

# ASHWAUBENON

2025 NFL Draft Update



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# 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.



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**BUD LIGHT**

# 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





PACKERS ON THE CLOCK PACK

NFL DRAFT 2025



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# 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 GO PACK

GO GO PACK

GO GO

GO PACK

NFL GREEN BAY DRAFT



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# NFL DRAFT THEATRE

## Temporary Stage:

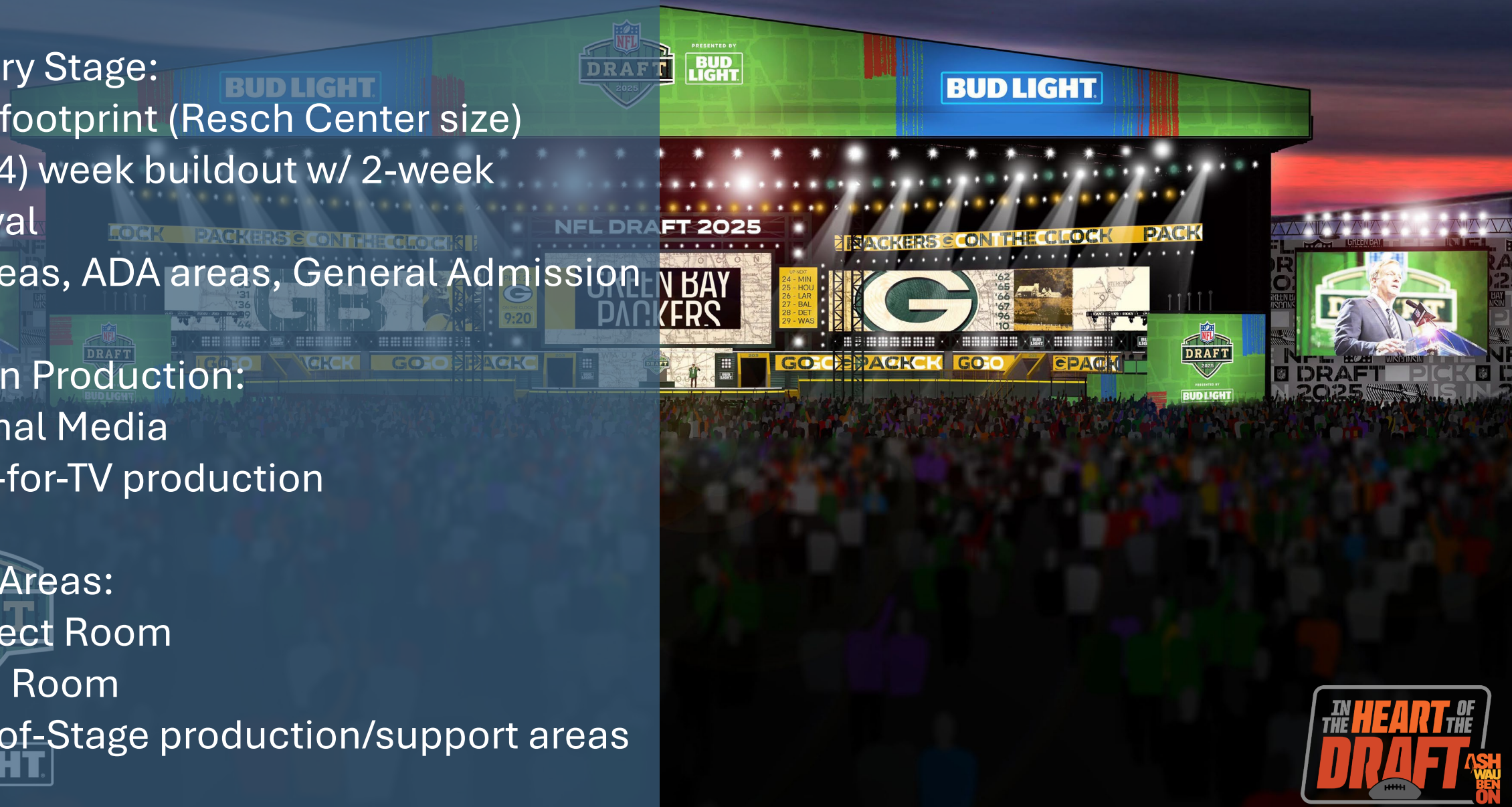
- Large footprint (Resch Center size)
- Four (4) week buildout w/ 2-week removal
- VIP areas, ADA areas, General Admission

## Television Production:

- National Media
- Made-for-TV production

## Support Areas:

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



# DRAFT THEATRE

# NFL EXPERIENCE



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**GENERAL ADMISSION**

**GENERAL ADMISSION**







FROM S RIDGE RD 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
	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	31	1	2
MAY	3	4	5	6	7	8	9
	10	11	12	13	14	15	16

**PHASE 1**  
SAT - MARCH 29 TO SUN - MAY 4  
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	31	1	2
MAY	3	4	5	6	7	8	9
	10	11	12	13	14	15	16

**PHASE 2**  
SUN - APRIL 13 TO SAT - 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
	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	31	1	2
MAY	3	4	5	6	7	8	9
	10	11	12	13	14	15	16

**PHASE 3**  
SAT - APRIL 19 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
	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	31	1	2
MAY	3	4	5	6	7	8	9
	10	11	12	13	14	15	16

**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 MCCARTHY WAY, ARMED FORCES DR, HOLMGREN WAY, & TONY CANADEO RUN





gettyimages®  
Credit: Spencer Platt





DO NOT  
ENTER

DO NOT  
ENTER

CHASE TOWER

EMERGENCY

BUD LIGHT

LOWE'S

COURTYARD

Microsoft

ROCKET Mortgage

SNICKERS

verizon

VISA

← ONE KENNEDY SQUARE LOBBY /  
TUBBELLY / STARBUCKS / CENTRAL  
MICHIGAN UNIVERSITY / CITI BANK

→ CHASE BUILDING LOBBY / CHASE BANK

DRAFT



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**BUD  
LIGHT**

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





IN THE HEART OF THE  
**DRAFT**  
ASH  
WAU  
BEN  
ON



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

NFL  
DRAFT  
2004  
PRESENTED BY  
BUD LIGHT  
DAWG  
POUND

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

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

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

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

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

STEEL  
CITY  
FOOTBALL

BILL  
I E V E

gettyimages®  
Credit: Mark Cunningham

IN THE HEART OF THE  
DRAFT  
ASH  
WAU  
BEN  
ON



NOBODY'S  
SELF-MADE.

BEHIND EVERY DREAM  
IS A DREAMMATE.™

#ROCKETDREAMMATE

ROCKET  
Mortgage



BEDROCK

GREATNESS  
IS ON  
THE CLOCK

IN THE HEART OF THE  
DRAFT

ASH  
WAU  
BEN  
ON



NFL DRAFT  
DETROIT '24



IN THE HEART OF THE  
DRAFT  
ASH WAU BEN ON



DOWNTOWN  
DETROIT  
PARTNERSHIP

DOWNTOWN  
DETROIT  
PARTNERSHIP  
— EST. 1922 —

DOWNTOWN  
DETROIT  
PARTNERSHIP

IN THE HEART OF THE  
DRAFT

ASH  
WAU  
BEN  
ON

# EVENT DAYS INGRESS/EGRESS TRAVEL IMPACTS



Fox River



# NFL ONE PASS

- 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](https://NFL.com/DraftAccess)

# BEN ON

In the Heart of the

GOVERNMENT | RESIDENTS | BUSINESS | VISITORS

Search

## Upcoming Events

- Feb 25**  
**Village Board**  
 Tuesday, February 25, 2025 6:00 PM  
 Village Hall - Boardroom  
 View Agenda / Minutes Join Meeting
- Feb 26**  
**Disney's Descendants: The Musical**  
 Wednesday, February 26, 2025 7:00 PM  
 Ashwaubenon PAC  
 Read More
- Feb 27**  
**Disney's Descendants: The Musical**  
 Thursday, February 27, 2025 7:00 PM  
 Ashwaubenon PAC  
 Read More
- Feb 28**  
**Disney's Descendants: The Musical**  
 Friday, February 28, 2025 7:00 PM  
 Ashwaubenon PAC  
 Read More

[View All Events](#)

## News & Updates

- ▶ [2025 NFL Draft](#)
- ▶ [Special Event Road Closures](#)

- ▶ [Parks & Recreation Brochure](#)
- ▶ [Village Newsletter](#)



# VILLAGE RESOURCES

- For Ashwaubenon Residents
- For Ashwaubenon Businesses
- Visitor Information

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



# Business Resource Kit

HOW TO GET YOUR BUSINESS DRAFT READY



## BUSINESS RESOURCES

- Social Media Tips
- What are Draft Fans Like
- The Do's and Don'ts
- Website Tips
- Draft Events & Planning Tips
- Other Helpful Resources

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

2025 NFL DRAFT | APRIL 24-26



# PARKING

- Discover Green Bay is Collecting Available Parking Info for NFL One Pass
- On street parking may be restricted. “No Parking by Police Order” or “No Parking for Lambeau Field Stadium Bowl Event” will be strictly enforced.
- Detailed parking and transit information will be posted once finalized.



Photo Credit: Green Bay Press-Gazette









# MOBILE FOOD ESTABLISHMENTS

- 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 Department.



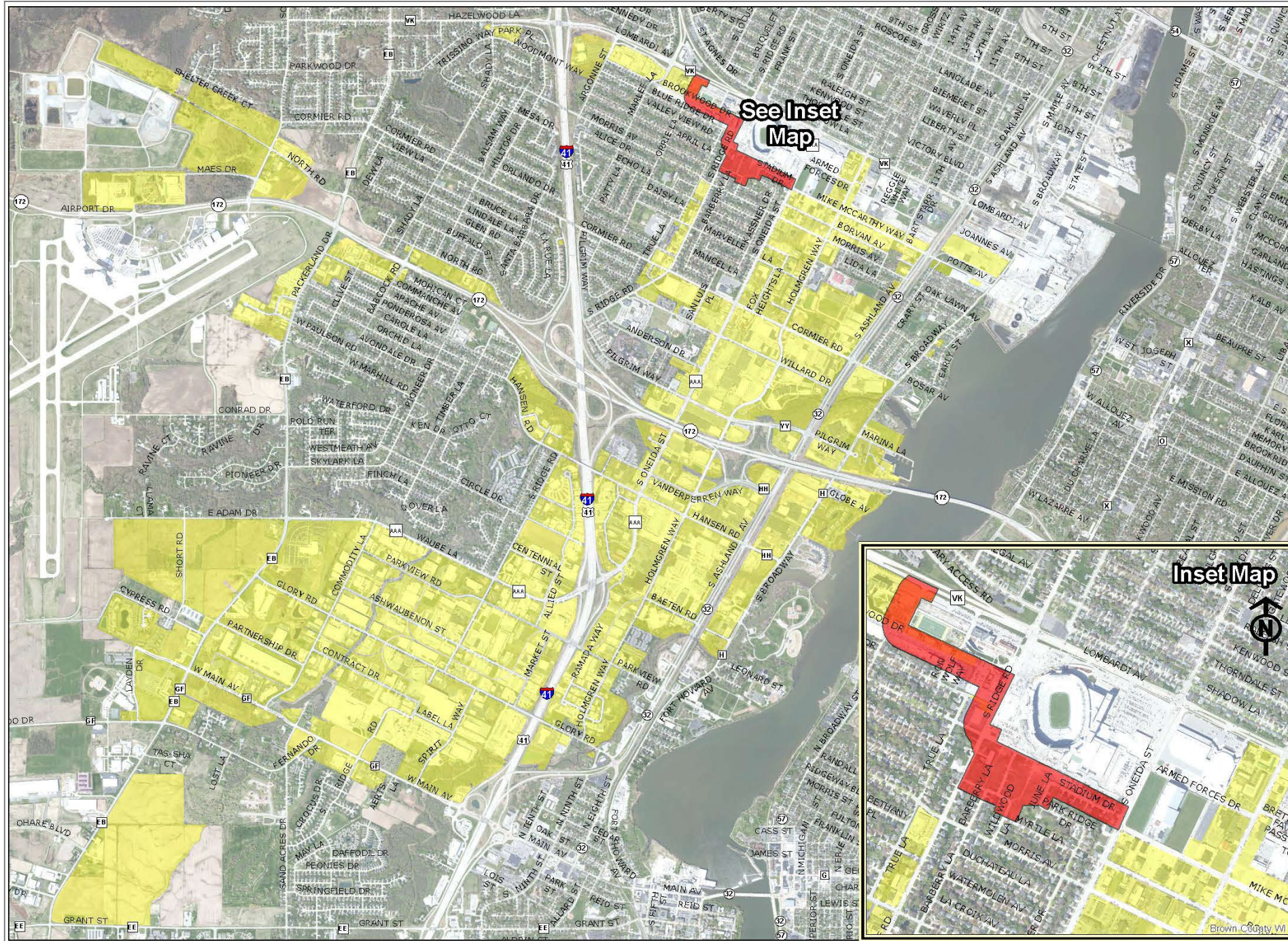
**April 24-26, 2025  
NFL Draft  
Mobile Food Vendors  
Ashwaubenon  
Allowable Locations**

-  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



See Inset Map

Inset Map

# 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.



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# 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)



# Rental cabin that caught fire killing six people did not have a legal lodging permit



# 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







# ODDS 'N ENDS

- Traffic Control & Wayfinding
- Shuttles / Share Rides / Charters
- Volunteer/Employment Opportunities
- Information, Promotion, and Marketing
- Beautification & Wayfinding Efforts

# Questions?

## Village Contact Information:

**Mary Kardoskee, Village  
President**

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(920) 492-2301

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Manager**

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