

# Grossinger

## MOTORS

# A R E N A




Volkswagen



LINCOLN



SUBARU



**PROMOTER GUIDE**

**DRIVEN TO ENTERTAIN!**

# Welcome to Grossinger Motors Arena!



This Promoter Guide is not only a one-stop guide with everything you need to know about the venue, but also valuable information on the Central Illinois region, demographics, media outlets and corporate partners who will make your visit here that much more enjoyable!



Grossinger Motors Arena is a state of the art facility in historic downtown Bloomington, Illinois. Located in the heart of the state, Bloomington – Normal is at the crossroads of Interstate 74 East/West (Moline, IL to Indianapolis, IN) and Interstate 55 North/South (Chicago, IL to St. Louis, MO)

With State Farm Insurance and Country Financial calling it home, Bloomington – Normal is a young and affluent market recognized as having one of the lowest unemployment ratings in the state and has been ranked as the second fastest growing community in Illinois. In addition, our region educates over 35,000 college students on 5 campuses in town, while having access to over 186,000 college students within a 2-hour radius.

Proudly managed by VenuWorks, the staff here at Grossinger Motors Arena is experienced, professional and dedicated. Whether it be to fans and guests, promoters, artists or community and corporate partners, Grossinger Motors Arena constantly endeavors to make customer service job one. If you're considering an event in the Midwest, give us a call. Let us earn your business.

Sincerely,

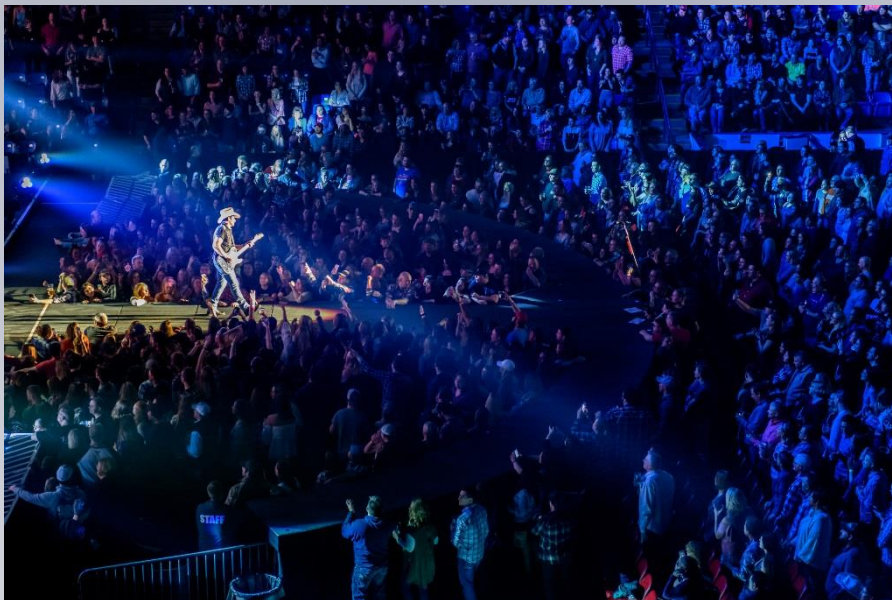
Lynn Cannon  
Executive Director  
Grossinger Motors Arena





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# Facility Overview



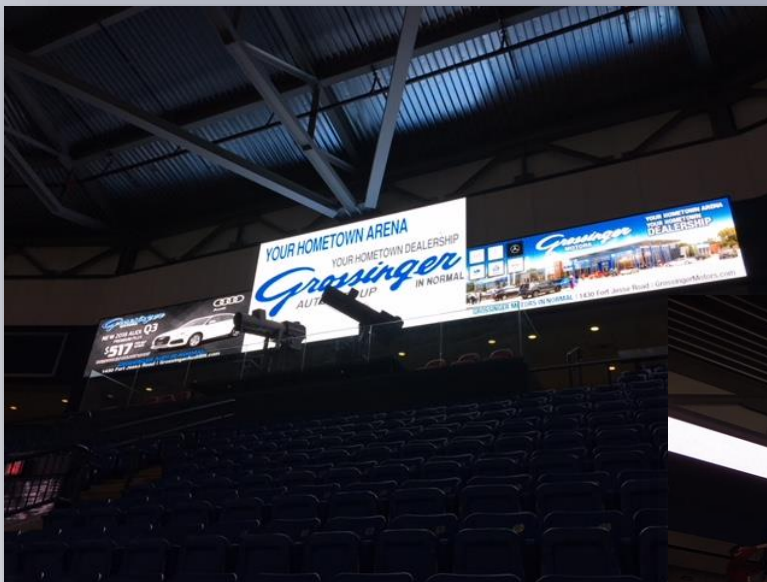
Since opening in 2006, Grossinger Motors Arena has entertained over 3 million guests and has become Bloomington – Normal's **LARGEST TICKETED ATTRACTION**. Over the course of a year, the Arena hosts events such as concerts, theater shows, motorsports, family shows, meetings, conferences, wedding receptions, hockey games, football games, trade shows, IHSA state tournaments, high school graduations, and several community events. In addition, Grossinger Motors Arena is home to the Central Illinois Flying Aces Hockey Team, the Bloomington Edge Indoor Football Team and the ISU Redbird Hockey Club. We continually bring a variety of exciting events to Bloomington, IL., and we have worked hard to make the Arena not only a premier sports and entertainment venue in Central Illinois, but a facility that can be enjoyed by all.



# Facility Specifications:



Website:	<a href="http://www.grossingermotorsarena.com">www.grossingermotorsarena.com</a>
Market:	Bloomington – Normal, Illinois, McLean County
Opened:	April 2006
Facility Management:	VenuWorks of Bloomington, LLC
Ticketing:	<a href="#"><i>ticketmaster</i></a>
Premium Seating:	Twenty four (24) luxury suites Two (2) party suites Club membership / seating
Digital Boards:	14'11" x 26'4" end zone video board 11'9" x 59'3" auxiliary board (2) 200' linear LED ribbon boards 19' x 15' outdoor marquee 5' x 4' outdoor digital board



# Facility Specifications:

## *Ticketing & Box Office*

### **Box Office Hours:**

Monday – Friday 11:00am – 5:00pm

*Saturday & Sunday (event days) 3 hours  
prior to doors.*



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**ticketmaster**

### **Box Office Purchases**

Grossinger Motors Arena

Box Office

101 S. Madison

Bloomington, IL 61701

309.434.2679

### **Ticketmaster Purchases**

- Any Ticketmaster outlet
- [www.ticketmaster.com](http://www.ticketmaster.com)
- 800.745.3000

*Customer Service Line:*

**800.653.8000**

### **Box Office Policies**

All policies are subject to change without notice.

All guests aged 2 and over must have a ticket.

*\*\*age limit may vary by event on occasion.*

We accept VISA, Mastercard, American Express, Discover and Cash payments. No checks for individual events will be accepted.

The resale or attempted resale of tickets at a price higher than the printed value is ground for seizure and cancellation of any ticket without refund or other compensation. Tickets obtained from unauthorized sources, lost, stolen or counterfeit are void. Tickets are NOT redeemable for cash.

**NO REFUNDS OR EXCHANGES**

**EVENTS, DATES AND TIMES ARE SUBJECT TO CHANGE**

### **Special Needs & Accessible Seating**

Grossinger Motors Arena is ADA compliant for accessibility including restrooms, parking, drop off lanes and counters.

Accessible seating is located throughout the arena and may be purchased by calling 309.434.2679. Accessible seating is offered on a first come, first serve basis.

**VenuWorks**  
arenas | theaters | convention centers



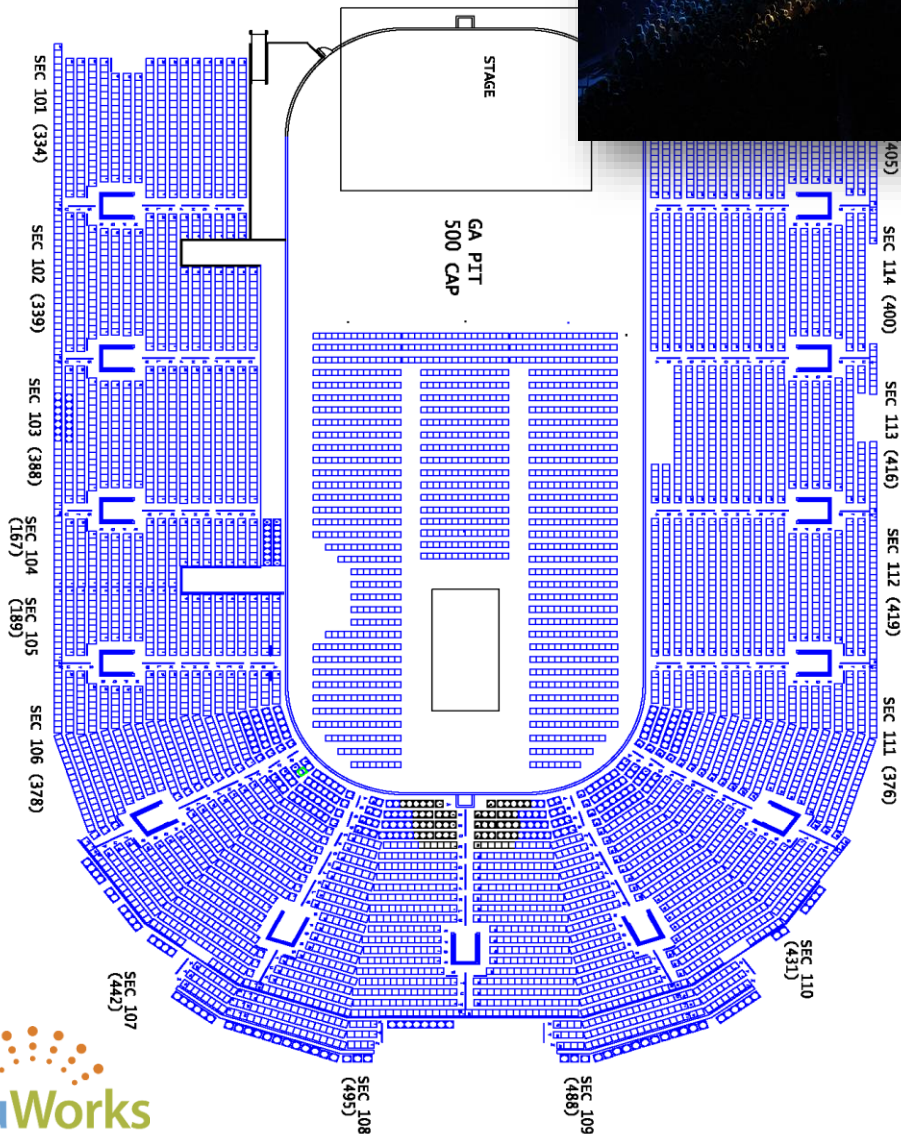
# Facility Specifications:

## Seating – Full House with Pit

GA Pit: 500  
Floor: 1203  
Bowl: 5667  
**TOTAL: 7370**

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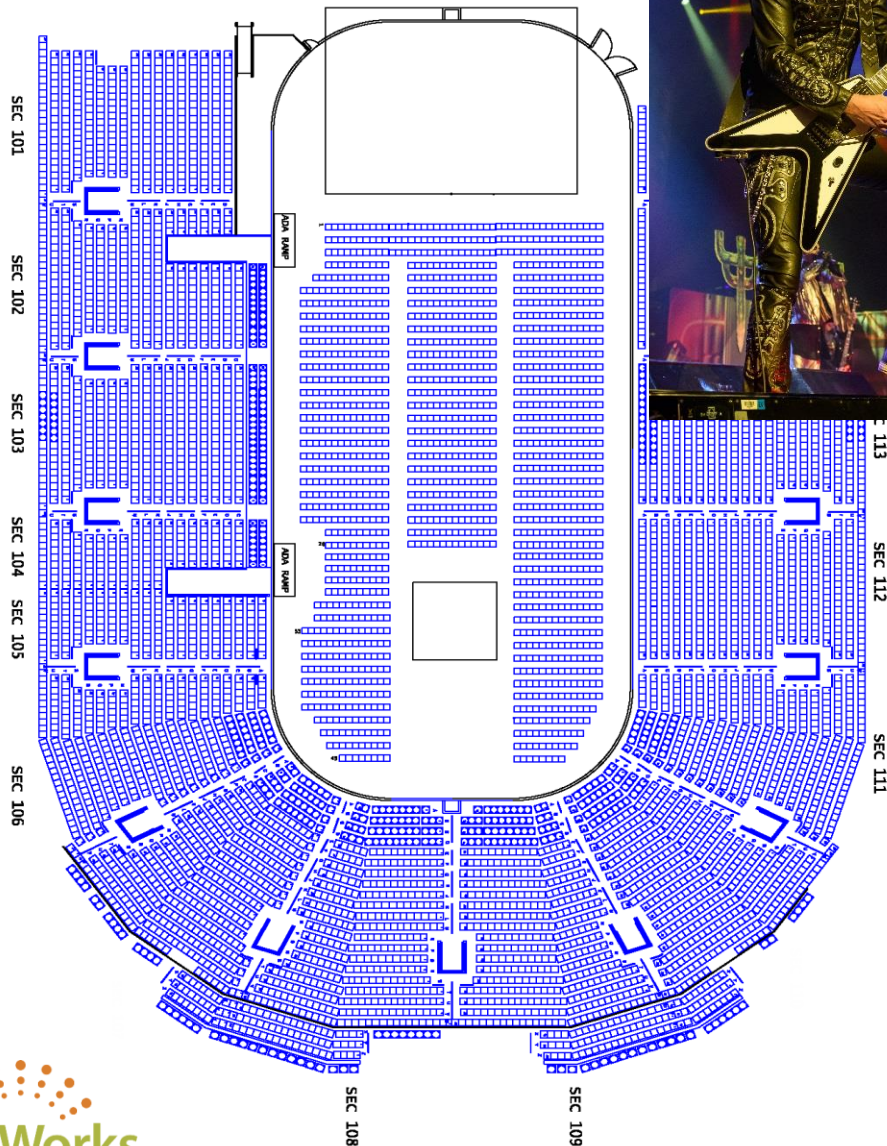
# Facility Specifications:

## Seating – Full House

Floor: 1554  
Bowl: 5667  
**TOTAL: 7221**

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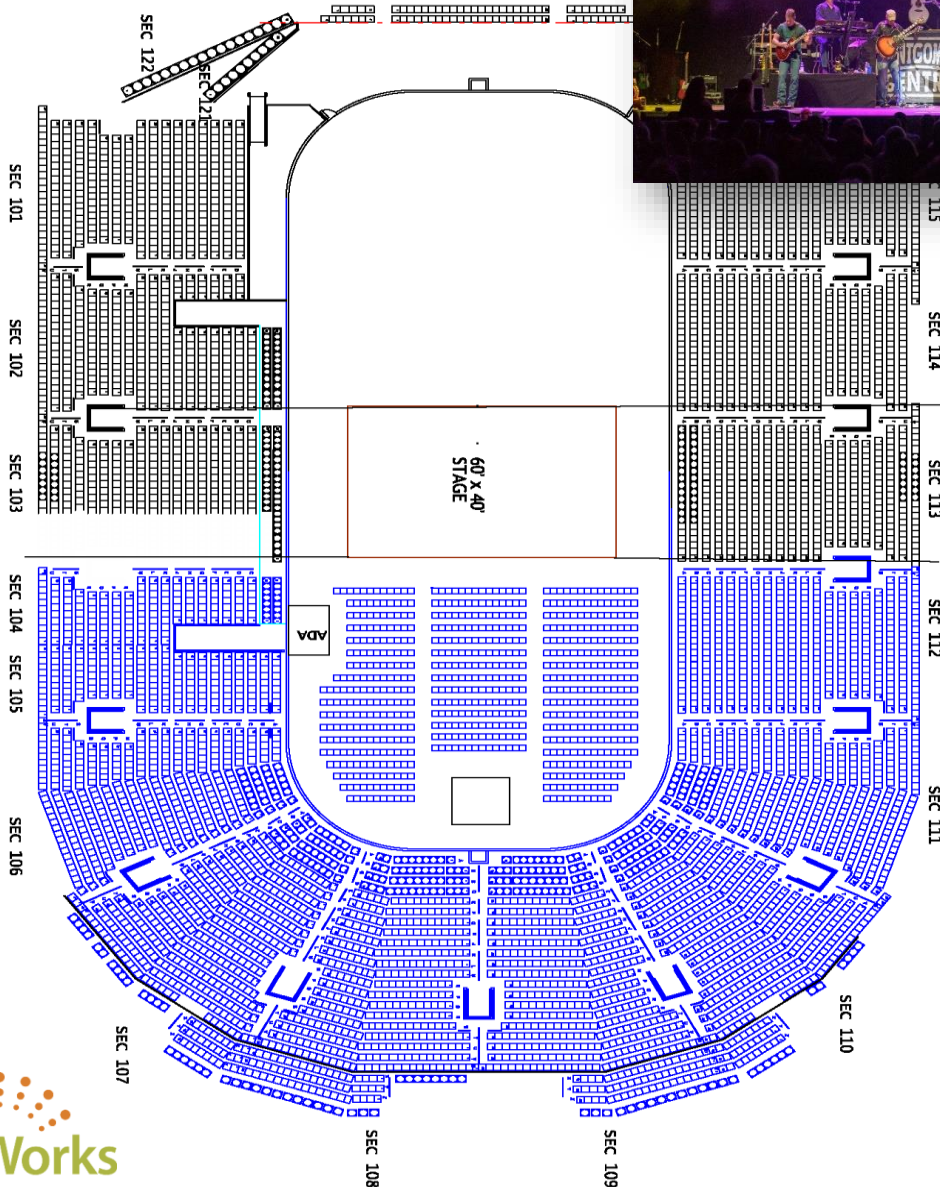
# Facility Specifications:

## Seating – Half House

Floor: 654  
Bowl: 3333  
TOTAL: 3987

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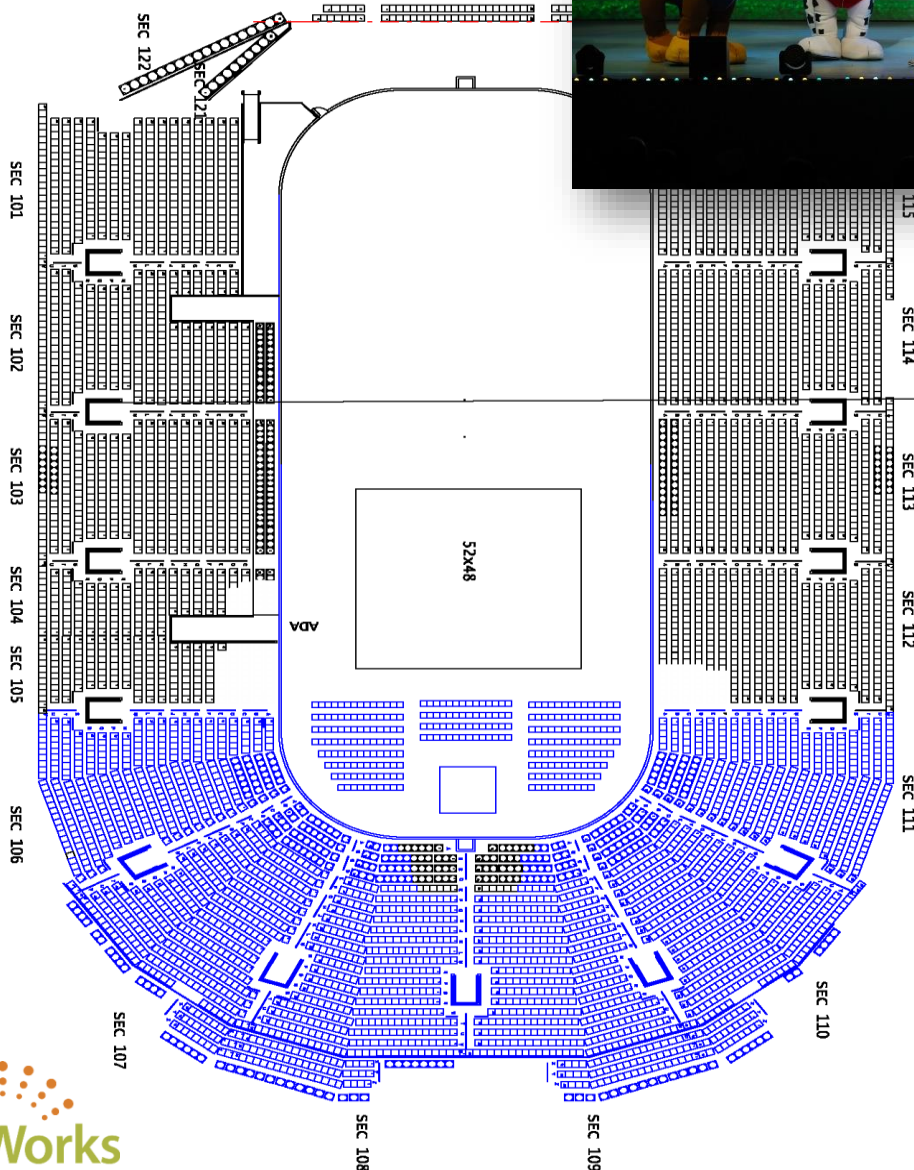


# Facility Specifications:

## Seating – Theater

Floor: 260  
Bowl: 2610  
TOTAL: 2870

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**VenuWorks**

# Production & Operations

## Arena Floor – Performance Area



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Floor Length (with dasher boards):	200' (17,000 sq. ft)
Floor Length (without dasher boards):	222' (18,870 sq. ft)
Floor Width	85'
Dashers Removable?	Yes
Field Protection:	Pro Deck

### Overhead Door (exterior)

Width	14'
Height	15'

### Overhead Door (interior)

Width	14'
Height	14'6"

The loading dock area contains two (2) loading docks with levelers and one (1) over head drive-in door. The exterior drive in door is approximately 65' from the dock to the main floor.

### Power

Stage Right:	800A Square D Switch Panel 600amp, 200amp with cam-lock tie-in points
Stage Left:	800A Square D Switch Panel 400amp, 200amp with cam-lock tie-in points Two (2) 30amp twist locks
Shore Power:	Two (2) 50amp (NEMA 14-50) Two (2) 20amp (4 standard outlets)

### Lighting Services

House Lights:	1000-watt fluorescent instant on and off (over seating sections)
Sport Lights:	1000-watt metal halide <i>**20 minute cool down</i>
Spot Lights:	Four (4) Lycian 3k follow spots <i>**House is wired for up to 14 spots</i>

### Rigging (Grid Pattern)

Rig Area:	170' x 100' <i>**Rigging is split into three loading areas (West, Central, East)</i> <i>**Rigging steel is on approximate 12' centers with the main trusses being spaced on 40' and 24' centers.</i>
Capacity:	90,000 lbs per loading area
Obstructions :	Hockey netting (removable), Speakers (non-removable)



# Production & Operations

## *Back of House*



### **Stage Decks & Crowd Control Barricade**

The Arena has staging to accommodate nearly any type of act. We currently stock ninety-three (93) 4' x 8' decks for 2,976 total square feet. The decking can be assembled in several configurations. Additionally, we have access to eighty-four (84) feet of crowd control barricade.

### **Dressing & Locker Rooms**

- One (1) production office (no restroom)
- Two (2) small star dressing rooms (with private bathroom)
- Four (4) locker rooms (with restrooms & showers)



### **Dressing Room Furniture**

Dressing room furniture must be ordered ahead of the event. Grossinger Motors Arena does have a limited number of couches, end tables and lamps on hand, however anything specific must be requested in the event rider prior to arrival.

### **Production Areas**

The primary sound control room is located on the suite level with the video and ribbon board control point located on the event level of the Arena. Communication can be accomplished via a combination of building two-way radios, wired and wireless clear communication systems.

### **Press Areas**

All press rooms are located on the North side of the building on the suite level which include one (1) press room, one (1) home radio broadcast room and one (1) away radio broadcast room.

### **Event Runners & Vehicles**

Grossinger Motors Arena maintains a database of local and dependable event runners. We also have several rental car relationships in the local market to assist with production as needed. These requests must be submitted ahead of the event.

**\*\*Note\*\*** *Grossinger Motors Arena is a union house, home to I.A.T.S.E Local 193 Stagehands.*

# Production & Operations

## *Front of House*



### **Entrances**

Grossinger Motors Arena has a total of eleven (11) points of ingress. A VIP entrance that accesses both the main concourse and suite level by elevator, an entrance at our box office and nine (9) direct from street level to the concourse.

### **Magnetometers**

For security and safety purposes, everyone who enters the Arena through our public ingress points must be properly screened utilizing magnetometers, hand wands and bag checks. We have 13 magnetometer units that are portable and can be moved depending on the ingress plan.

### **ADA Entrance(s)**

Those guests requiring ADA consideration can access the main level concourse and the suite level through our VIP entrance elevator. For floor seating, patrons may enter through our designated ADA entrance located on the southeast side of the Arena.

### **Merchandising**

Grossinger Motors Arena has a dedicated area along the North Concourse Level for concert and family event merchandise sales. We can also set up portable stands in several locations throughout the building and we have the ability to provide sales staff if required.

### **Concessions**

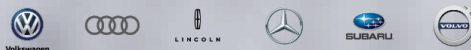
Concessions are operated in-house by our concessions staff. In addition to a full-service restaurant, we have six (6) permanent concession stands on the concourse level and one (1) on the suite level servicing our "Party Deck". To accommodate for various concession plans, we own 8 portable stands of varying sizes, many of which can be placed on the performance floor and Party Deck.

# Seating & Hospitality



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## Seating Options



### Reserved Seating (Concourse Level)

The Arena's main seating level is divided into fourteen (14) individual sections with thirteen (13) concourse-direct access vomitories. All sections are clearly marked on the concourse level with wayfinding signage and is well staffed by experienced and professional event staff.

### Party Suites

Grossinger Motors Arena has two (2) 50 person party suites that can be broken into four (4) 25 person spaces. The suite level has access to private restrooms, full catering and is managed by several attendants during the events.



### Party Deck

The party deck is an open space of approximately 1,300 square feet that is great for break out space, corporate functions and VIP activities. In addition, it has 42 reserved high-top seats situated against a bar and is one of the best seats in the house for any event.



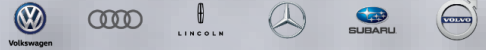
### Private Suites

The suite level includes 24 individual suites that can accommodate up to 18 people. Amenities include seating for 14 people in extra-wide theater style seats, social area with a pub table and concierge catering services.



# Event Services

## *House Policies & Regulations*



### **Disabled Guests**

Grossinger Motors Arena is ADA compliant for accessibility including restrooms, parking, drop off lanes and service counters. Accessible seating is located throughout the Arena. Accessible seating may be purchased by calling the Box Office directly at 309-434-2679.

Parking is available in the arena parking garage on the corner of Olive and Lee streets.

Seating areas are located on the party deck on Level 3. Access to building is available through the VIP Entrance or the main entrance at Madison street.

For special accommodations, call (309) 434-2679.



### **Prohibited Items**

The following items are prohibited entry into the Arena:

- Helium balloons
- Weapons (of any kind)
- Cans and / or bottles
- Outside food and beverages
- Coolers
- Pets (excluding service animals)
- Laser pens / pointers
- Artificial noisemakers (including air horns)
- Sticks or poles (including flag or sign poles)
- Chains
- Confetti, silly string, glitter and stickers
- Purses, belt bags, backpacks or briefcases (subject to approval only after inspection)
- No cameras, audio or video equipment unless approved by Grossinger Motors Arena Management

*Grossinger Motors Arena Management reserves the right to prohibit other items as deemed necessary.*

# Event Services

## *House Policies & Regulations*



### **Cameras and Recording Devices**

Information regarding the camera policy is determined by show personnel and will vary from event to event. However, for most events small digital cameras are permissible. Cameras with a professional lens will not be permitted (any type of detachable lens is considered professional).

### **First Aid Station**

The First Aid station is located behind Section 106 on the main concourse. Trained medical personnel are on staff for every event at Grossinger Motors Arena.

### **Outside Food & Beverages**

Absolutely no outside food and beverages are to be allowed inside the Arena.

### **Fan Conduct**

Grossinger Motors Arena is committed to exceeding the expectations of every guest by delivering the best sports and entertainment experience with quality guest service and exceptional value at a world-class venue. Creating a safe, comfortable and enjoyable experience for all guests, Grossinger Motors Arena is committed to providing an environment free from the following:

- Abusive or foul language and obscene gestures directed towards other guests, arena employees, players, coaches and officials.
- Clothing containing offensive language or indecent graphics.
- Intoxicated or drug-impaired guests.
- Banners or signs that obstruct the view of guests, obscure advertising or impede the operation of Grossinger Motors Arena, contain objectionable subject matter or are commercial in nature. Grossinger Motors Arena reserves the right to remove any banner at any time.
- Smoking or vaping, except in designated areas located outside of the building.
- Thrown objects, either within the seating section or onto the performance area.
- Prohibited entry items such as containers, food & beverage, airhorns, weapons, laser pointers, balloons, large bags and backpacks.
- Guests entering or attempting to enter restricted areas without proper authorization or credentials.
- Guests who are disruptive to the event presentation, performance or game.
- Guests encountering difficulties and concerns are urged to contact the Grossinger Motors Arena Guest Service Staff immediately.
- Guests not abiding by this Guest Code of Conduct are subject to ejection from the Arena and, in some cases, subject to criminal prosecution.

# Event Services

## *House Policies and Regulations*



### **Guest Drop-Off Area**

Absolutely NO guest shall be dropped off on Madison Street. Guests with disabilities may be dropped off near the Front street entrance or in the Roosevelt Street circle drive, closest to the arena parking garage.

### **Lost & Found**

All items that may have been left behind during an event are recorded and kept in the Grossinger Motors Arena Administration Office for 30 days. Items can be claimed during regular office hours, Monday through Friday, 9:00am – 5:00pm. 309-434-2843

### **Re-Entry Policy**

Grossinger Motors Arena has a NO Re-Entry policy. Once you leave the facility during an event, you may not return under any circumstances. Exceptions are only made in case of emergencies.

### **Smoking Policy**

Grossinger Motors Arena is a smoke-free facility. According to Illinois State Law, no smoking or vaping is to be permitted within fifteen (15) feet from a public entrance. The designated smoking area is located outside behind Section 106 on the concourse level.





# Marketing

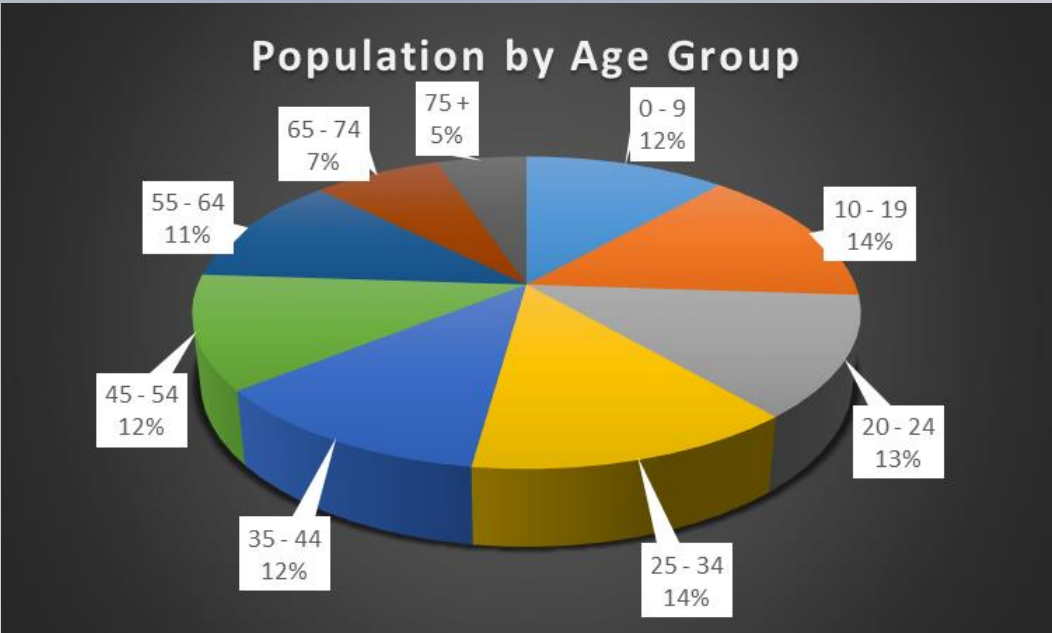
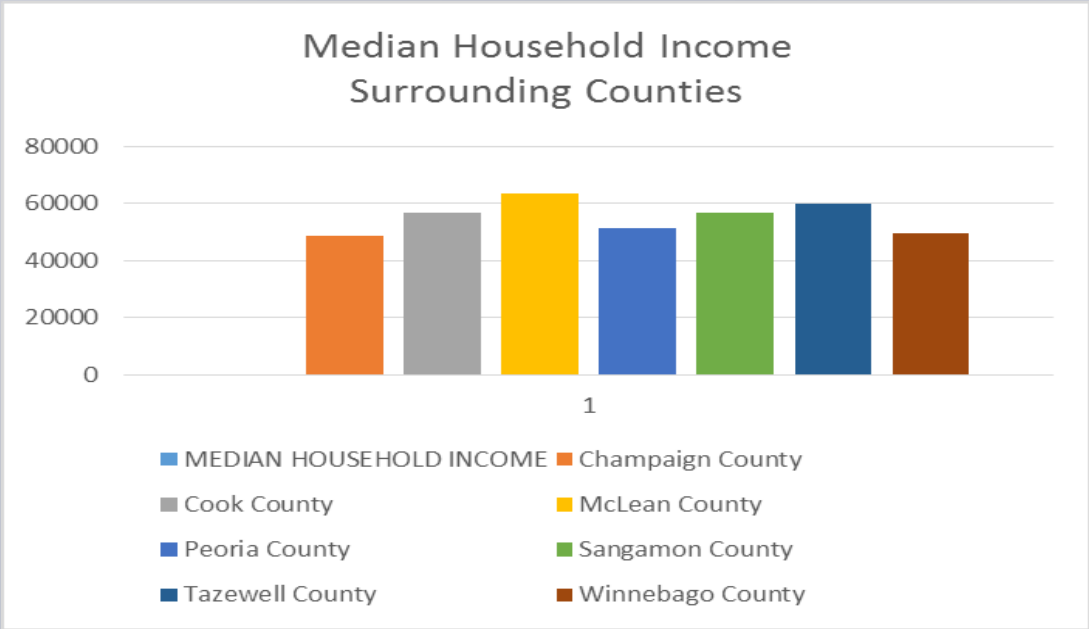
## Key Demographics



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Bloomington – Normal resides in McLean County

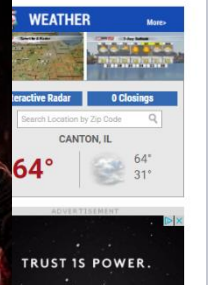
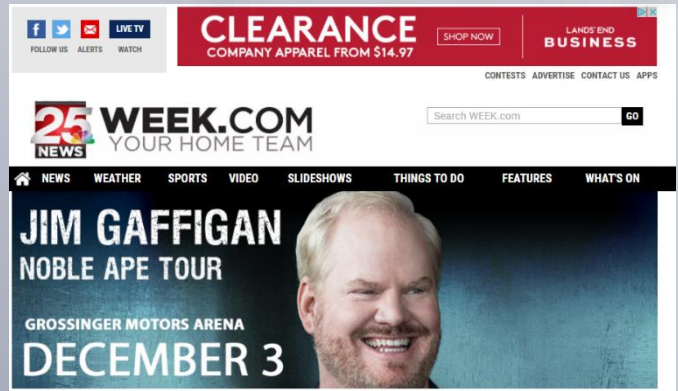


# Marketing

## Ad Buys & Placement

The Arena staff, show promoters, event directors, and tenants spend on average \$400K per year in television, radio, social media impressions, web site ads, billboards, tourism ads and newspaper advertising placements throughout Illinois promoting shows and events.

Grossinger Motors Arena's in-house marketing department can assist in the marketing efforts for all different types of events. Our personal relationships and in-market experience will meet all of your marketing, advertising and public relations needs.



### Public Relations

- Extensive media database in local community and expanding markets
- Press release distribution
- Local tie-in event management
- Assist with on-air interviews

### Marketing / Advertising

- All Access newsletter database
- Club member database
- Local digital billboards throughout community
- Social media networking sites
- In-arena promotions



# Bloomington – Normal is Growing!



The Twin Cities consists of Bloomington *and* Normal housing over 150,000 in a 20-mile radius. It is the corporate headquarters for both State Farm Insurance and Country Financial. In addition, we have Illinois State University and Illinois Wesleyan University for a total of over 35,000 students in town during the school year.



Bloomington is the county seat of McLean County which is Illinois' largest county at approximately 762,240 acres. Interstates 39, 55 and 74 converge on Bloomington – Normal as well as US Route 51 and State Route 9. McLean County is the fastest growing county in Illinois and has the lowest unemployment rate in the state.

The city of Bloomington is located in the heart of Central Illinois, approximately 125 miles southwest of Chicago, 66 miles northeast of Springfield, our state capital. We are also 162 miles northeast of St. Louis and 173 miles west of Indianapolis.

The Twin Cities are serviced by four major railroad lines and AMTRAK, as well as air transportation via the Central Illinois Regional Airport. This airport services commuter, corporate and private aircraft and is one of the fastest growing airports in the county. American Airlines, Delta, Frontier and Allegiant provide service.

Bloomington – Normal is located in one of the most productive agricultural areas in the nation, however the economy is diverse and well-balanced. In addition to the major manufacturers and industries, there are our two universities, three hospitals, two indoor malls, an outdoor mall and many banks and Savings & Loan Associations in Bloomington – Normal.

Bloomington – Normal has an active and dynamic Convention and Visitors Bureau, Visit BN. We work hand in hand with the CVB to not only offer our facility, but to help draw major acts and events to Bloomington – Normal each year.





# VisitBN

Bloomington – Normal Area  
Convention & Visitors Bureau

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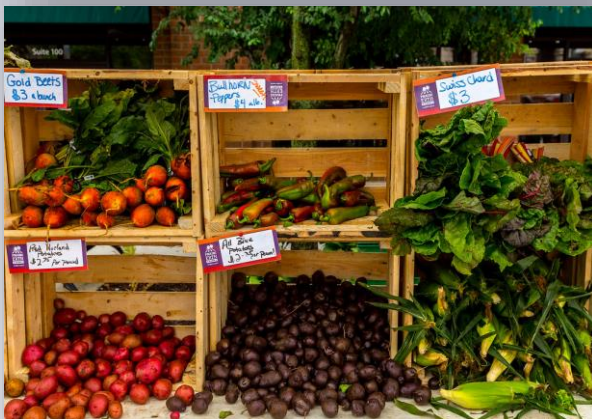


## Plan a meeting in BN

BN is ideal for meetings and conventions. Located at the interchanges of Interstates 55, 74 and 39, (only two hours from Chicago & St. Louis) we are the destination for maximum attendance in the state of Illinois. VisitBN can help coordinate the details of your next meeting from site selection to post-convention follow up.

## Plan a sporting event in BN

BN is a world-class sporting event destination. The area has hosted numerous successful international, national and regional tournaments and sporting events. Teams love the convenience of BN's central location. The outstanding range of sporting facilities include stadiums, Grossinger Motors Arena, sport complexes and parks and recreation grounds. The Bloomington – Normal Area Sports Commission can help plan any sporting event.



## Award-winning BN

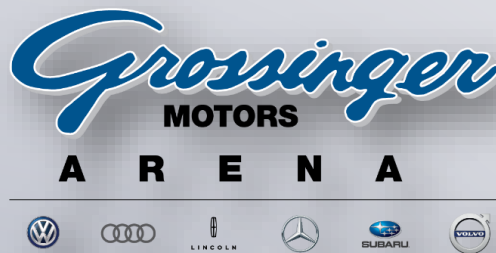
BN's quality of life, attractions and events are consistently regarded as among the best in the nation.

- Huffington Post named Bloomington one of the "11 Amazing Cities You've Never Thought to Live In, But Should".
- The Town of Normal has been ranked #3 on the list of Best Small College Towns in America by College Values Online.
- Grossinger Motors Arena was ranked among the top venues in the Midwest by Venues Today.
- As other municipalities face challenges in the wake of the recession, Bloomington stands among the country's fastest-growing cities.

# Staff Directory

## *Administrative Offices*

Grossinger Motors Arena  
 101 S Madison Street  
 Bloomington, IL 61701  
 Phone: 309.434.2843      Fax: 309.434.2679  
[www.grossingermotorsarena.com](http://www.grossingermotorsarena.com)



Title	Name	Email	Phone
Executive Director	Lynn Cannon	<a href="mailto:lcannon@grossingermotorsarena.com">lcannon@grossingermotorsarena.com</a>	309.434.2661
Finance & Human Resources Director	Pat Ahlers	<a href="mailto:pahlers@grossingermotorsarena.com">pahlers@grossingermotorsarena.com</a>	309.434.2683
Ticket Office Manager	Nikki Dalbey	<a href="mailto:ndalbey@grossingermotorsarena.com">ndalbey@grossingermotorsarena.com</a>	309.434.2921
Operations Manager	Rory Mushlin	<a href="mailto:rmushlin@grossingermotorsarena.com">rmushlin@grossingermotorsarena.com</a>	309.434.2665
Sales Manager	Matt Moran	<a href="mailto:mmoran@grossingermotorsarena.com">mmoran@grossingermotorsarena.com</a>	309.434.2691
Event Manager	Cassie Peterson	<a href="mailto:cpeterson@grossingermotorsarena.com">cpeterson@grossingermotorsarena.com</a>	309.434.2953
Concessions Manager	Flavia Myers	<a href="mailto:fmyers@grossingermotorsarena.com">fmyers@grossingermotorsarena.com</a>	309.434.2668
Chef	Don Owens	<a href="mailto:dowens@grossingermotorsarena.com">dowens@grossingermotorsarena.com</a>	309.434.2915