

# ASHWAUBENON

## 2025 NFL Draft Update



PRESENTED BY





 **2025 NFL Draft** Check out the latest information regarding the 2025 NFL Draft!

# The Village of Ashwaubenon



Online Payments



Employment Opportunities



Agendas & Minutes

## VILLAGE RESOURCES

- For Ashwaubenon Residents
- For Ashwaubenon Businesses
- Visitor Information

Village Spotlight

[ashwaubenon.gov/2025-nfl-draft](https://ashwaubenon.gov/2025-nfl-draft)



# NFL OnePass

- One stop for all news & updates regarding the NFL Draft.
- Adults are required to register but can register up to five children to get into the event.
- For fans without a smartphone, registration on site via NFL Fan Services is also permitted.
- Registration does not guarantee entry, Admission is on a first come, first serve basis.

1



**DOWNLOAD**  
the official NFL  
OnePass mobile  
app

*If you have a  
previous version,  
please be sure to  
update your app.*

**NFL.com/DraftAccess**





GREEN BAY  
WISCONSIN

# DISCOVER GREEN BAY

- 2025 Draft FAQs
- Trip Planning Resources
- Visitor Information

[greenbay.com/draft25/](https://greenbay.com/draft25/)





PRESENTED BY

**BUD LIGHT**





# 2025 NFL DRAFT

The NFL Draft will take place around iconic Lambeau Field and Titletown on **April 24-26, 2025.**

**Estimated statewide economic impact of \$94 million.** *Six times the impact of one home game at Lambeau Field.*

**Estimated fan attendance is 240,000** for the three days of the draft.



PRESENTED BY







PRESENTED BY





# NFL DRAFT OVERVIEW

## Three-Day Event:

- Thursday – 1<sup>st</sup> Round (Highest attendance)
- Friday – 2<sup>nd</sup> & 3<sup>rd</sup> Rounds
- Saturday – 4<sup>th</sup> thru 7<sup>th</sup> Rounds (Highest family attendance)

## Draft Campus Areas:

- Draft Theatre
- NFL Experience

## Free Entry – Registration on NFL OnePass

- Capacity Limited by NFL Security
- High Security Requirements







PRESENTED BY





# NFL DRAFT THEATRE

## Temporary Stage:

- Large footprint (Resch Center size)
- Four (4) week buildout w/ 2-week removal
- VIP areas, ADA areas, General Admission

## Television Production:

- National Media
- Made-for-TV production

## Support Areas:

- Prospect Room
- Green Room
- Back-of-Stage production/support areas







PRESENTED BY





# NFL DRAFT 2025

## GREEN BAY PACKERS

ROUND 1  
PICK 23  
ON THE CLOCK  
9:20

UP NEXT  
24 - MIN  
25 - HOU  
26 - LAR  
27 - BAL  
28 - DET  
29 - WAS

PACKERS ON THE CLOCK  
'29  
'36  
'39  
'44

PACKERS ON THE CLOCK  
'62  
'67  
'96  
'10

GO O PACK

GO O PACK

GO O

PACK

NFL GREEN BAY DRAFT



PRESENTED BY

**BUD LIGHT**





# NFL DRAFT PRODUCTION OVERVIEW

Thursday, April 24

## ROUND 1

Gates Open: **12:00 PM**  
Draft Experience: **12:00 PM**  
NFL Network Pregame: **3:00PM**  
NFL Live: **3:00 PM**  
ABC College Gameday: **4:00 PM**  
Draft Theater: **7:00 PM**  
Draft Close: **10:00 PM**



**ESPN**

7:00 PM – 10:00 PM 7:00 PM – 10:00 PM



**NETWORK**

7:00 PM – 10:00 PM

Friday, April 25

## ROUND 2 & 3

Gates Open: **12:00 PM**  
Draft Experience: **12:00 PM**  
NFL Network Pregame: **3:00PM**  
NFL Live: **3:00 PM**  
ABC College Gameday: **4:00 PM**  
Draft Theater: **6:00 PM**  
Draft Close: **10:00 PM**



**ESPN**

6:00 PM – 10:00 PM 6:00 PM – 10:00 PM



**NETWORK**

6:00 PM – 10:00 PM

Saturday, April 26

## ROUND 4 - 7

NFL Network Pregame: **7:00AM**  
ABC College Gameday: **7:00 AM**  
NFL Live: **8:00 AM**  
Gates Open: **9:00 AM**  
Draft Experience: **9:00 AM**  
Draft Theater: **11:00 AM**  
Draft Close: **6:00 PM**



**ESPN**

11:00 AM – 6:00 PM 11:00 AM – 6:00 PM



**NETWORK**

11:00 AM – 6:00 PM

PRESENTED BY

**BUD LIGHT**

*\*All times in Central Standard Time*





DRAFT THEATRE

NFL EXPERIENCE



PRESENTED BY

BUD LIGHT







GENERAL ADMISSION

GENERAL ADMISSION



# DRAFT EXPERIENCE

## HOURS OF OPERATION:

Thursday, April 25: 12:00 PM—10:00 PM CST  
(will close prior to last pick in Round 1)

Friday, April 26: 12:00 PM –10:00 PM CST  
(will close prior to last pick in Round 3)

Saturday, April 27: 9:00 AM –6:00 PM CST

## PROGRAMMING:

- Interactive Games & Exhibits
- Lambeau Field Access
- NFL Sponsor Activations & Giveaways
- NFL Shop presented by Visa
- OnePass Prizing & Gamification
- Wisconsin Supper Club (*concessions*)
- 32 Club Representation
- NFL FLAG Clinics
- NFL Player & Legends' Autographs







# **SITE ACCESS TIMELINE** (subject to change)

## **KEY DATES:**

**Saturday, March 29th**

Load-In Begins

Phase 1 Road Closure Plan in Place

**Sunday, April 13th:** Phase 2 Road Closure Begins

**Monday, April 14th:** Experience Build Begins in Tiletown

**Saturday, April 19th:** Phase 3 Road Closure Begins

**Wednesday, April 23rd:** Event Day Closures Phased In

**Thursday, April 24th – Saturday, April 26<sup>th</sup> [EVENT DAYS]**

Full Phase 4 Closure Plan in Operation

**Sunday, April 27th:** Road Closure Plan reduces back to Phase 3 throughout the day

**Monday, April 28th – 30th:** Return to Phase 3 Plan in Operation

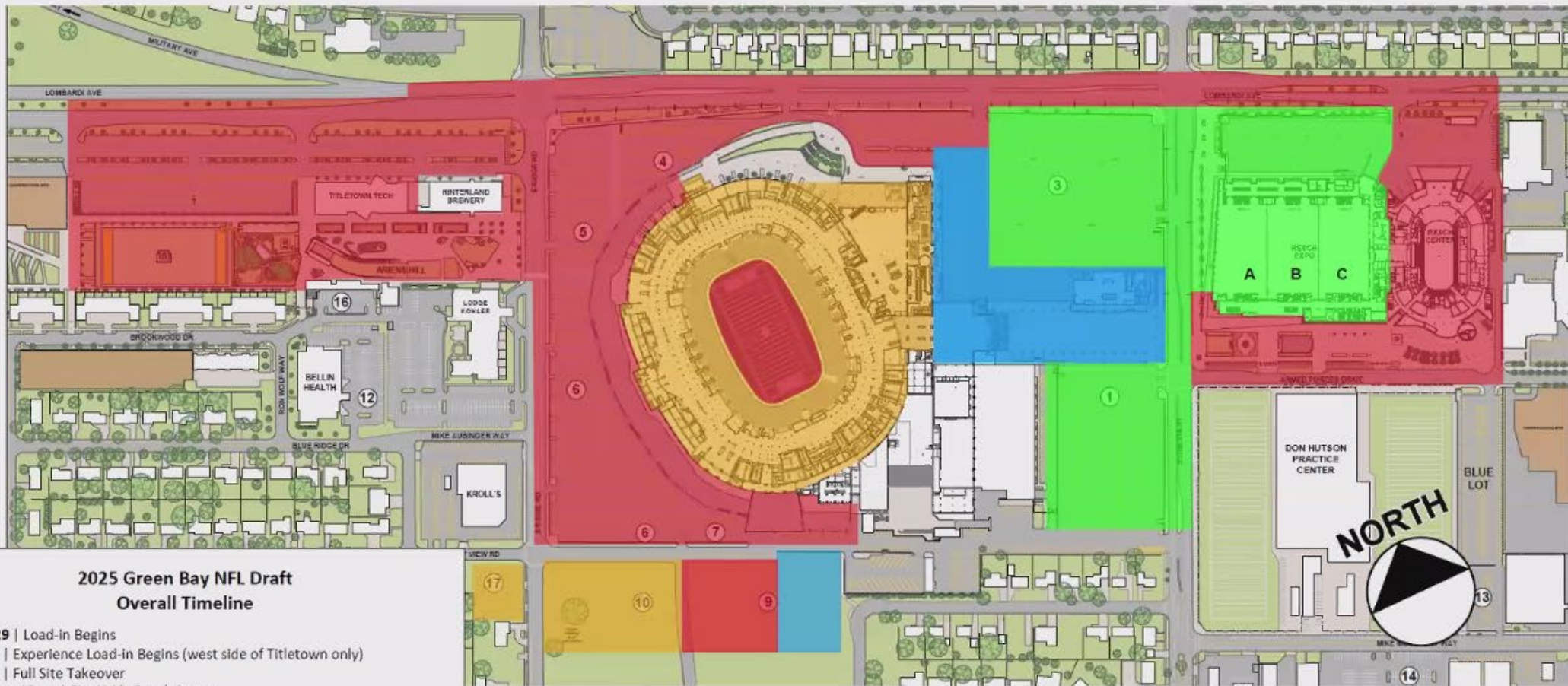
**April 31st:** Roads begin to open as cleared of event equipment

**May 6th**

Load-out Complete

All roadways open to regular traffic



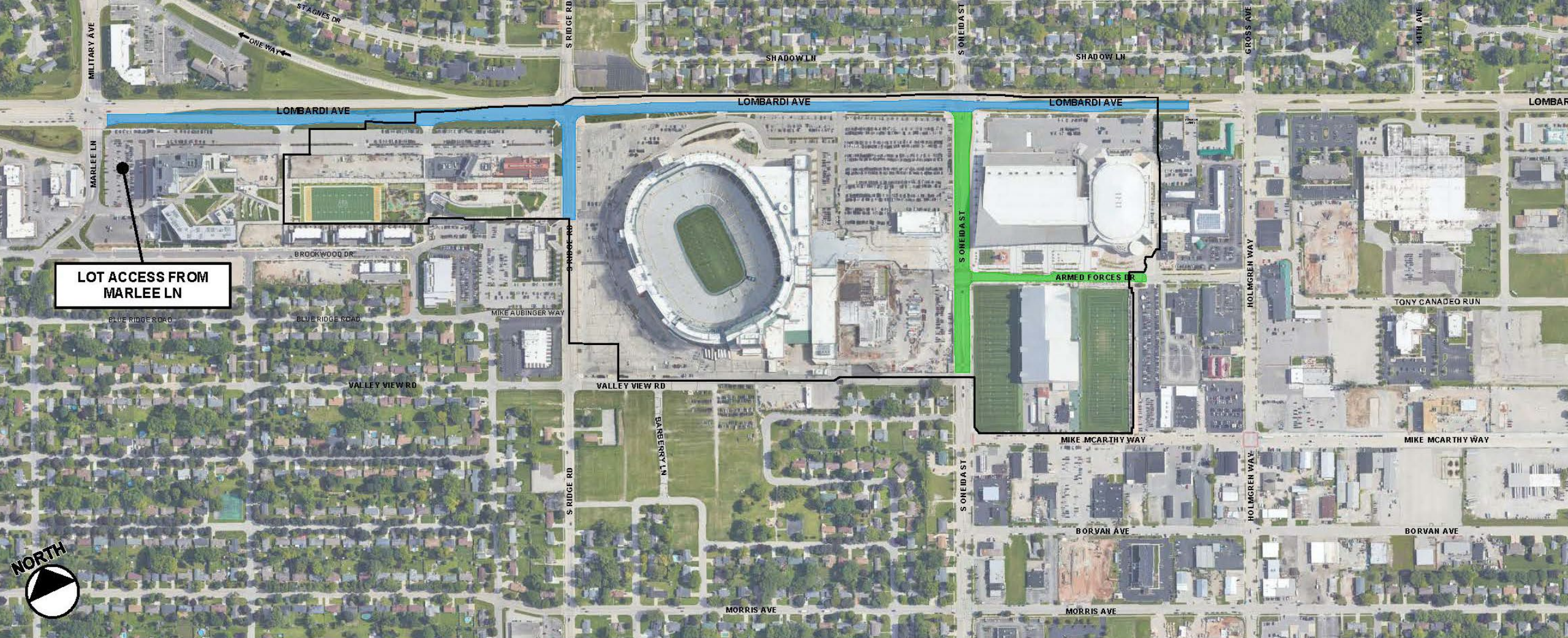


### 2025 Green Bay NFL Draft Overall Timeline

- March 29** | Load-in Begins
- April 18** | Experience Load-in Begins (west side of Titledtown only)
- April 21** | Full Site Takeover
- April 22 at 10pm** | Site Wide Bomb Sweep
- April 23 at 6am** | Site Lockdown and Mags Live at Staff Entries
- April 24** | **EVENT DAY 1**
- 10am | Vehicular access ends
  - 12pm | Gates open
  - 12am | Vehicular access begins (estimated based on show end time)
- April 25** | **EVENT DAY 2**
- 10am | Vehicular access ends
  - 12pm | Gates open
  - 12am | Vehicular access begins (estimated based on show end time)
- April 26** | **EVENT DAY 3**
- 8am | Vehicular access ends
  - 9am | Gates open
  - 7pm | Vehicular access begins (estimated based on show end time)

	S	M	T	W	T	F	S		S	M	T	W	T	F	S		S	M	T	W	T	F	S		
MAR	23	24	25	26	27	28	29		23	24	25	26	27	28	29		23	24	25	26	27	28	29		
	30	31	1	2	3	4	5		30	31	1	2	3	4	5		30	31	1	2	3	4	5		
	6	7	8	9	10	11	12		6	7	8	9	10	11	12		6	7	8	9	10	11	12		
APR 2025	13	14	15	16	17	18	19		13	14	15	16	17	18	19		13	14	15	16	17	18	19		
	20	21	22	23	24	25	26		20	21	22	23	24	25	26		20	21	22	23	24	25	26		
	27	28	29	30	1	2	3		27	28	29	30	1	2	3		27	28	29	30	1	2	3		
MAY	4	5	6	7	8	9	10		4	5	6	7	8	9	10		4	5	6	7	8	9	10		
Phase 1									Phase 2									Phase 3							
4-week build; 2-week strike									3-week build; 2-week strike									2-week build; 6-day strike							





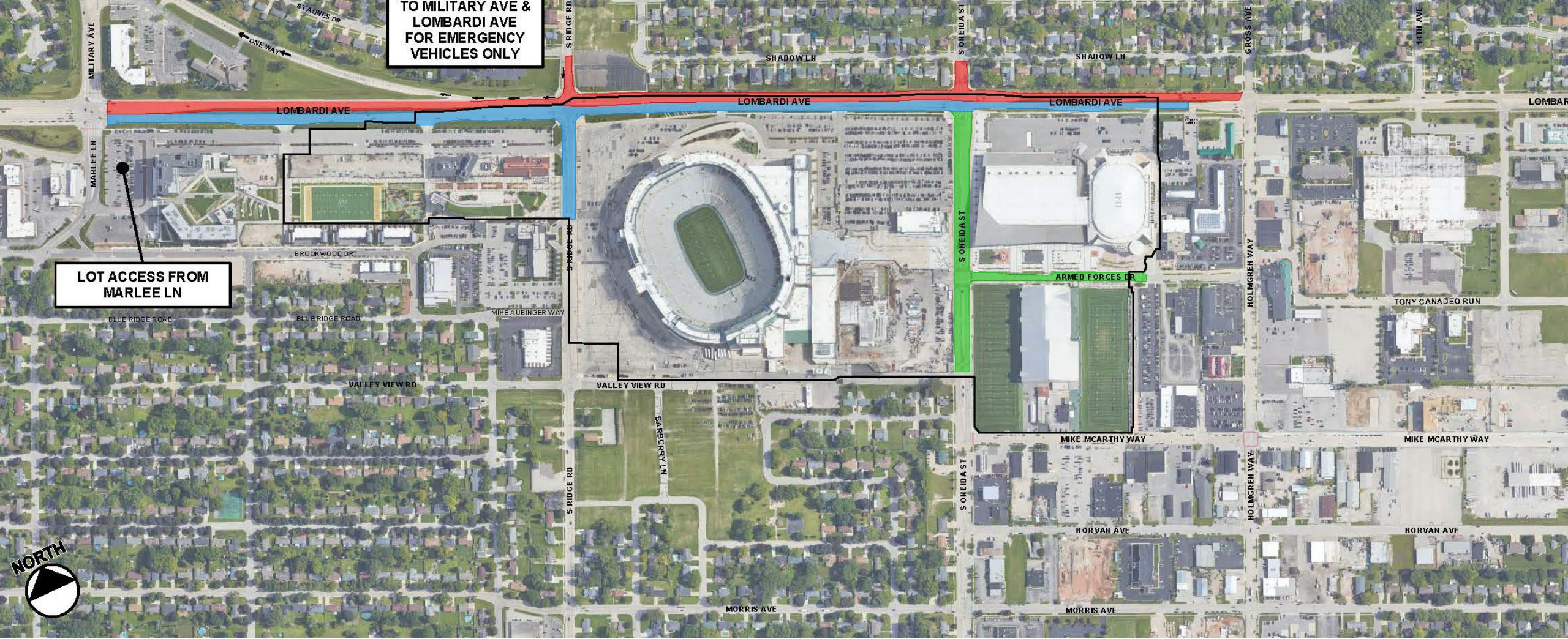
MAR	23	24	25	26	27	28	29
	30	31	1	2	3	4	5
APR	6	7	8	9	10	11	12
2025	13	14	15	16	17	18	19
	20	21	22	23	24	25	26
	27	28	29	30	1	2	3
MAY	4	5	6	7	8	9	10
	11	12	13	14	15	16	17

**PHASE 1**  
SAT - MARCH 29 TO SAT - APRIL 12  
CLOSURES FOR THEATER BUILD  
S ONEIDA ST & ARMED FORCES DR

MAR	23	24	25	26	27	28	29
	30	31	1	2	3	4	5
APR	6	7	8	9	10	11	12
2025	13	14	15	16	17	18	19
	20	21	22	23	24	25	26
	27	28	29	30	1	2	3
MAY	4	5	6	7	8	9	10
	11	12	13	14	15	16	17

**PHASE 2**  
SUN - APRIL 13 TO FRI - APRIL 18  
CLOSURES FOR EXPERIENCE BUILD  
SOUTH SIDE OF LOMBARDI AVE & S RIDGE RD





MAR	23	24	25	26	27	28	29
	30	31	1	2	3	4	5
	6	7	8	9	10	11	12
APR 2025	13	14	15	16	17	18	19
	20	21	22	23	24	25	26
	27	28	29	30	1	2	3
MAY	4	5	6	7	8	9	10
	11	12	13	14	15	16	17

**PHASE 1**  
**SAT - MARCH 29 TO SAT - APRIL 12**  
 CLOSURES FOR THEATER BUILD  
 S ONEIDA ST & ARMED FORCES DR

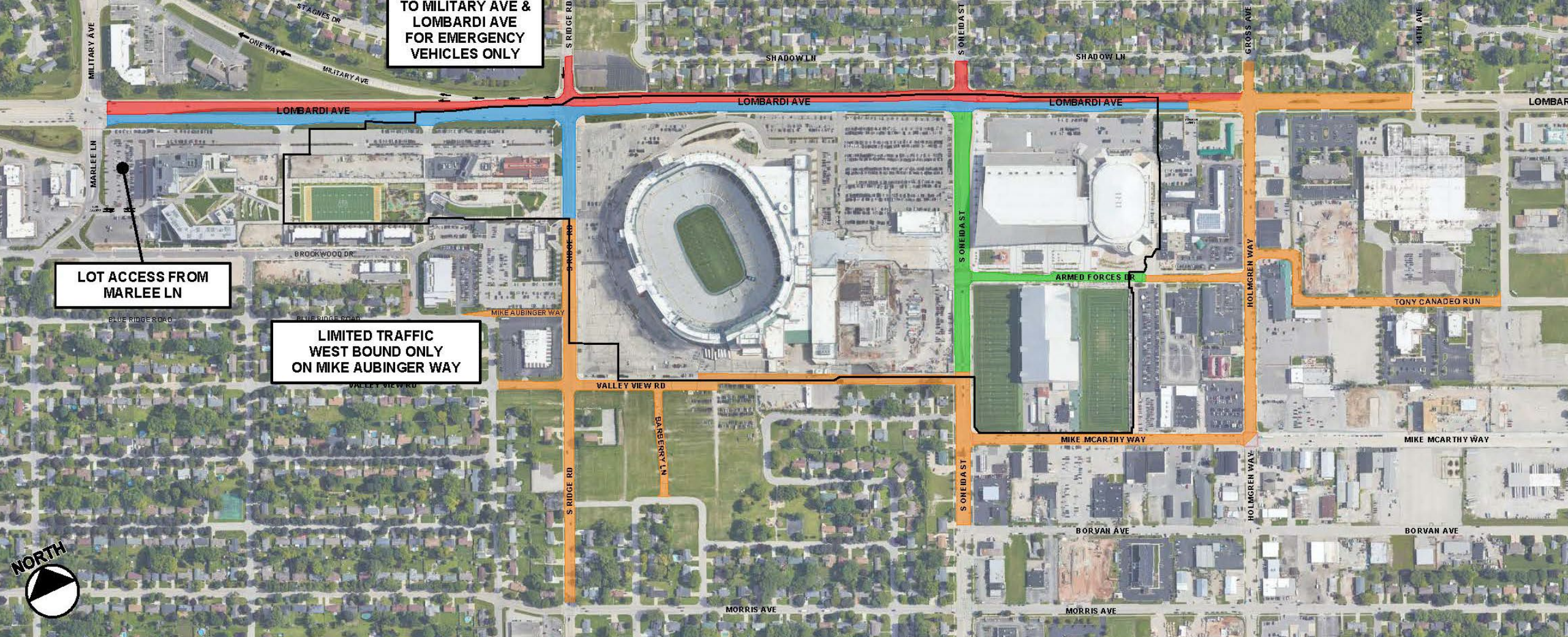
MAR	23	24	25	26	27	28	29
	30	31	1	2	3	4	5
	6	7	8	9	10	11	12
APR 2025	13	14	15	16	17	18	19
	20	21	22	23	24	25	26
	27	28	29	30	1	2	3
MAY	4	5	6	7	8	9	10
	11	12	13	14	15	16	17

**PHASE 2**  
**SUN - APRIL 13 TO FRI - APRIL 18**  
 CLOSURES FOR EXPERIENCE BUILD  
 SOUTH SIDE OF LOMBARDI AVE & S RIDGE RD

MAR	23	24	25	26	27	28	29
	30	31	1	2	3	4	5
	6	7	8	9	10	11	12
APR 2025	13	14	15	16	17	18	19
	20	21	22	23	24	25	26
	27	28	29	30	1	2	3
MAY	4	5	6	7	8	9	10
	11	12	13	14	15	16	17

**PHASE 3**  
**SAT - APRIL 19 TO TUES - APRIL 22**  
 CLOSURES FOR EXPERIENCE BUILD  
 NORTH SIDE OF LOMBARDI AVE, S RIDGE RD & S ONEIDA ST





TO MILITARY AVE &  
LOMBARDI AVE  
FOR EMERGENCY  
VEHICLES ONLY

LOT ACCESS FROM  
MARLEE LN

LIMITED TRAFFIC  
WEST BOUND ONLY  
ON MIKE AUBINGER WAY

MAR	23	24	25	26	27	28	29
	30	31	1	2	3	4	5
APR 2025	6	7	8	9	10	11	12
	13	14	15	16	17	18	19
	20	21	22	23	24	25	26
	27	28	29	30	1	2	3
MAY	4	5	6	7	8	9	10
	11	12	13	14	15	16	17

**PHASE 1**  
SAT - MARCH 29 TO SAT - APRIL 12  
CLOSURES FOR THEATER BUILD  
S ONEIDA ST & ARMED FORCES DR

MAR	23	24	25	26	27	28	29
	30	31	1	2	3	4	5
APR 2025	6	7	8	9	10	11	12
	13	14	15	16	17	18	19
	20	21	22	23	24	25	26
	27	28	29	30	1	2	3
MAY	4	5	6	7	8	9	10
	11	12	13	14	15	16	17

**PHASE 2**  
SUN - APRIL 13 TO FRI - APRIL 18  
CLOSURES FOR EXPERIENCE BUILD  
SOUTH SIDE OF LOMBARDI AVE & S RIDGE RD

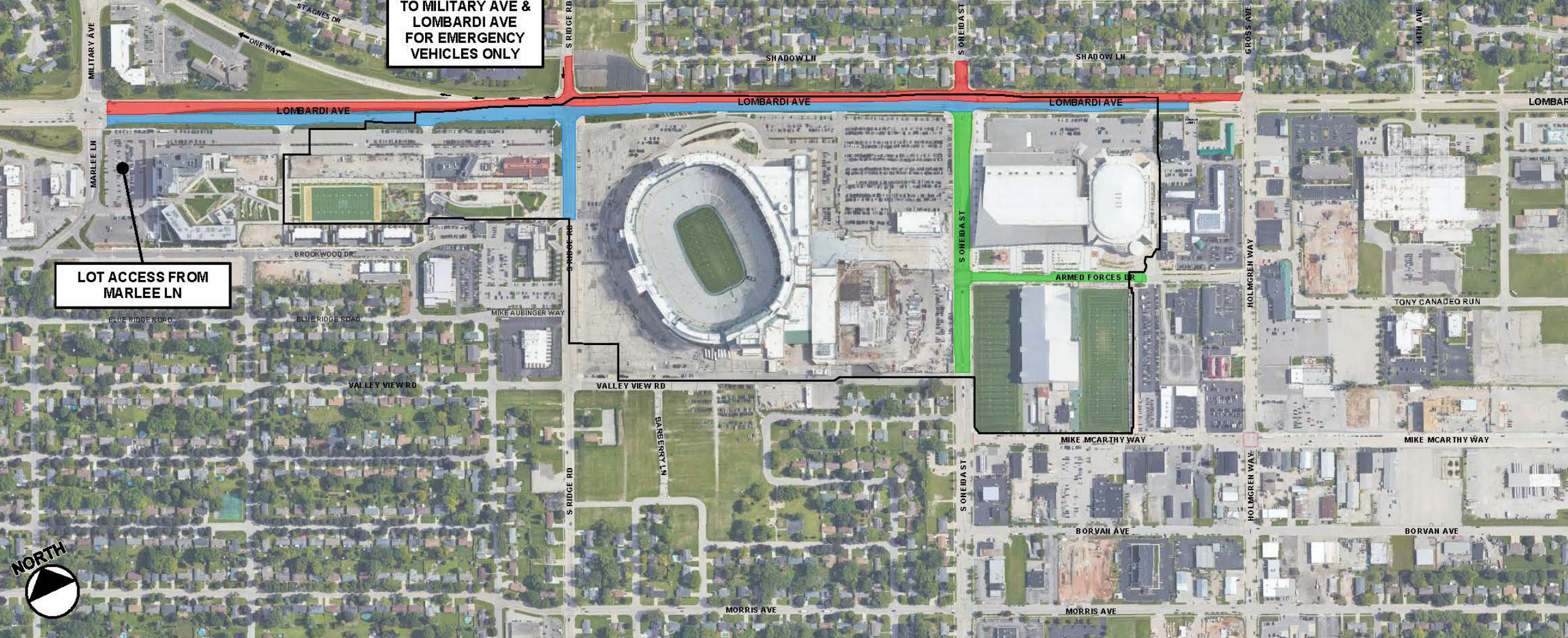
MAR	23	24	25	26	27	28	29
	30	31	1	2	3	4	5
APR 2025	6	7	8	9	10	11	12
	13	14	15	16	17	18	19
	20	21	22	23	24	25	26
	27	28	29	30	1	2	3
MAY	4	5	6	7	8	9	10
	11	12	13	14	15	16	17

**PHASE 3**  
SAT - APRIL 19 TO TUES - APRIL 22  
CLOSURES FOR EXPERIENCE BUILD  
NORTH SIDE OF LOMBARDI AVE, S RIDGE RD & S ONEIDA ST

MAR	23	24	25	26	27	28	29
	30	31	1	2	3	4	5
APR 2025	6	7	8	9	10	11	12
	13	14	15	16	17	18	19
	20	21	22	23	24	25	26
	27	28	29	30	1	2	3
MAY	4	5	6	7	8	9	10
	11	12	13	14	15	16	17

**PHASE 4**  
WED - APRIL 23 TO SUN - APRIL 27  
EXTENDED ROAD CLOSURES  
LOMBARDI AVE, LODGE KOHLER LOT, MIKE AUBINGER WAY, S RIDGE RD, VALLEY VIEW RD, BARBERRY LN, S ONEIDA ST, MIKE MCARTHY WAY, ARMED FORCES DR, HOLMGREN WAY, & TONY CANADEO RUN





TO MILITARY AVE &  
LOMBARDI AVE  
FOR EMERGENCY  
VEHICLES ONLY

LOT ACCESS FROM  
MARLEE LN



MAR	23	24	25	26	27	28	29
	30	31	1	2	3	4	5
APR 2025	13	14	15	16	17	18	19
	20	21	22	23	24	25	26
	27	28	29	30	1	2	3
MAY	4	5	6	7	8	9	10
	11	12	13	14	15	16	17

**PHASE 5**  
**MON - APRIL 28 TO WED - APRIL 30**  
 CLOSURES FOR EXPERIENCE BUILD  
 NORTH SIDE OF LOMBARDI AVE, S RIDGE RD & S ONEIDA ST

MAR	23	24	25	26	27	28	29
	30	31	1	2	3	4	5
APR 2025	13	14	15	16	17	18	19
	20	21	22	23	24	25	26
	27	28	29	30	1	2	3
MAY	4	5	6	7	8	9	10
	11	12	13	14	15	16	17

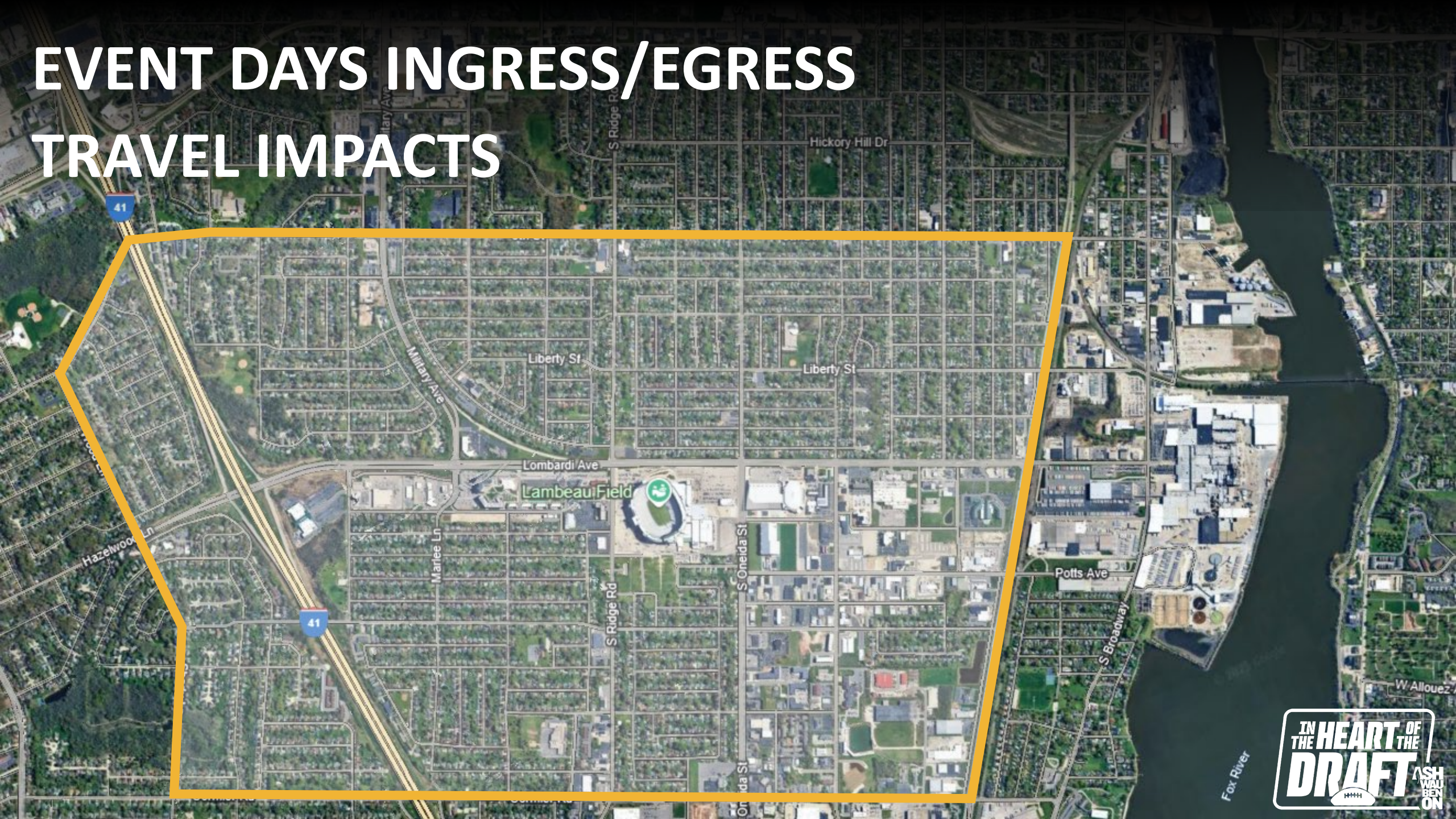
**PHASE 6**  
**THURS - MAY 1 TO FRI - MAY 2**  
 CLOSURES FOR EXPERIENCE BUILD  
 SOUTH SIDE OF LOMBARDI AVE & S RIDGE RD

MAR	23	24	25	26	27	28	29
	30	31	1	2	3	4	5
APR 2025	6	7	8	9	10	11	12
	13	14	15	16	17	18	19
	20	21	22	23	24	25	26
	27	28	29	30	1	2	3
MAY	4	5	6	7	8	9	10
	11	12	13	14	15	16	17

**PHASE 7**  
**SAT - MAY 3 TO TUES - MAY 6**  
 CLOSURES FOR THEATER BUILD  
 S ONEIDA ST & ARMED FORCES DR



# EVENT DAYS INGRESS/EGRESS TRAVEL IMPACTS



Fox River







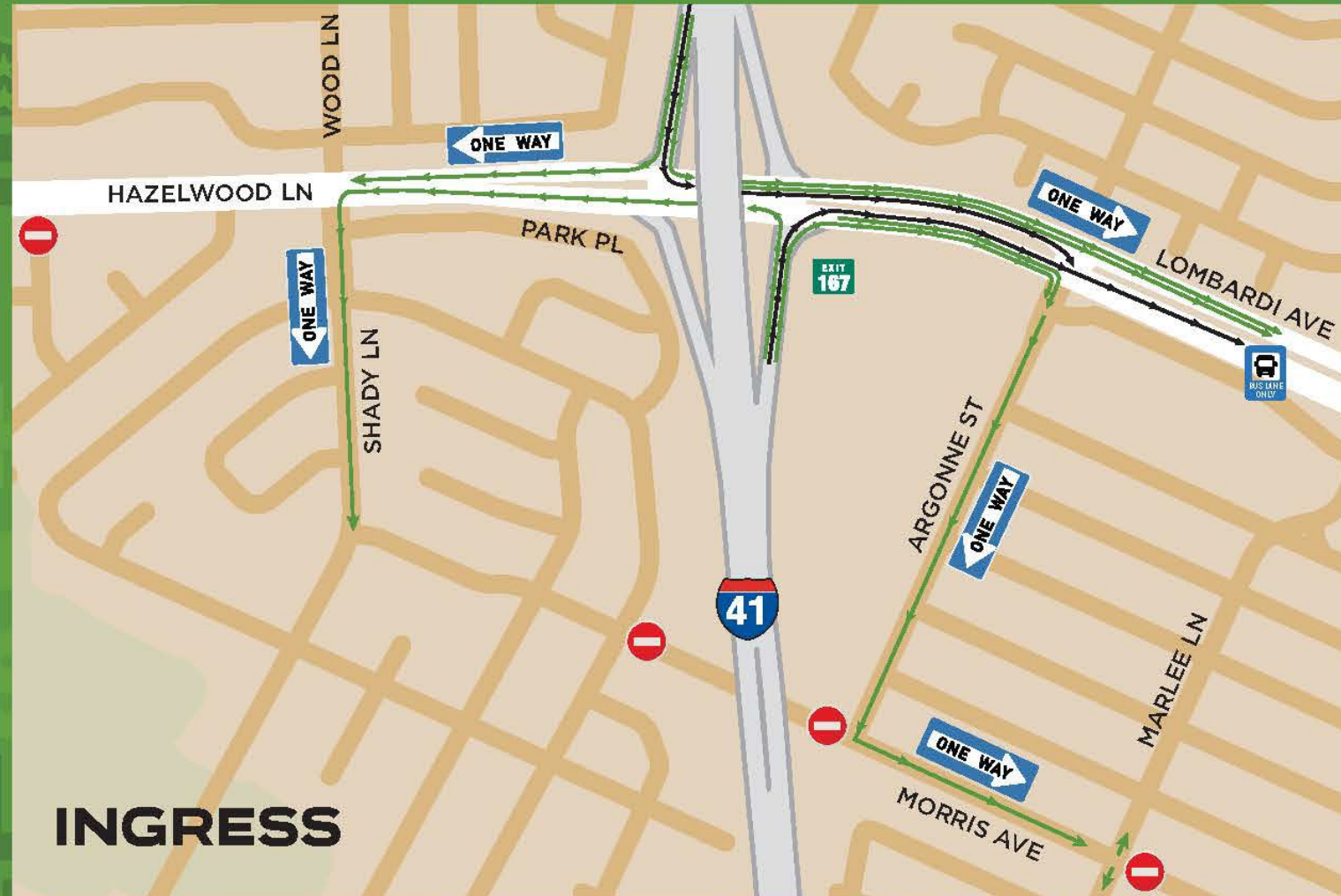
PRESENTED BY

**BUD  
LIGHT.**

**APRIL 24-26, 2025**

### INGRESS PATHS EAST OF HWY 41 AND HOW THAT IMPACTS NORMAL FLOW:

- All lanes on Lombardi flow east only all 3 days
- Southbound 41 traffic heading east on Lombardi cannot turn right onto Argonne or Marlee
- Argonne is one way heading south
- Morris is one way heading east and closed to traffic between Argonne and Park Place
- Ingress plans west of 41 will not allow residents in that area to get to 41 on ramps





# APRIL 24-26, 2025

## INGRESS PATHS EAST OF HWY 41 AND HOW THAT IMPACTS NORMAL FLOW:

- All lanes on Lombardi flow east only all 3 days
- Southbound 41 traffic heading east on Lombardi cannot turn right onto Argonne or Marlee
- Argonne is one way heading south
- Morris is one way heading east and closed to traffic between Argonne and Park Place
- Ingress plans west of 41 will not allow residents in that area to get to 41 on ramps

## DURING EGRESS:

- Morris is one way heading west from Marlee Lane to Shady Lane
- Shady Lane will be one way from Morris to Hazelwood Lane





# FAN TRANSPORTATION, PARKING, & COMMUNICATIONS

- **Neighborhood & Businesses Zones**

- The neighborhood parking system that is utilized during Green Bay Packers games will be active.
- Park & walk & fan parking opportunities within the adjacent Lambeau Field neighborhoods and businesses
  - Designating (4) zones around the site.
    - North Zone
    - South Zone
    - East Zone
    - West Zone

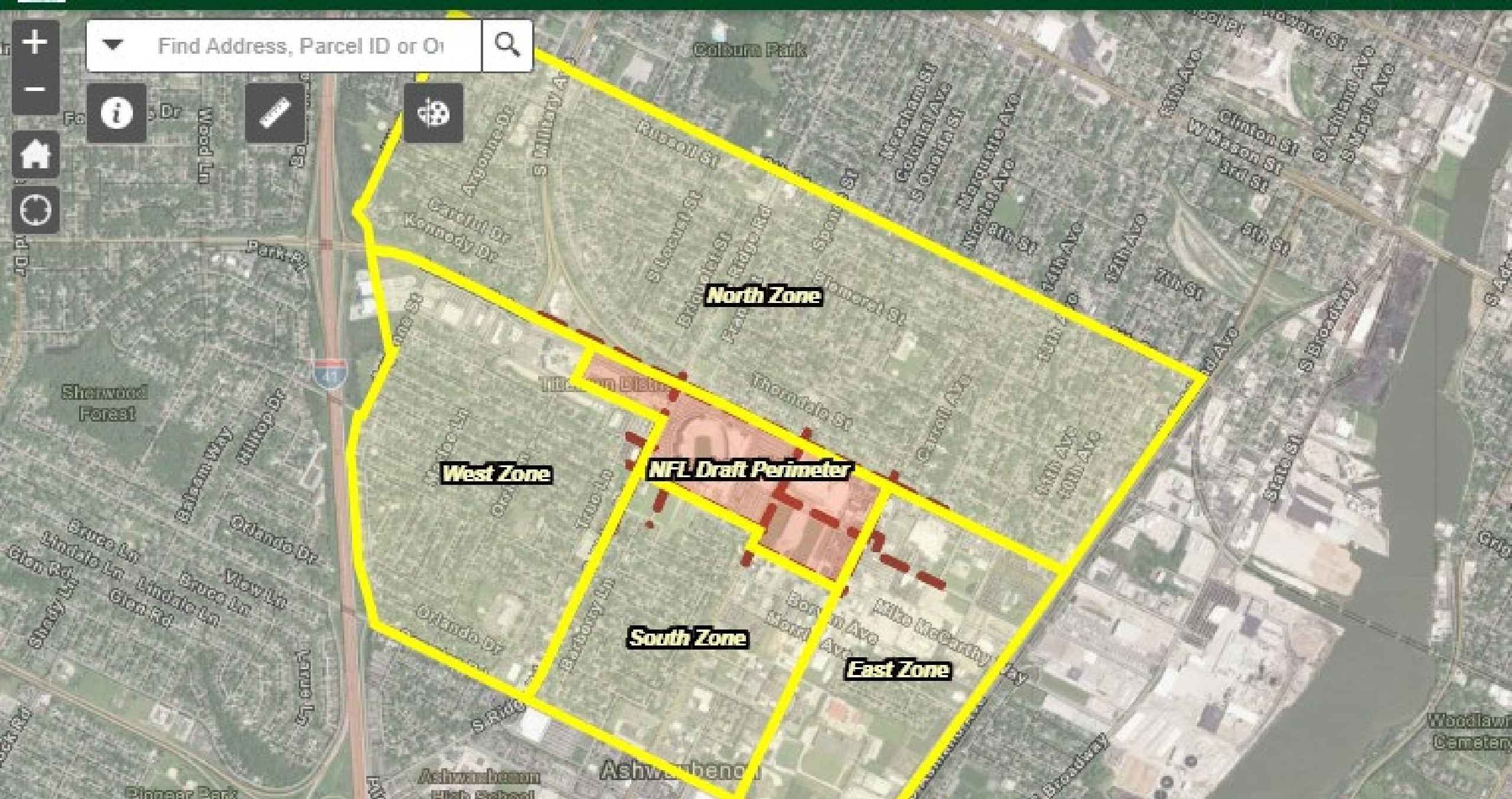
- **Charter & Shuttle Services Locations**

- Charter buses will be available from Milwaukee, Appleton, Wausau, Door County and more to help fans get to the NFL Draft in Green Bay with ease.
- Charters will need to park in designated parking areas unless other parking has been secured.
- Your charter will remain in this location until it is ready to depart.

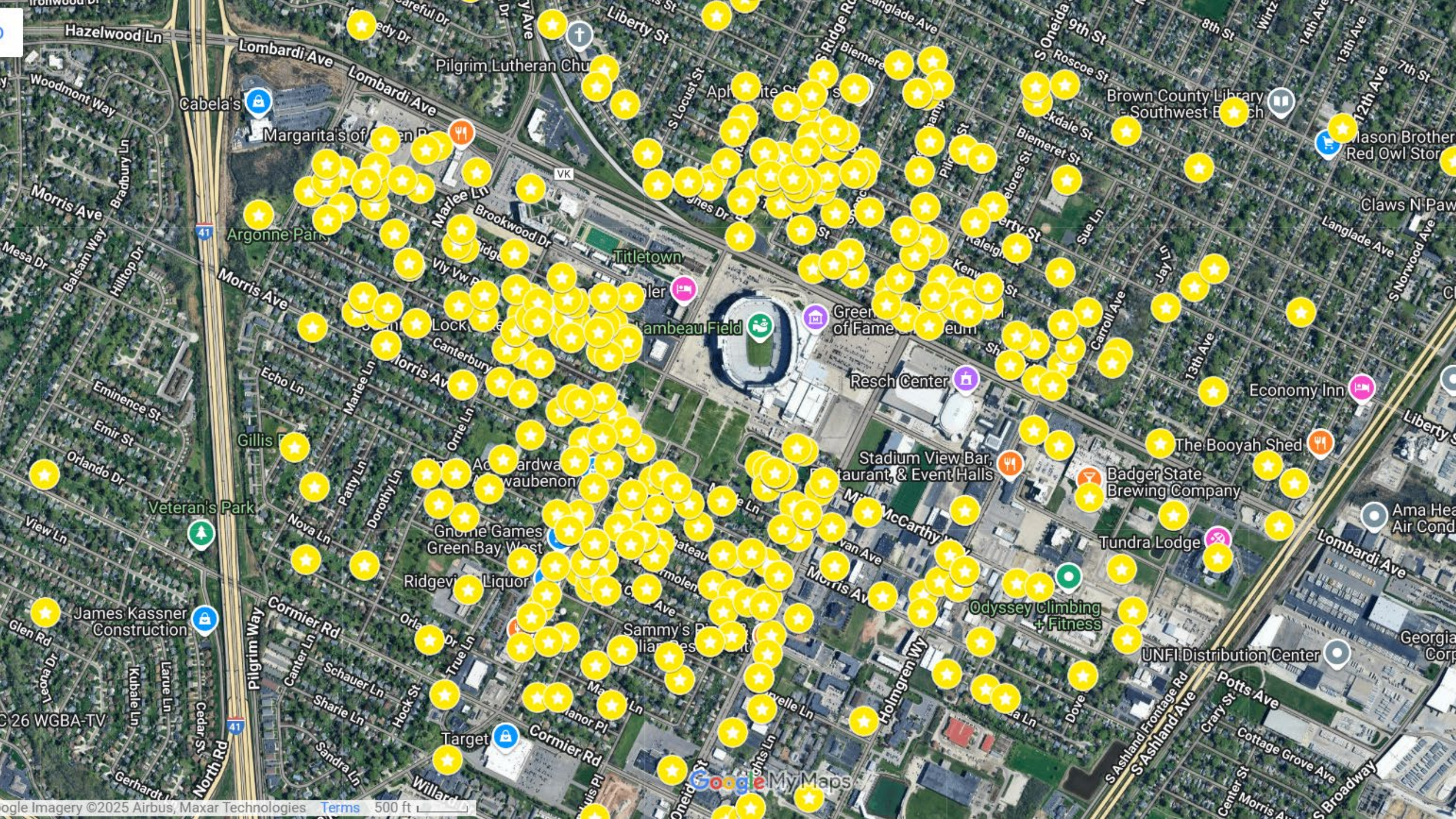
- **Parking Communication**

- All Information available on the **NFL OnePass App**
- More detailed maps and information to be found on Discover Green Bay website (**Greenbay.com**), including load-in phase maps with road closure information
- Rideshare operations:
  - For Northwest closest to Entry 1 | St Agnes Drive from Ridge Road to Fisk Street
  - For Southeast of the site closest to Entry 2 | Element Way at Marvell Lane
- ADA Parking
  - While general parking for the event is not available, accessible parking will be available in a limited capacity at a first come first serve basis.
  - Parking will be on the west of the site located in the IGEN lot, with entry off Marlee Lane. The IGEN parking lot is nearest to Fan Entry 1.
  - Be sure to follow directional signage, as there may be street closures in effect. You are required to have a valid disabled parking placard or license plate, and that the guest it's issued to is in the vehicle.











# On-Street PARKING

- Additional on-street parking restrictions will be posted “*No Parking by Police Order*”
- Tow Away Zones
- Strictly Enforced w/ Parking Monitoring

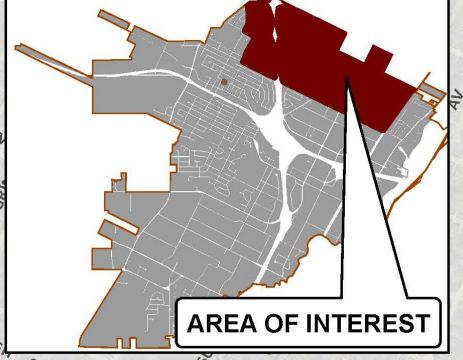


Photo Credit: Green Bay Press-Gazette



# Parking Restriction Map for NFL Draft (4/24-4/26)

Created: 02/19/2025  
Edited: 03/19/2025  
4/1/2025



## No Parking 4/24 - 4/26\*

- BOTH SIDES
- EAST SIDE
- WEST SIDE
- NORTH SIDE
- SOUTH SIDE

**\*Areas noted on this map supersede any marked or otherwise noted parking during this time**

Village of Ashwaubenton, Troberg@ashwaubenton.gov 360-492-2308



0 440 880  
Feet



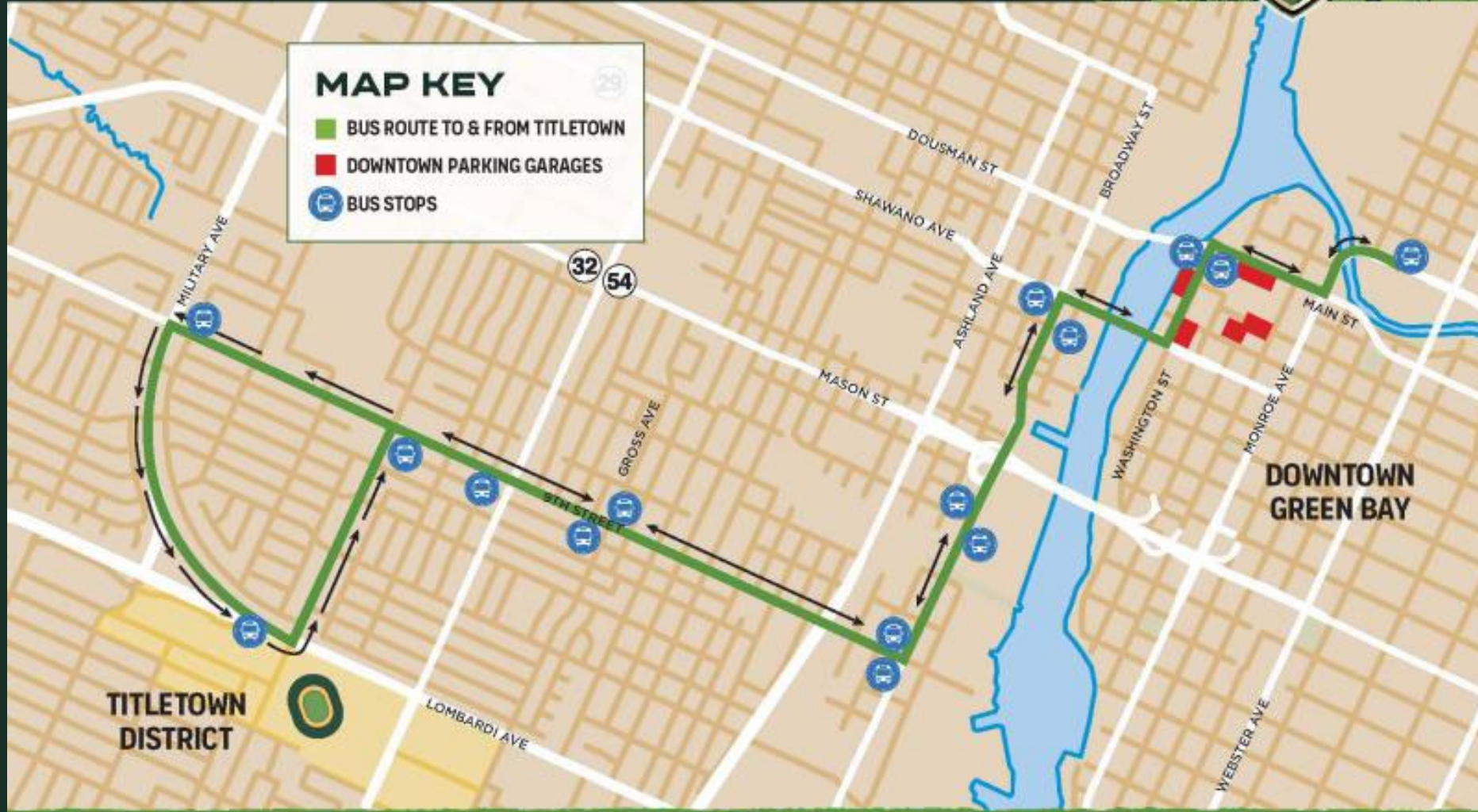
Orthophotography current as of May 2023

This map shows the approximate relative location of property boundaries, but was not prepared by a professional land surveyor. This map is provided for informational or reference purposes only and may not be sufficient for appropriate



# DOWNTOWN **TO** TITLETOWN

NFL DRAFT GREEN BAY BUS ROUTE



NFL



GREEN BAY  
WISCONSIN

DRAFT



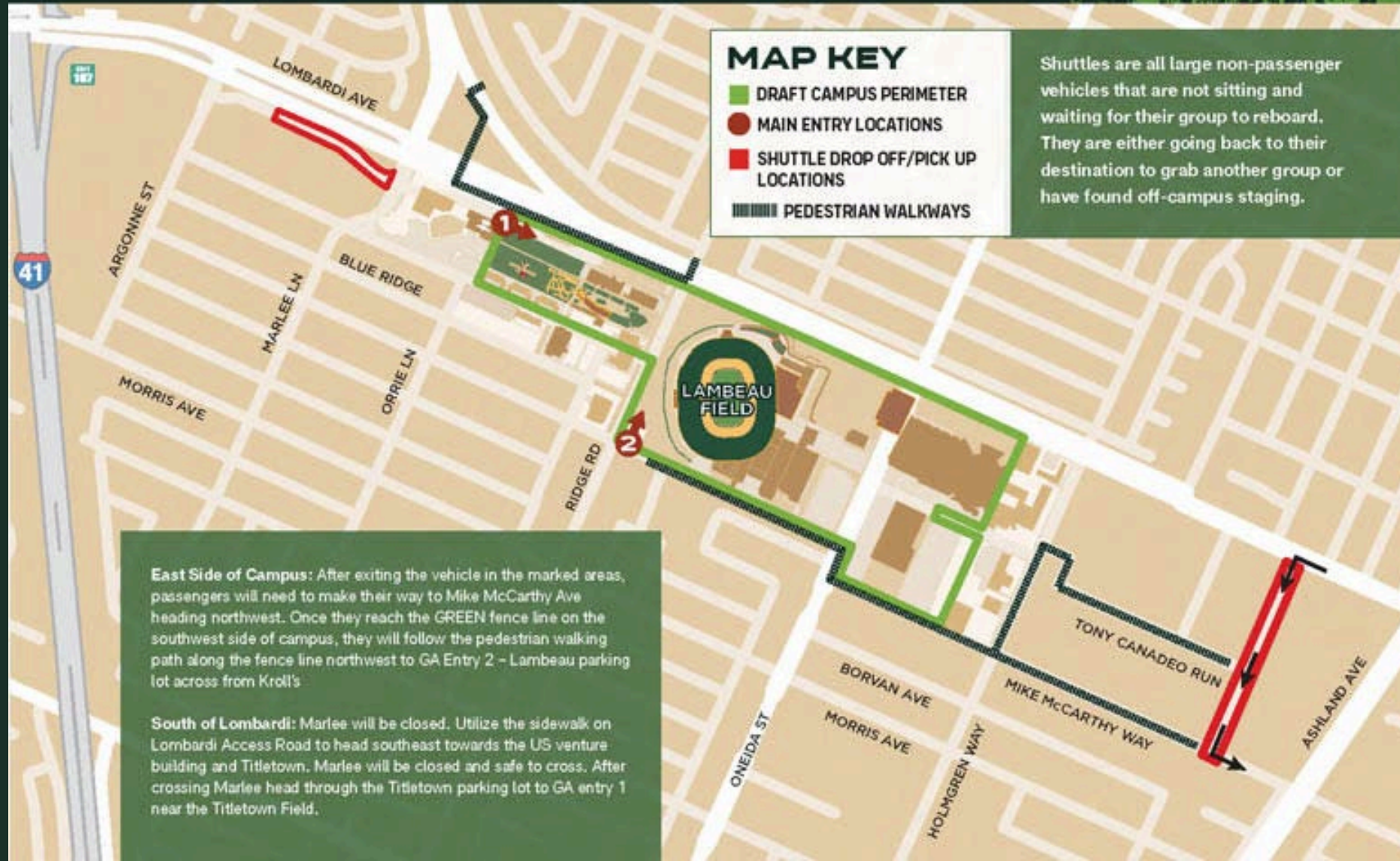
LAMBEAU FIELD



NFL DRAFT GREEN BAY

# SHUTTLE LOCATIONS

DROP OFF/PICK UP

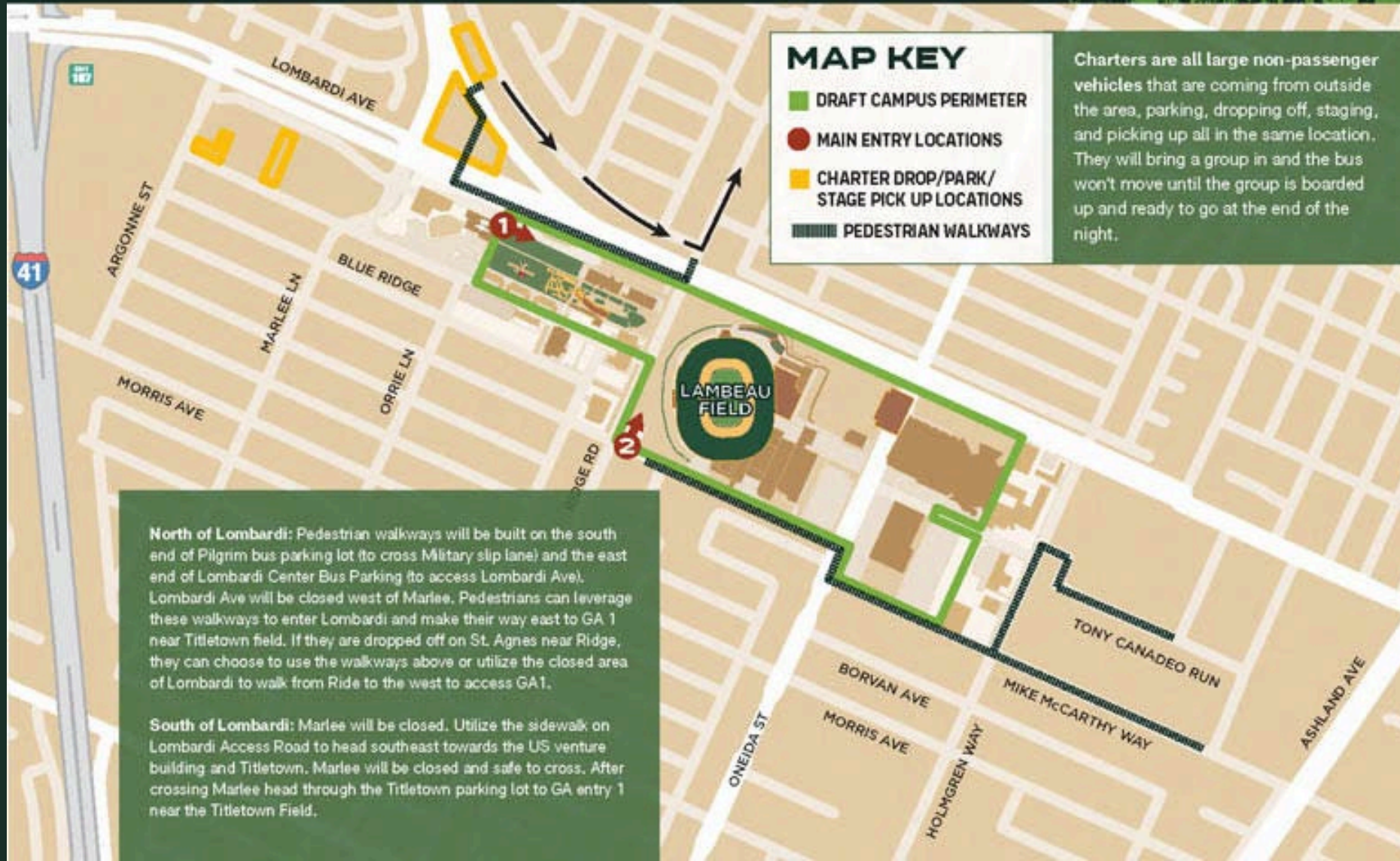




NFL DRAFT GREEN BAY

# CHARTER LOCATIONS

DROP/PARK/STAGE/PICK UP

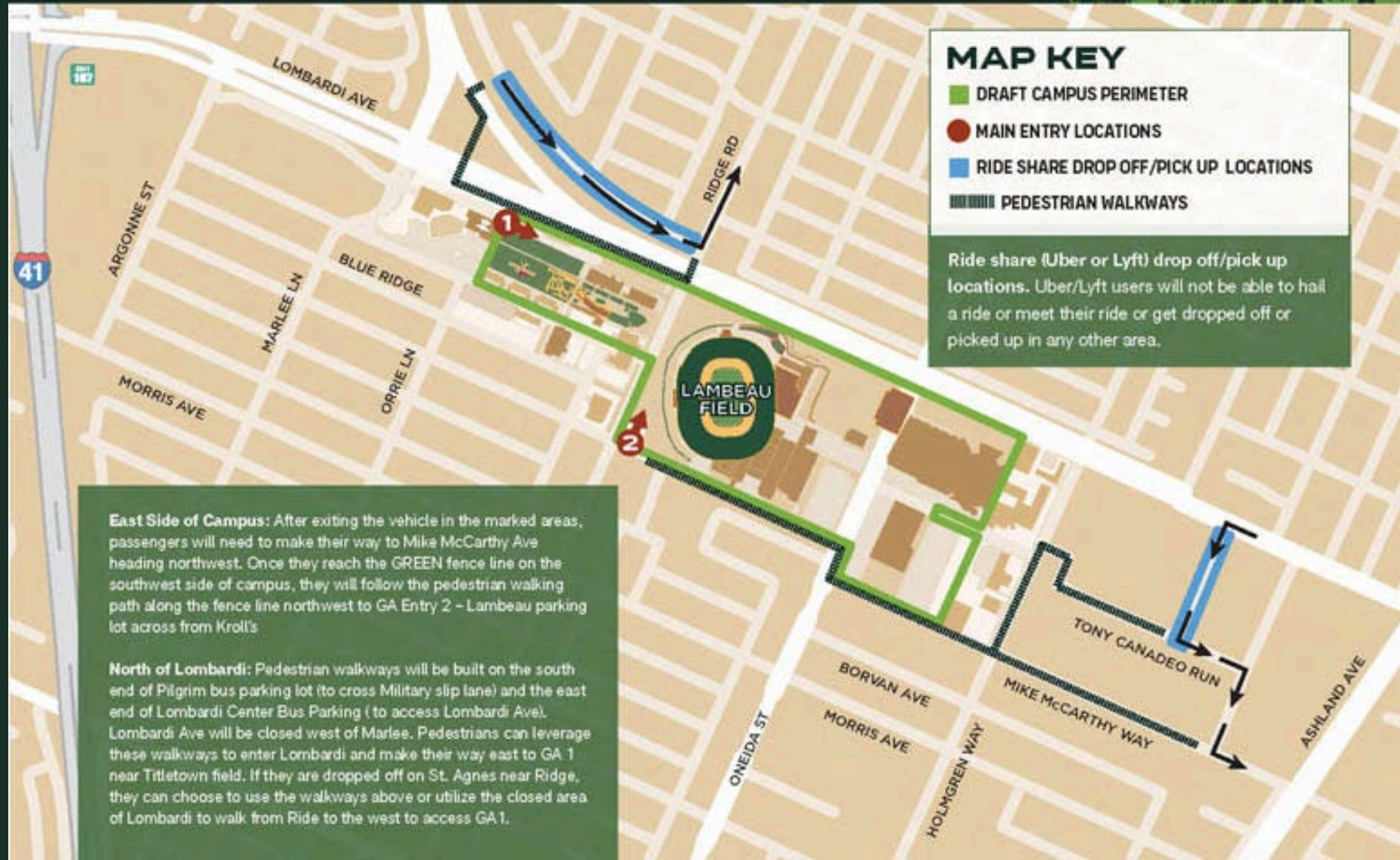




NFL DRAFT GREEN BAY

# RIDE SHARE LOCATIONS

DROP OFF/PICK UP





# ASHWAUBENON

Other Odds 'n Ends



PRESENTED BY







Photo Credit: Green Bay Press-Gazette

# FOOD TRUCKS

- Mobile Food Establishments are regulated in Ashwaubenon under the Municipal Code.
- A license issued by the Village of Ashwaubenon in addition to State/County Health Depart.





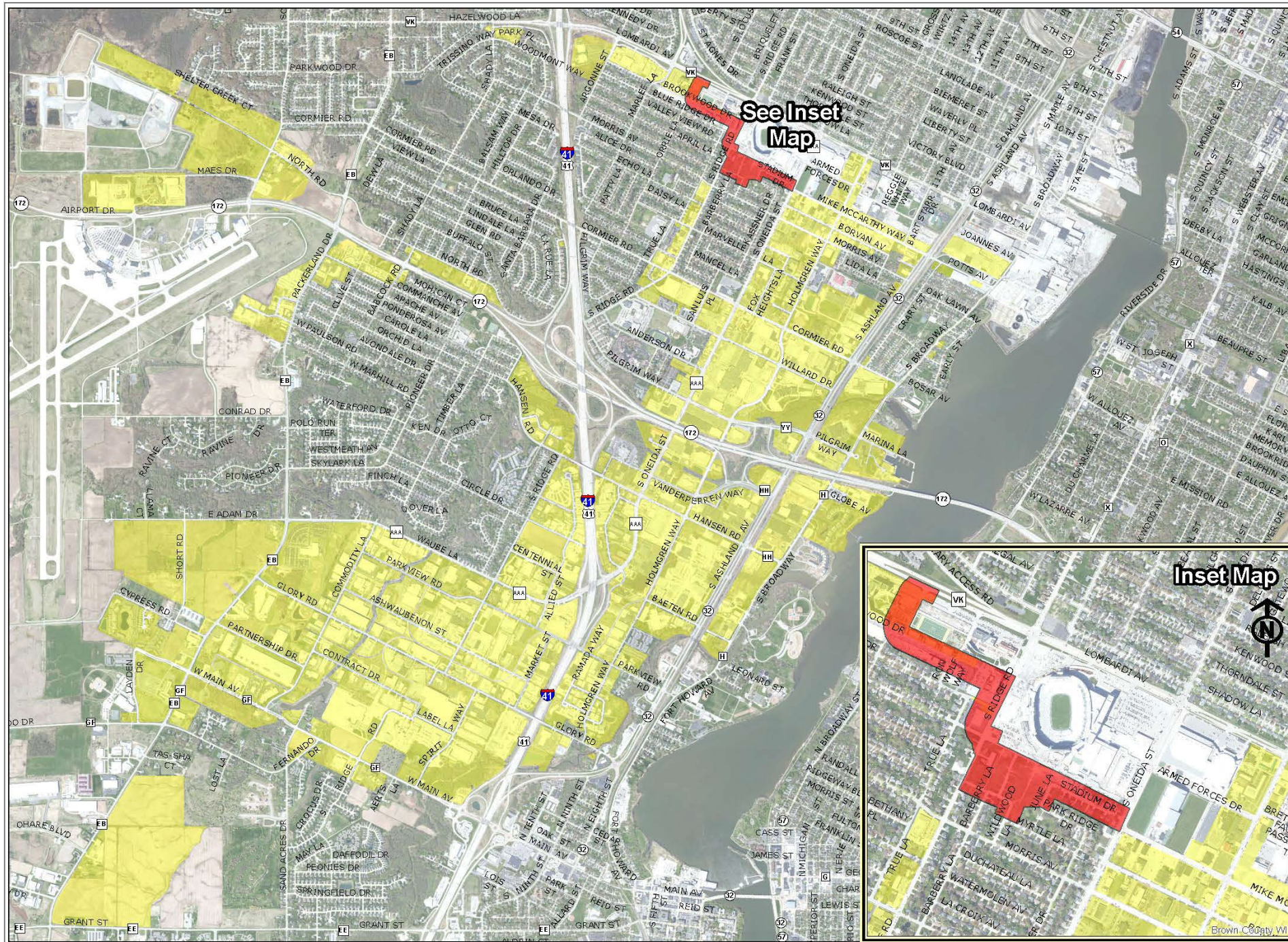
**April 24-26, 2025**  
**NFL Draft**  
**Mobile Food Vendors**  
**Ashwaubenon**  
**Allowable Locations**

- Allowable Locations
- Special Event Buffer (NOT ALLOWED)

**GENERAL NOTES:**

- Must have an approved Ashwaubenon and Brown County license.
- Must have written permission of property owner.
- May not be located on or next to public right of way or sidewalk.
- May not block a sidewalk or driveway.
- May not sell within 300' of any portion of a building that sells a food product during hours the business is open unless written permission is obtained from subject business.
- Businesses with a retail food establishment license from Brown County in any highlighted area may extend their service areas outside their building with a Brown County transient license.
- Beer/Liquor service areas require approval from Village of Ashwaubenon and additional Brown County license.
- 6-12-463 Ash. Muni. Code.
- Questions contact Ashwaubenon Village Clerk at (920) 492-2302

0 500 1,000 2,000 3,000 Feet  
 Map Prepared: 2/25/2025 AM5  
 Aerial Photography: 5/2023  
 Source: Village of Ashwaubenon





# Direct Sellers

- Soliciting and engaging in direct sales is regulated in Ashwaubenon under the Municipal Code.
- A permit issued by the Village of Ashwaubenon is required to solicit or directly sell in the village.
- Complimentary products and promotions shall be treated the same as direct sales.



PRESENTED BY

BUD LIGHT





# RV CAMPING

- RV and trailer parking for camping is not permitted in the Village of Ashwaubenon and will be strictly enforced.



# SHORT-TERM RENTALS

- It is critical for you and your guest's safety and security that it's done properly.
- Before listing your short-term rental on one of the many popular sites, make sure to understand the rules, regulations and licensing requirements before inviting guests to your property.
- 6-Step Guide to Short-Term Rentals.

[greenbay.com/draft25](https://greenbay.com/draft25)





# SIGNS & MARKETING

- Signs may be erected, placed, established, painted, created, or maintained only in conformance with the Village of Ashwaubenon Municipal Code.
- On-premise signage is regulated in every zoning district.
- Off-premise signage is prohibited throughout the Village with few exceptions and will be strictly enforced.



YOUR  
DESIGN  
HERE



PRESENTED BY

BUD LIGHT



# NFL Draft Village Staffing Plan

## Street & Operations

- **Traffic Control & Vehicle Mitigation**
- **Parking Patrols**
- **Sanitation** (Day shift)
- **Sanitation** (Evening shift)

## Public Safety

- **Police** (Tittletown & GA 1)
- **Police Patrols** (Sports & Entertainment District)
- **EMS** (Draft Campus)
- **Emergency Management**



# NFL Draft Village Staffing Plan

## Code Enforcement

- **Active Patrols**
  - Food Trucks
  - RV Camping
  - Short Term Rentals
  - Direct Sellers
  - Signs

## Administration

- **Village Offices**
  - Village Hall & Community Center will be closed to general public (appointments accepted) on Thursday, 4/24 and Friday 4/25.



# Questions?

## Village Contact Information:

**Mary Kardoskee, Village  
President**

[mkardoskee@ashwaubenon.gov](mailto:mkardoskee@ashwaubenon.gov)

(920) 492-2301

**Joel Gregozeski, Village  
Manager**

[jgregozeski@ashwaubenon.gov](mailto:jgregozeski@ashwaubenon.gov)

(920) 492-2301