOCIAL RESPONSIBILITY INITIATIVES

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







BROADWAY SEASON SHOW SPONSORSHIP PRAIRIE HOME ALLIANCE THEATER















PRAIRIE HOME ALLIANCE THEATER





