

# Grossinger Motors Arena PROMOTER GUIDE

2025-2026



**Grossinger**  
MOTORS  
A R E N A

[grossingermotorsarena.com](http://grossingermotorsarena.com)

101 S Madison St, Bloomington, IL 61701

# Table of Contents

Arena Overview.....	3
Capacities & Digital Boards.....	4
Ticketing & Box Office.....	5
Arena Floor Plans.....	6-9
Performance Area Specifics.....	10
Back of House Operations.....	11
Front of House Operations.....	12
Seating & Hospitality.....	13
Event Services & Policies.....	14-16
Marketing.....	17
Administrative Office Contact Information.....	18



# Welcome To Bloomington

Since 2006 over 3,000,000 people have attended our wide range of events. Concerts, ice shows, trade shows, motor sports, graduation ceremonies, Illinois High School Association regional and state tournaments, Chicago Cubs and St. Louis Cardinals caravans, private meetings, wedding receptions, and more. The Arena offers something for everyone. Nestled in the heart of Central Illinois, Bloomington is a vibrant, growing community.

## Location

Bloomington is centrally located between Chicago, St. Louis, and Indianapolis

## Market Size

Bloomington-Normal: 170k+

Peoria: 400k+

Champaign: 236k+

## Primary Demographics

Median Age of 36

Median Household Income of \$75,449

## Top Selling Shows

- REO Speedwagon: \$370,045.50  
4503 Tickets, Nov. 9, 2024
- Lauren Daigle: \$377,050  
5861 Tickets, Oct. 28, 2021
- Chris Stapleton: \$424,277  
7660 Tickets, Apr. 29, 2017
- Kenny Chesney: \$539,793.60  
7556 Tickets, Sep. 17, 2009



# Facility Specifications

The Arena offers a variety of recreation and entertainment activities. A full list of venues, events, and information can be found at Bloomington-Normal Area Convention and Visitors Bureau website [www.visitbn.org](http://www.visitbn.org). Central Illinois Regional Airport hosts flights around the country and across the globe.

## Seating Capacity

7,370 full house with pit

## Opened

April 2006

## Ticketing

Ticketmaster

## 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

19' x 15' outdoor marquee

5' x 4' outdoor digital board



# Facility Specifications

## Ticketing & Box Office

### Box Office Information

Location: 600 N East Street, Bloomington, IL 61701

Open: Tue-Fri 10:00AM-4:00PM

Information Line: (309)-434-2777

Payment: Visa, Mastercard, Discover, and Cash. Checks not accepted.

The Box Office is NOT a ticket outlet and only sells tickets to events that are held in this facility.

### Box Office Policies

All policies are subject to change without notice.

All guests age 2 and over must have a ticket. Children under the age of 2 must sit on a lap.

Bloomington 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.



# Facility Specifications

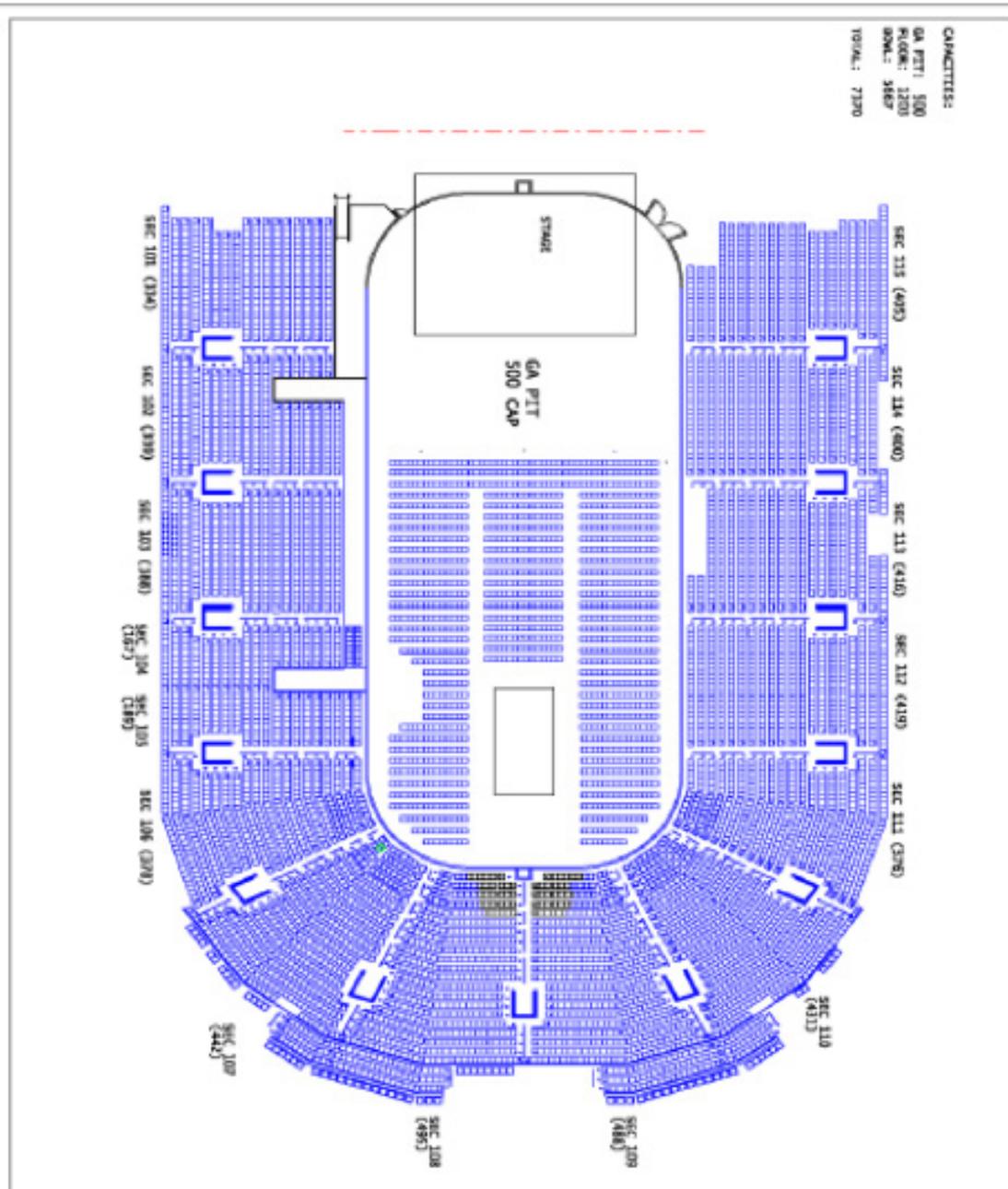
Seating- Full House with Pit

GA Pit: 500

Floor: 1203

Bowl: 5667

TOTAL: 7370



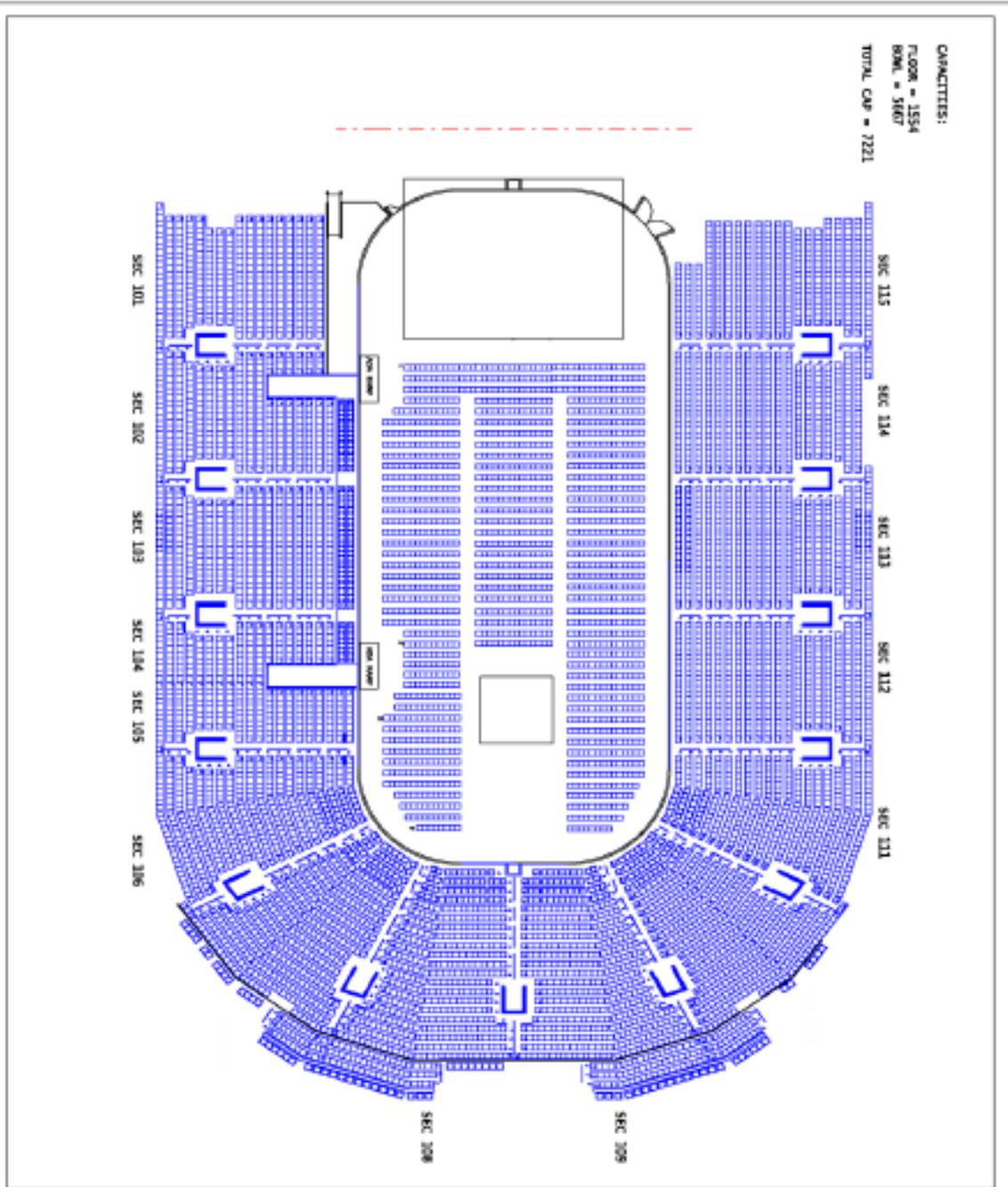
# Facility Specifications

Seating- Full House

Floor: 1554

Bowl: 5667

TOTAL: 7221



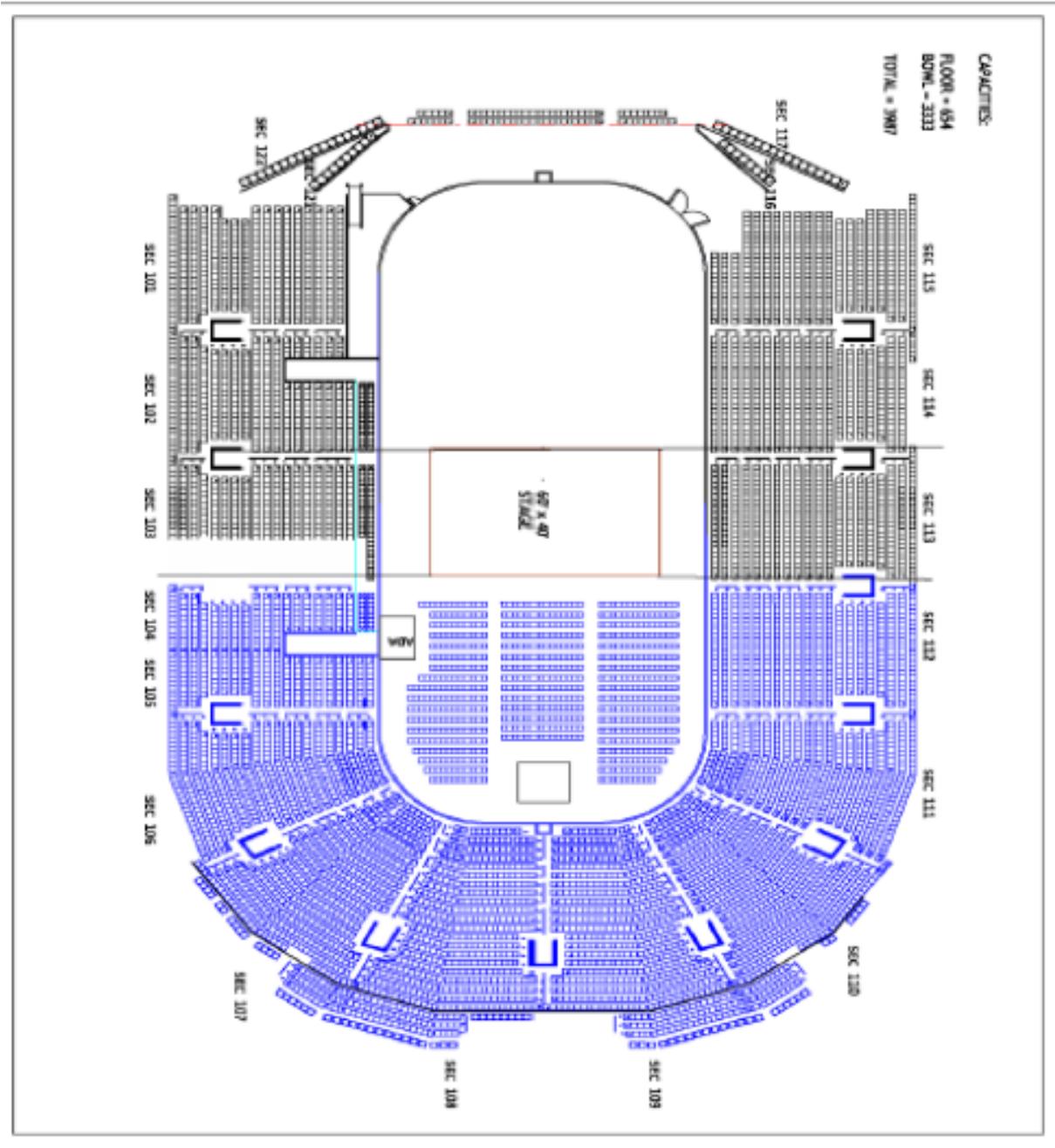
# Facility Specifications

Seating- Half House

Floor: 654

Bowl: 3333

TOTAL: 3967



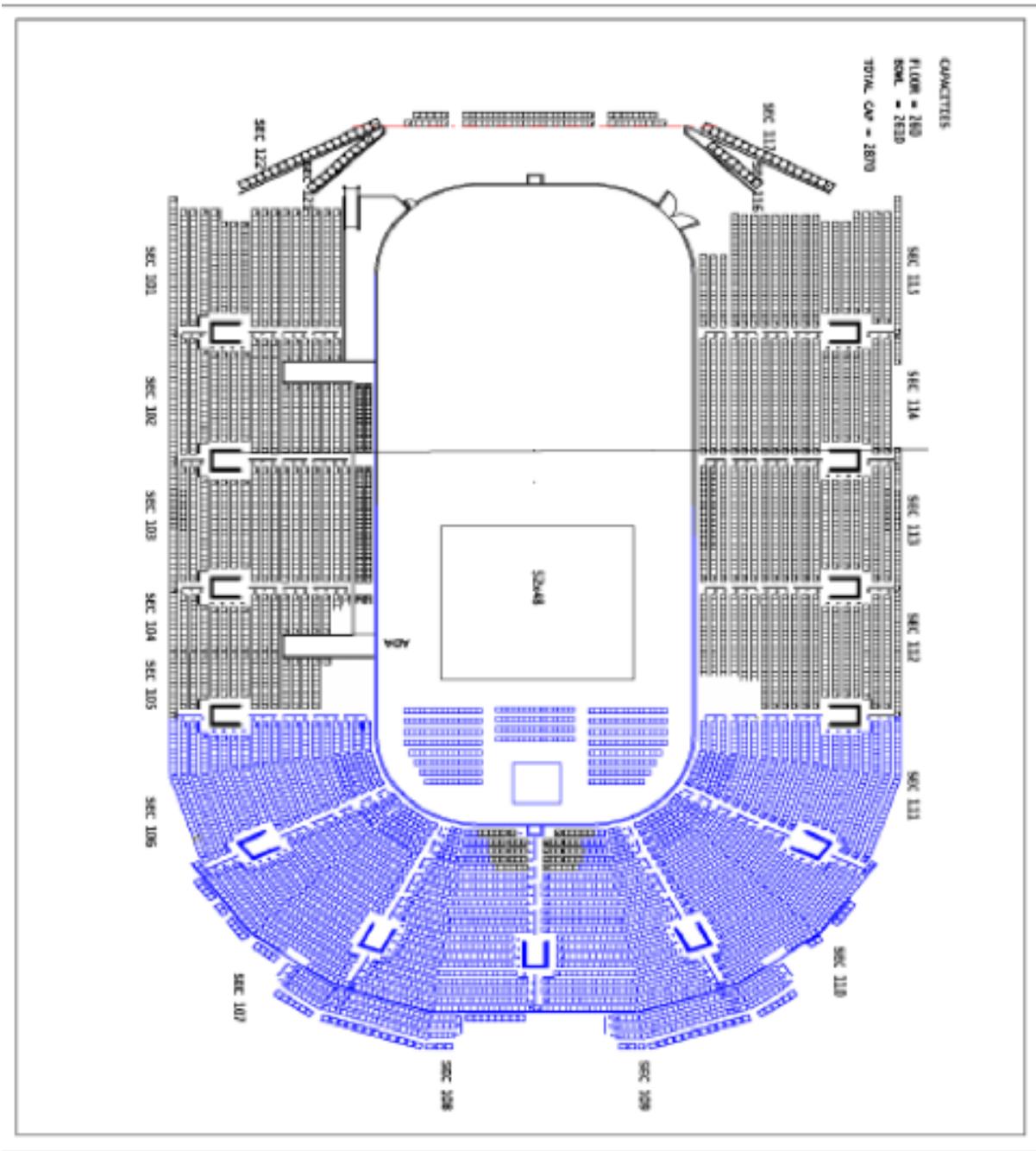
# Facility Specifications

Seating- Theater

Floor: 260

Bowl: 2610

TOTAL: 2870



# Production & Operations

Arena Floor- Performance Area

Floor Length (w/Dasher Boards): 200' (17,000 sq. ft.)

Floor Length (w/o Dasher Boards): 222' (18,870 sq. ft.)

Floor Width: 85'

Field Protection- Pro Deck

## Overhead Door    Overhead Door (interior)

Width: 14'

Width: 14'

Height: 15'

Height: 14.6'

## Power

Stage Right:            800 A Square D Switch Panel  
400amp, 200amp w/cam-lock tie in points

Stage Left:            800 A Square D Switch Panel  
400amp, 200amp w/cam-lock tie in points

Shore Power:            Two (2) 30amp twist locks  
Two (2) 50amp (NEMA 14-50)  
Two (2) 20amp (4 standard outlets)

## Lighting Services

House Lights:            1000-watt Fluorescent instant on/off  
(over seating sections)

Sport Lights:            1000-watt Metal Halide  
\*20 minute cooldown

Spot Lights:            Five (5) Lycian 3k follow spots  
\*House is wired for up to 14 spots

## Rigging (Grid Pattern)

Rig Area:                170'x100'  
\*Split into three loading areas (West, Central, East)  
\*Rigging steel is on approximate 12' centers with the main  
trusses being spaced on 40' and 24' centers

Capacity:                90,000 lbs per loading area

Obstructions:            Hockey netting (removable)  
Speakers (not removable)

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

# Production & Operations

## Back of House

### Stage Decks & Crowd Control Barricade

The Arena has staging to accommodate any type of act. We currently stock one hundred one (101) 4' x8' decks for 3,232 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. Bloomington Arena has a limited number of couches, end tables and lamps on hand, but anything specific music be requested in the event rider prior to arrival.

### Production Areas

The primary sound control room is located on the suite level while 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 suite level which include one press room, one home radio broadcast room, and one away radio broadcast room.

### Event Rummors & Vehicles

The 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.

# Production & Operations

## Front of House

### Entrances

The 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 ADS 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

The 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 are able 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) 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 in the performance floor and Party Deck.

# Seating & Hospitality

## Front of House

### 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

The Arena has two (2) fifty (50) person party suites that can be broken into four (4) twenty five (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

## Front of House

### Disabled Guests

The Arena is ADA compliant for accessibility including restrooms, parking, drop off lanes, and service counters. ADA seating is provided on all levels based upon the setuo and configuration of the event.

Access to the building is provided at all patron entrances including Front St, Madison St, and the VIP entrance.

Any questions or request of special accommodations, please contact the ticket box office. (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 airhorns)
- Sticks or poles (including flag or sign poles)
- Chains
- Confetti, silly string, glitter, and stickers
- Purses, belt bags, backpacks, or briefcases (subject to approval after inspection)
- No cameras, audio, or video equipment unless approved by management

\*The Arena management reserves the right to prohibit other items as deemed necessary

# Event Services

## House Policies & Regulations

### Cameras 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 location behind Section 106 on the main concourse. Trained medical personnel are on staff for every event at Bloomington Arena.

### Outside Food & Beverages

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

### Fan Conduct

The Arena is committed to exceeding the expectations by delivering the best entertainment experience with quality guest service.



# Event Services

## House Policies & Regulations

### Guest Drop-Off Area

NO guests 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 left behind items during an event are recorded and kept in the Arena Administration Office for 30 days. Items can be claimed during regular office hours or contact (309) 434-2843

### Re-Entry Policy

The Arena has NO Re-Entry policy. If a guest leaves during an event, they may not return under any circumstance except in the case of an emergency.

### Smoking Policy

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



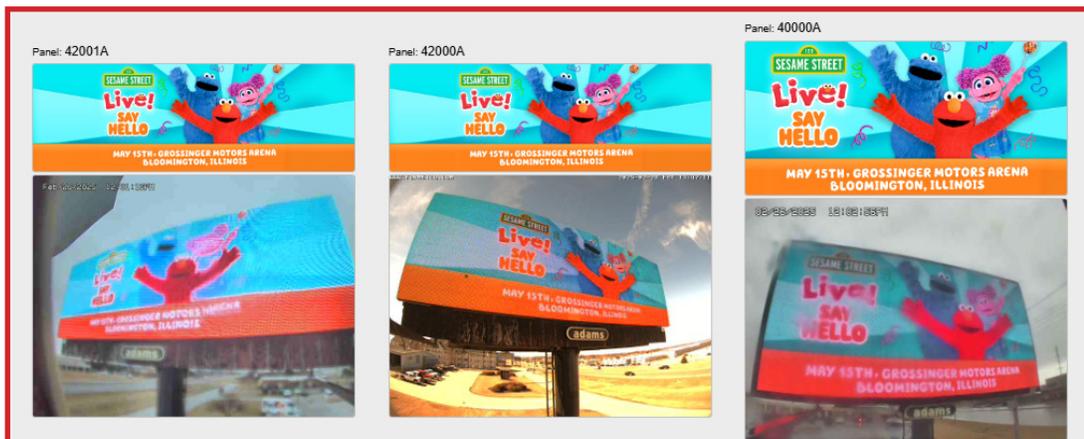
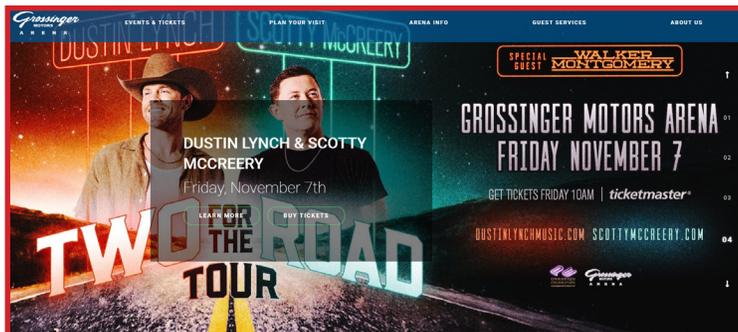
# Marketing

## Ad Buys & Placement

The Arena's in-house marketing department, in partnership with promoters, spends over \$300k per year across various media to drive successful campaigns for events. The marketing team is also able to utilize and leverage local relationships in order to meet all of your marketing and PR needs.

## Organic Marketing:

- Email database of 42,000 subscribers
- Strong social media presence with 48,000 followers
- In-Arena promotions with Arena tenants
- Strong partnerships with local press
- Digital Marquees and other signage
- Website with 111,000 annual visits



# Let's Work Together

Confirm Your Date Today!

## Administrative Office Contact Information

101 S. Madison St.  
Bloomington, IL 61704

(309) 434-2843

