



# PARTNERSHIP OPPORTUNITIES AT THE WOODMAN'S CENTER

# A NEW ERA FOR SPORTS, EVENTS & COMMUNITY IN JANESVILLE

The Woodman's Center has officially opened as the region's premier destination for sports, recreation, entertainment, and community events. This state-of-the-art facility spans nearly 140,000 square feet, offering versatile spaces designed to host events of every size and style.

## HOME TO:

- Janesville Jets NAHL Hockey Team - Professional junior hockey bringing excitement and community pride
- Janesville Youth Hockey Club - Developing the next generation of hockey players
- Janesville Figure Skating Club - Promoting artistic excellence on ice
- Beloit College Hockey Team - Collegiate hockey competition
- Milton High School Hockey - Prep school hockey development
- Janesville High School Hockey - Boys and girls varsity hockey programs

## THE PERFECT LOCATION:

Strategically located just minutes from Interstate 39/90 and adjacent to Uptown Janesville shopping center, the center provides convenient access to a variety of hotels, restaurants, and retail outlets. The facility features ample on-site parking accommodating over 2,000 vehicles, ensuring a seamless and enjoyable visit for all attendees.





# OUR MISSION

To be a community partner, provide high-quality facilities that enhance the quality of life for our community, while promoting economic growth through efficient, fiscally responsible management.

As the community hub for sports, business, and recreation, the Woodman's Sports & Convention Center will host year-round programming that reaches diverse audiences throughout south-central Wisconsin and beyond. Our partnership opportunities provide consistent brand exposure to families, athletes, business professionals, and community members.

## ECONOMIC IMPACT & COMMUNITY BENEFIT:

The Woodman's Center drives significant economic impact by attracting Midwest visitors for tournaments and conventions, supporting local hotels, restaurants, and retail while creating jobs and generating tax revenue. This modern facility enhances property values, improves quality of life through recreational opportunities, and positions Janesville as a premier regional destination.

## SPONSOR BENEFITS:

- Year-round brand visibility through diverse programming
- Social media promotion and email marketing inclusion
- Community association with positive facility impact
- Professional SFC management ensuring quality event

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





The City of Janesville is dedicated to fostering community development and enhancing the quality of life for its residents. Located in south-central Wisconsin with convenient Interstate access, Janesville is a vibrant community that values the pivotal role of sports, recreation, and events in driving community engagement and economic growth.

Here, we honor the tradition of local recreation and embrace the future of sports and conventions in our community. The Woodman's Sports & Convention Center offers direct access to thousands of athletes, event attendees, and their families each year.

FULL SPECTRUM PHOTOGRAPHY

Janesville, Wisconsin, offers a unique blend of small-town charm and modern amenities, making it an exceptional choice for hosting your event. With beautiful parks, a lively downtown, and easy access from I-39/90, visitors enjoy a welcoming, well-connected experience—perfect for athletes, spectators, and event organizers alike.

**JANESVILLE, WISCONSIN**



# 3 PREMIER VENUES UNDER 1 ROOF

## VENUE OVERVIEW

The Woodman's Sports & Convention Center offers a comprehensive array of amenities designed to provide an exceptional experience for all attendees. The facility features well-appointed locker rooms, breakout meeting rooms, a training room, concessions, and administrative spaces. Attendees will benefit from complimentary Wi-Fi and ample on-site parking accommodating over 2,000 vehicles. Strategically located just minutes from Interstate 39/90 and adjacent to Uptown Janesville shopping center, the center provides convenient access to a variety of hotels, restaurants, and retail outlets, ensuring a seamless and enjoyable visit for athletes, spectators, and event participants alike.

With modern amenities, flexible spaces, and a commitment to excellence, the Woodman's Center is equipped to accommodate events of all sizes, ensuring a memorable experience for all attendees.

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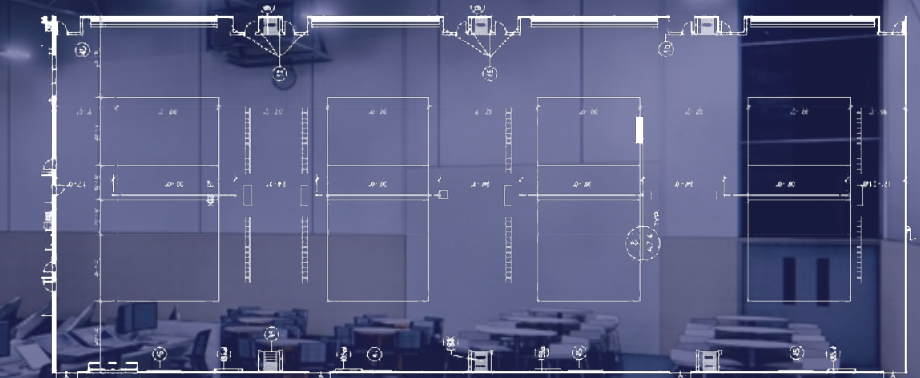
The Woodman's Sports & Convention Center is managed by Sports Facilities Companies (SFC), whose mission is to improve the health and economic vitality of the communities they serve. With extensive experience operating leading sports and event venues nationwide, SFC ensures the Center is run with excellence, community focus, and long-term impact in mind.

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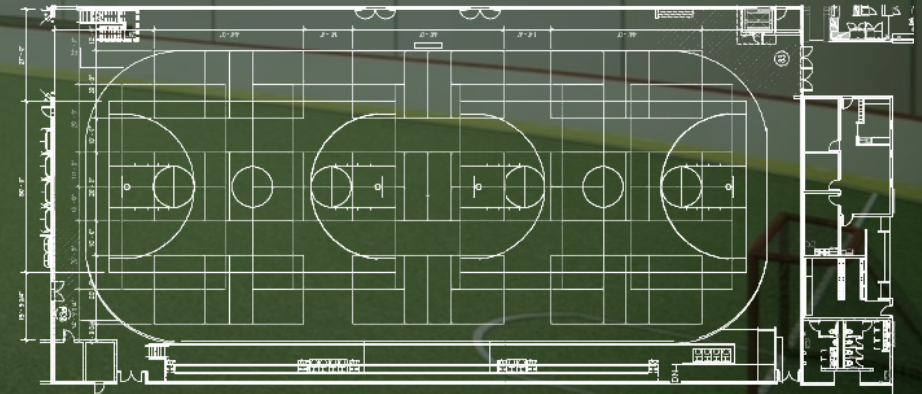


# ROBERT & DELORES KENNEDY CONVENTION CENTER



- 25,800 square feet
- Space for trade shows, conventions, expos, banquets, and community events
- Seating for 1,000 at round tables, 1800 theater seating, or 110 trade show booths
- Athletic use for basketball, volleyball, pickleball, open gym, turf and more





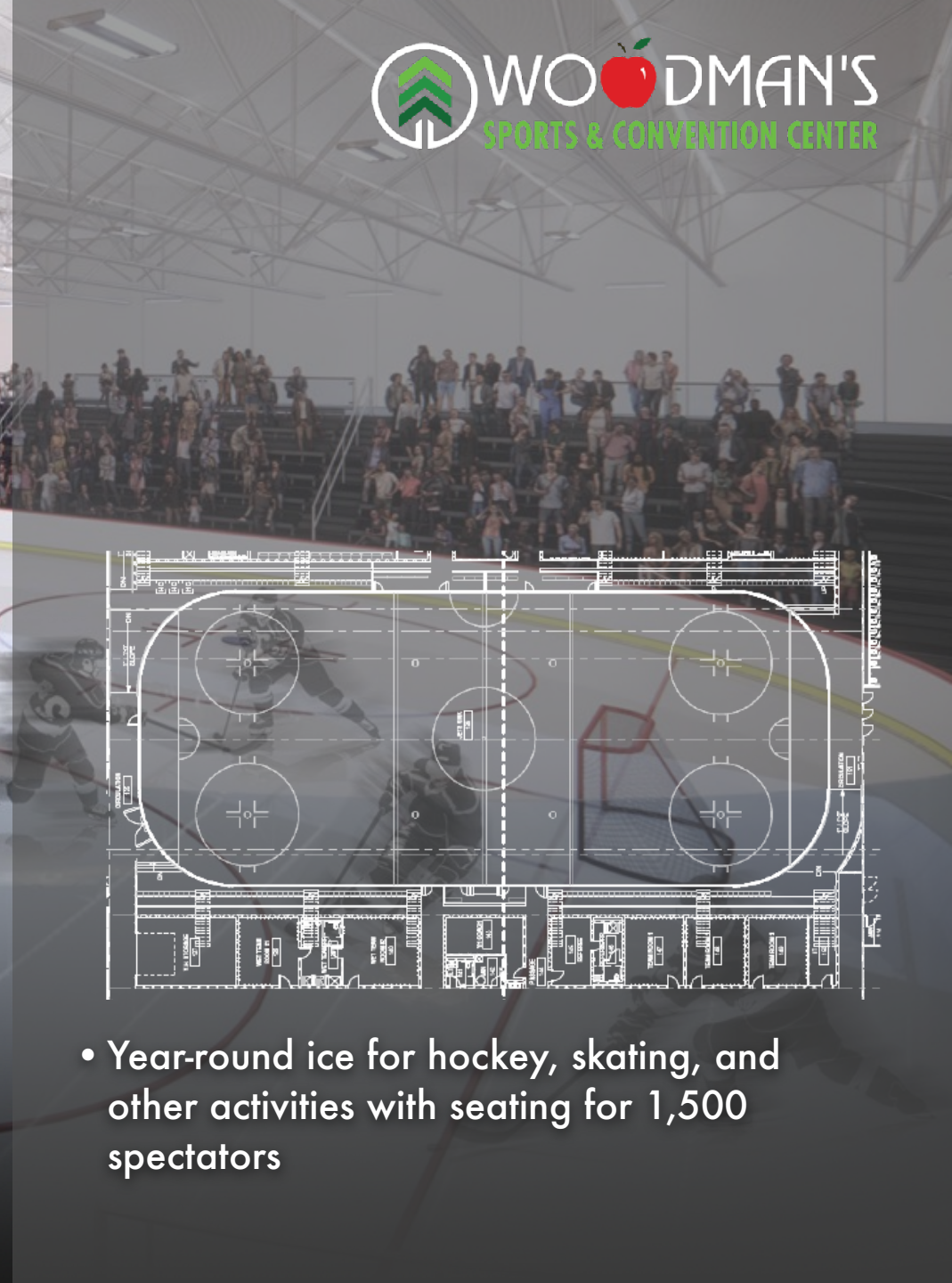
- 23,000 square feet
- Seasonally convertible to space for conferences and events
- Seating for 864 at round tables, or 1,554 theater seating, or 82 trade show booths
- Adjustable space for multi-sport use with seating for 250 spectators

# MULTI-PURPOSE ARENA





# MERCYHEALTH ARENA



- Year-round ice for hockey, skating, and other activities with seating for 1,500 spectators



# YEAR ROUND PROGRAMMING

The Woodman's Sports & Convention Center serves as the community's premier hub for diverse programming.

## SPORTS PROGRAMMING:

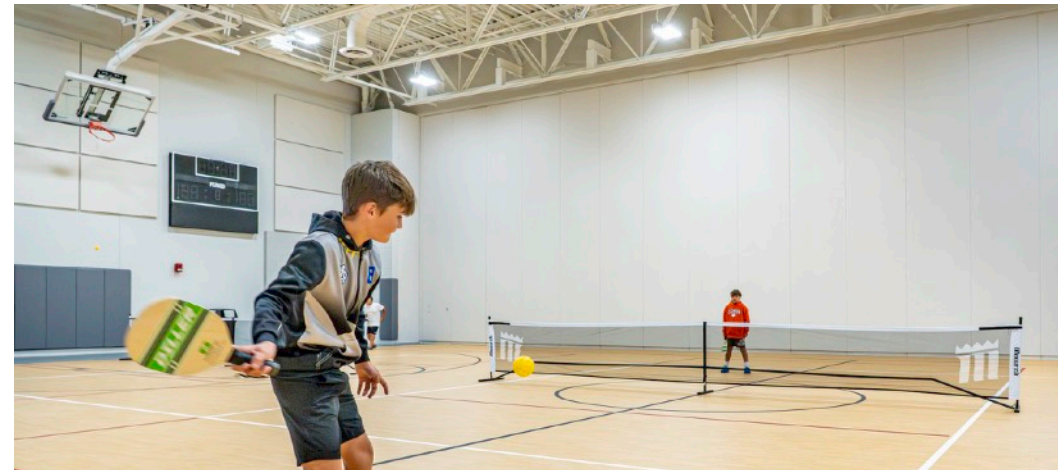
- Junior Hockey: Home to the Janesville Jets NAHL team Youth Hockey Development: Janesville Youth Hockey Club programs Community Leagues: Volleyball, basketball, soccer, and pickleball
- Learn to Skate Programs: Introducing new participants to ice sports
- Drop-in Sports: Open court time and Public Skating for community use
- Tournament Hosting: Multi-sport tournaments throughout the year

## CONVENTION & EVENT PROGRAMMING:

- Trade Shows & Expos: Regional and industry-specific events
- Corporate Conferences: Business meetings and professional gatherings
- Community Events: Public gatherings and celebrations
- Private Functions: Birthday parties and exclusive group rentals
- Public Programs: Open skating and recreational activities

Programming continues to expand as we establish our first year of operations.

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# SPONSORSHIP INVENTORY

## PREMIER NAMING OPPORTUNITIES

OPPORTUNITY TYPE	
Multi-Purpose Arena Naming Rights	
Court A Naming Rights	
Court B Naming Rights	
Court C Naming Rights	
Court D Naming Rights	

## PREMIUM SIGNAGE OPPORTUNITIES

OPPORTUNITY TYPE	
Vinyl Banner Signage	High Visibility
Social Media Integration	Cross-platform promotion

## DIGITAL OPPORTUNITIES

OPPORTUNITY TYPE	
Bench Wall Signage	8 available - Large 10' x 10'
Lobby Link Hallway	Wall Boards
Hockey Storage Room	High Visibility
Elevator Sponsorship	Premium Placement







# WHY PARTNER WITH THE WOODMAN'S CENTER

- Premier Location: Easy Interstate access brings visitors from across the Midwest
- Year-Round Programming: Continuous events ensure consistent brand exposure
- Diverse Audiences: Sports tournaments, business conferences, trade shows, and community events
- Professional Management: Operated by Sports Facilities Companies (SFC) with 90 facilities nationwide
- Economic Impact: Major contributor to Janesville's growth and regional development
- Modern Facility: State-of-the-art amenities create positive brand associations

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**SFC** SPORTS FACILITIES  
COMPANIES



# THE SPORTS FACILITIES COMPANIES

The Woodman's Sports & Convention Center is managed by Sports Facilities Companies (SFC), the nation's largest developer and operator of sports, fitness, and recreation facilities with 90+ facilities nationwide. SFC's expertise delivers millions in annual economic impact, hundreds of thousands of visitors, and thousands of events yearly across their portfolio.

Their proven track record in sports tourism, programming, and community partnerships ensures the Woodman's Center benefits from industry-leading best practices and operational efficiency.

For sponsors, SFC management means:

- Professional event execution that reflects positively on your brand
- Proven marketing strategies that maximize sponsor visibility
- Established network connections for enhanced programming opportunities
- Reliable facility operations ensuring consistent quality experiences

SPORTSFACILITIES.COM





# JOIN US AS A COMMUNITY PARTNER

Janesville is experiencing significant growth and development, and the Woodman's Sports & Convention Center is positioned to be the cornerstone of that growth as the community's primary sports, recreation, and convention hub.

## BECOMING A WOODMAN'S CENTER COMMUNITY PARTNER WILL:

**Expand Your Reach:** Connect with local residents, visiting families and business professionals

**Build Brand Recognition:** Year-round exposure through diverse sports & convention programming

**Support Economic Development:** Partner with a facility designed to drive tourism & regional commerce.

**Access Premium Audiences:** Connect with families, athletes, youth programs and event attendees.

**Demonstrate Community Investment:** Show your commitment to Janesville's future and quality of life.

**Leverage Professional Management:** Benefit from SFC's proven expertise in facility operations and marketing.

As our inaugural year partner, you'll be foundational in establishing the Woodman's Center as the region's premier destination. We have designed these partnership packages with you, the business owner or representative, in mind. Let us know how we can help you become a community partner of the Woodman's Sports & Convention Center!

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# READY TO BECOME A FOUNDING COMMUNITY PARTNER?

**LET'S TALK NEXT STEPS TO DISCUSS HOW WE CAN CUSTOMIZE  
A PARTNERSHIP THAT DELIVERS MAXIMUM VALUE FOR YOUR BUSINESS.**

Limited inaugural sponsorship opportunities are available for the 2025-2026 season.  
Secure your partnership today and be part of Janesville's exciting future.

**TONY THIRY**

GENERAL MANAGER

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MANAGED BY SPORTS FACILITIES COMPANIES (SFC)  
Improving the health and economic vitality of communities nationwide.  
Operating 90+ premier sports and recreation facilities across the United States.

