

# ASH WAU BEN ON

2025 NFL Draft Update



# ASHWAUBENION



## 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.

The 2024 Draft in Detroit welcomed more than 750,000 fans and an economic impact of \$213 million.

# 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:

- NFL Theatre
- NFL Experience

## Free Entry – Registration on NFL OnePass

- Capacity Limited by NFL Security
- High Security Requirements



gettyimages®

Credit: Gregory Shamus



gettyimages<sup>®</sup>  
Credit: Spencer Platt



CAMPUS  
MARTIUS  
\*\*\*\* PARK \*\*\*\*  
APRIL 25-27

DRAFT  
2004  
PRESENTED BY  
BUD LIGHT  
DAWG  
POUND

CAMPUS  
MARTIUS  
\*\*\*\* PARK \*\*\*\*  
APRIL 25-27

CAMPUS  
MARTIUS  
\*\*\*\* PARK \*\*\*\*  
APRIL 25-27

CAMPUS  
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APRIL 25-27

CAMPUS  
MARTIUS  
\*\*\*\* PARK \*\*\*\*  
APRIL 25-27

CAMPUS  
MARTIUS  
\*\*\*\* PARK \*\*\*\*  
APRIL 25-27

STEEL  
CITY  
FOOTBALL

gettyimages®  
Credit: Mark Cunningham

BILLIEVE

NOBODY'S  
SELF-MADE.

BEHIND EVERY DREAM  
IS A DREAMMATE.™

#ROCKETDREAMMATE

ROCKET  
Mortgage



BEDROCK

GREATNESS  
is on  
THE CLOCK



DO NOT  
ENTER

DO NOT  
ENTER

EMERGENCY

BUD LIGHT

LOWE'S

COURTYARD

Microsoft

ROCKET Mortgage

SNICKERS

verizon

VISA

← ONE KENNEDY SQUARE LOBBY / OTBELLY / STARBUCKS / CENTRAL CHICAGO UNIVERSITY / CITIZENS BANK

→ CHASE BUILDING LOBBY / CHASE BANK

DRAFTKINGS

KONIGSMAN

CHASE TOWER



PRESENTED BY



GREATNESS APRIL  
★★★★ IS ON ★★★★★  
THE CLOCK 25-27

NO  
STANDING  
EXCEPT  
D.D.T.  
COACHES







gettyimages®  
Credit: Aaron J. Thornton



FARMER ST



ONE CAMPUS MARTIUS

DRAFT THEATER

DRAFT THEATER VIEWING

THEATER ENTRY

ENTRY 3

ENTRY 2

ENTRY 1





# 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





gettyimages®  
Credit: Gregory Shamus



gettyimages  
Credit: Ryan Kang



NFL DRAFT  
DETROIT '24

DRAFT

ASH  
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ON





DOWNTOWN  
DETROIT  
PARTNERSHIP

DOWNTOWN  
DETROIT  
PARTNERSHIP  
— EST. 1922 —

DOWNTOWN  
DETROIT  
PARTNERSHIP



NFL

DRAFT

2024

DETROIT

LIONS  
97

gettyimages  
Credit: Aaron J. Thornton

2150221795

ASH  
WAU  
BEN  
ON



AP Photo

Credit: Paul Sancya



Make Visa your first pick.

VISA



Blue banners with text under the tents, including "THE OFFICE OF COMMUNITY RELATIONS" and "THE OFFICE OF COMMUNITY RELATIONS".

ASH  
WAU  
BEN  
ON





HUNTINGTON PLACE

ENTRY 2

ENTRY 3

ENTRY 1

**NFL**  
**DRAFT EXPERIENCE**  
2024  
PRESENTED BY  
**ROCKET**  
Mortgage

RENAISSANCE CENTER

ASH  
WAU  
BEN  
ON

# NFL EXPERIENCE

## Family Friendly Activities:

- Photo Opportunities
- Player / Media Meet & Greets
- Food & Entertainment

## NFL Engagement:

- 40 Yard Dash
- Vertical Leap
- Throwing Competitions
- Lombardi Trophy
- Superbowl Championship Rings





Detroit Free Press  
Credit: Mandi Wright



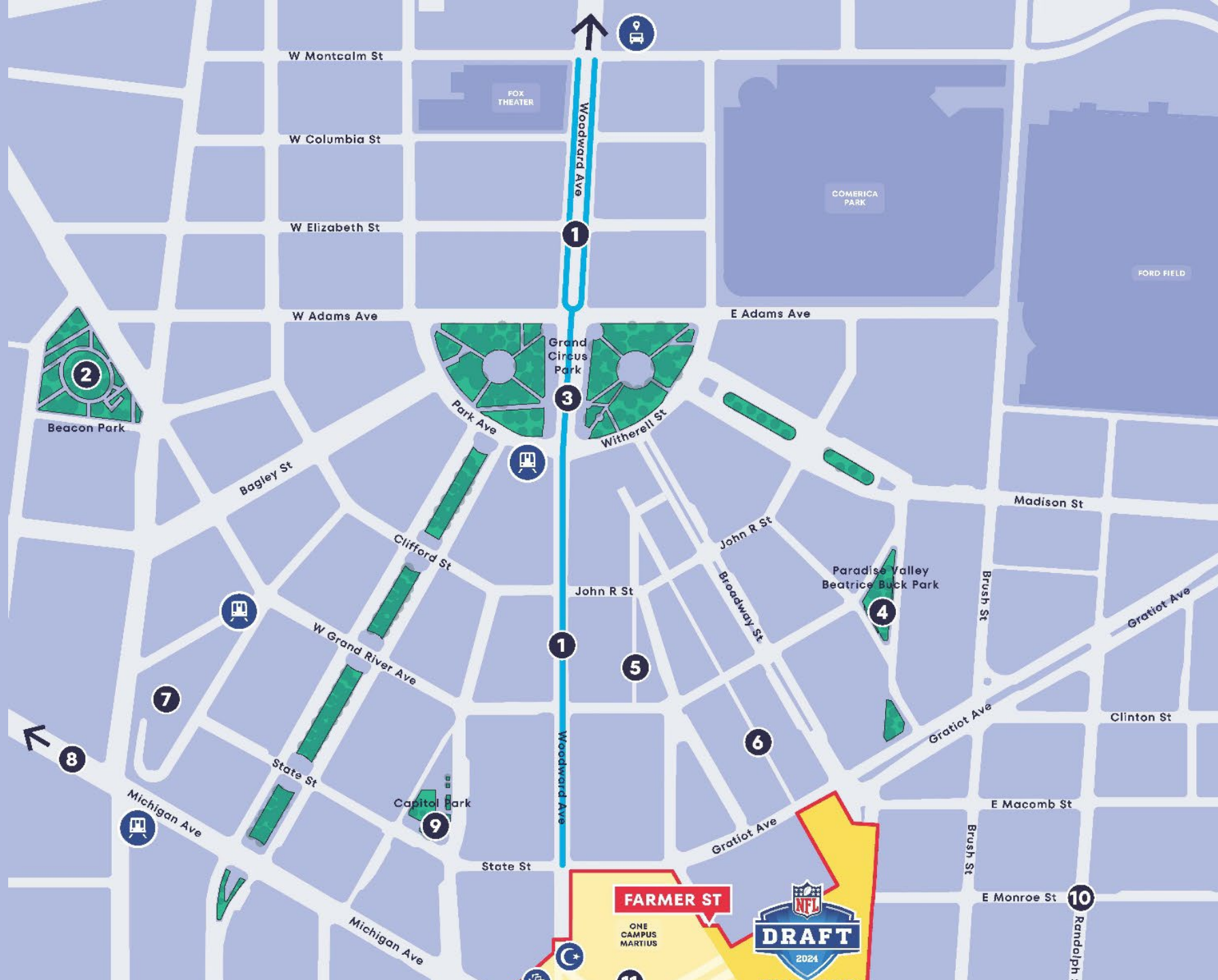


Detroit Free Press  
Credit: Kimberly P. Mitchell



Detroit Free Press

Credit: Kimberly P. Mitchell



# DRAFT DAY in the D

Activation / Events Area in Downtown:

- NFL / Downtown Detroit Partnership
- 7 Parks throughout the City
- 1 Mile of Woodward Avenue

Events & Activities:

- Secured Area outside of Draft Campus
- Woodward Ave Street Closure
- Shopping/Entertainment/Hospitality Open
- Vendors/Food Trucks/Direct Sellers
- Entertainment
- Draft Viewing Areas



Detroit Free Press

Credit: Kimberly P. Mitchell

# DRAFT DAY IN THE D



- GUEST CODE OF CONDUCT**
1. Guests will be responsible for their own behavior and the behavior of those around them.
  2. Guests will be responsible for their own safety and the safety of those around them.
  3. Guests will be responsible for their own property and the property of those around them.
  4. Guests will be responsible for their own health and the health of those around them.
  5. Guests will be responsible for their own hydration and the hydration of those around them.
  6. Guests will be responsible for their own conduct and the conduct of those around them.



CAMPUS DRAFT  
APRIL 25-27  
DRAFT  
BUD LIGHT  
BRONCOS COUNTRY

"SMOKE YOUR MEAT  
RATTLE YOUR STYLE  
& ROLL YOUR SAUCE"

SMOKE RATTLE & ROLL

TACOS • MAC 'N CHEESE • BBQ SANDWICH

ROLL YOUR NEXT RIGHT

1528

SMOKE YOUR TASTY MEAT  
ROLL YOUR NEXT RIGHT

WE OFFER THE BEST  
SMOKE RATTLE & ROLL  
TACOS • MAC 'N CHEESE • BBQ SANDWICH

WE OFFER THE BEST  
SMOKE RATTLE & ROLL  
TACOS • MAC 'N CHEESE • BBQ SANDWICH

ASH  
WU  
BEN  
ON



H&M

GIBBS  
26

ST BROWN  
14

ASH  
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DUNKIN'

verizon

verizon

EAT WELL DO GOOD.

BUD LIGHT  
GO FINS  
APRIL 25-27

BUD LIGHT  
GO FINS

AVALON  
CAFE AND BAKERY

State

← ENTRY 2

ASH  
WAU  
BEN  
ON





VK

City of Green Bay

Village of Ashwaubenon

POTENTIAL SITE MAP



1

DRAFT EXPERIENCE

2

LAMBEAU FIELD

DRAFT THEATRE

AAA

DRAFT BOH

DRAFT BOH

3\*

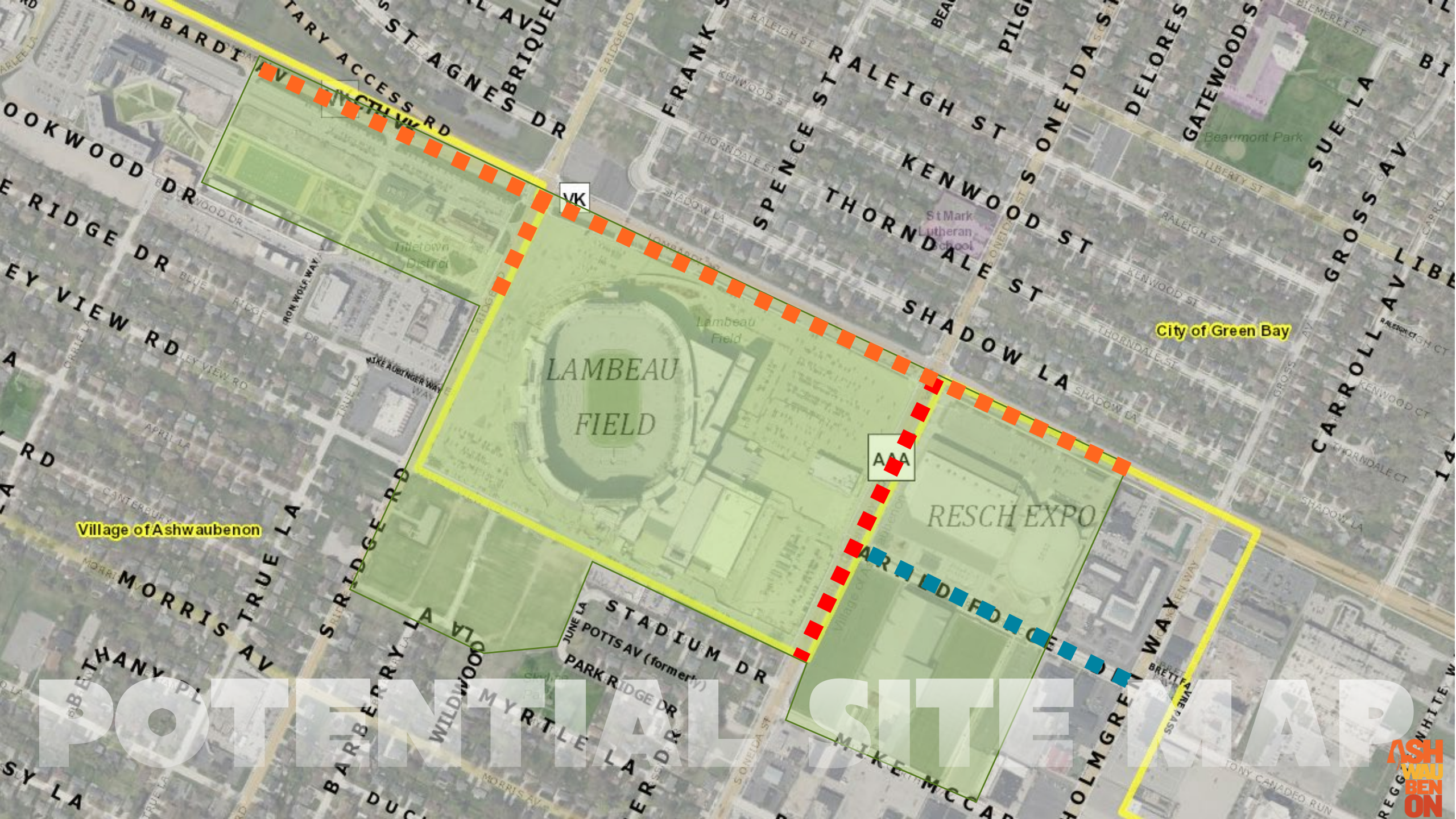
ARMED FORCES

Village of Ashwaubenon

City of Green Bay

# POTENTIAL SITE MAP





Village of Ashwaubenon

City of Green Bay

# POTENTIAL SITE MAP



# ASHWAUBENION



## 2025 NFL DRAFT

// Citizens & Stakeholders //

Short-Term Rentals

RV Camping

Volunteer/Employment Opportunities

Business & Vendor Opportunities

Mobile Food Establishments

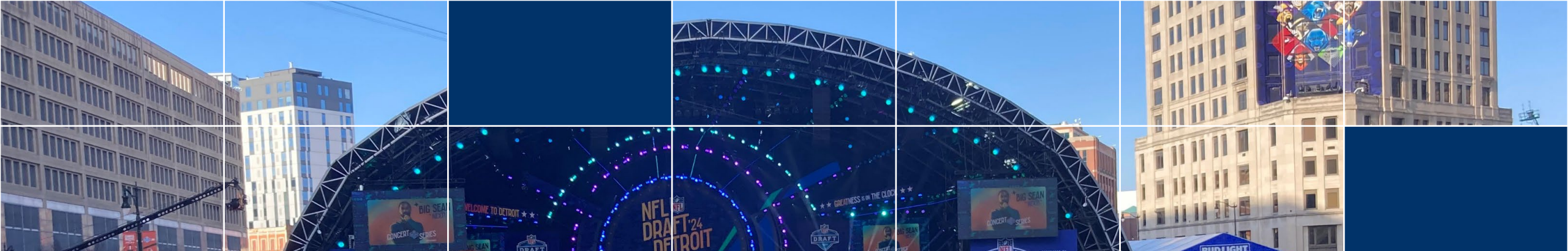
Direct Sellers

Draft Supplier Diversity Program

Information/Promotion/Marketing

Beautification & Wayfinding Efforts

Activation & Events



# QUESTIONS?

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