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FOR IMMEDIATE RELEASE

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Wisconsin Center to Gift Gala to One Area 501(c)(3) Organization in its Stunning New Rooftop Ballroom

MILWAUKEE—(January 18, 2023) – On January 18, 2023, the [Wisconsin Center](#) announced the launch of its first annual Gala Giveaway. The Wisconsin Center, located in the heart of downtown Milwaukee, will gift one area 501(c)(3) organization a complimentary gala in the expanded convention center's [new state-of-the-art rooftop ballroom, set to open in spring 2024](#). Eligible organizations must apply using [this application](#). Applications are due on March 31, 2023.

"Our local non-profit organizations are the backbone of our community. The work they do to help strengthen and grow southeastern Wisconsin is done with passion and authenticity, which is why it is deeply important to me to invest in these organizations in any way we can. By gifting one area 501(c)(3) organization a gala, we hope to set the winning organization up for future success and contribute to their cause in a unique way," said Wisconsin Center District President and CEO Marty Brooks.

The complimentary gala package includes the following:

- Complimentary room rental at the Wisconsin Center's new rooftop ballroom on a mutually agreed upon date in 2024
- Pre-function space for registration and silent auction
- A chef's choice 3-course menu and non-alcoholic beverages for up to 500 guests
- Two bottles of white and two bottles of red wine per table
- Standard tables, chairs, linens and place settings
- Complimentary service charge
- Included WCD labor costs
- Conference Technologies Inc. audio-visual credit up to \$15,000 dollars

Furthermore, the [Wisconsin Center District](#) will contribute 40 staff volunteer hours to the winning organization's cause.

Wisconsin Center District

Experience-obsessed and committed to creating unforgettable moments, the [Wisconsin Center District](#) (WCD) is a quasi-governmental entity that operates the [UW-Milwaukee Panther Arena](#); the [Miller High Life Theatre](#); and the [Wisconsin Center](#), which is undergoing a \$456 million expansion to double its size in downtown Milwaukee. The WCD venues are within walking distance of leading hotels, retail establishments, attractions, dining, nightclubs and transportation. Created under [Wisconsin State Statute](#) in 1994, the WCD offers captivating and buzzworthy experiences, making Milwaukee a not-to-be-missed destination. For more information about the WCD, visit wcd.org.



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The [Wisconsin Center](#), located in the heart of downtown Milwaukee, is the hub of convention business in Wisconsin and is ideal for trade and consumer shows, conventions, banquets, business meetings, and celebrations. Currently, the Wisconsin Center offers 188,695 square feet of contiguous exposition space and 37,500 square feet of ballroom space, accommodating up to 1,000 vendors and 10,000 guests while also offering more intimate spaces for groups as small as ten.

The Wisconsin Center is undergoing a \$456 million expansion to double its size, allowing the convention center to host multiple events simultaneously and offer flexible space arrangements to meet various clients' needs. The expansion will be completed in Q1 2024. For more information about the expansion, visit www.BuildingMore.com. The Wisconsin Center is owned and operated by the Wisconsin Center District and is experience-obsessed and dedicated to providing unforgettable, buzzworthy moments for all clients and guests. For more information and to book an event, visit wisconsincenter.com.