

INTRUST BANK ARENA

2024 ANNUAL REPORT



2024 EVENTS

1/5	Thunder vs. Allen	5/25	Waste Connections Trash Truck Rodeo
1/6	Thunder vs. Allen	6/26	Wichita Sports Commission Banquet
1/7	Thunder vs. Allen	8/10	Wingapalooza Wichita
1/9	Sedgwick County Sheriff's Officers Fitness Training	8/17	Bulls, Bands, and Barrels Feat. Koe Wetzel
1/12	Thunder vs. Cincinnati	8/20	Wichita Sports Commission Board Meeting
1/13	Thunder vs. Cincinnati	8/27	ASM Global Job Fair
1/14	Thunder vs. Utah	9/13	Tucker Carlson
1/19	Thunder vs. Tulsa	9/16	Sedgwick County Quad County Forum
1/25-1/27	2024 Midwestern Synchronized Skating	9/25	Ivan Comejo
	Sectional Championships	9/28-9/29	PAW Patrol Live!
2/2	Thunder vs. Kansas City	10/14	Sedgwick County Employee In Service
2/4	Thunder vs. Kansas City	10/15	Jelly Roll
2/6	Chamber Chair's Luncheon	10/18	Thunder vs. Kansas City
2/8	Thunder vs. Fort Wayne	10/25	Thunder vs. Tulsa
2/9	Cody Johnson	11/1	Thunder vs. Rapid City
2/10	Thunder vs. Fort Wayne	11/2	Thunder vs. Rapid City
2/16	Thunder vs. Kansas City	11/3	Thunder vs. Rapid City
2/18	Thunder vs. Tulsa	11/5-11/6	Rod Wave Rehearsals
2/24-2/25	Monster Jam	11/8	Thunder vs. Allen
3/2	Thunder vs. Allen	11/10	Thunder vs. Tulsa
3/3	Winter Jam	11/13	Thunder vs. Kansas City
3/5	INTRUST Bank Service Awards	11/15	Sedgwick County Clerk's Meeting
3/6	Thunder vs. Tulsa	11/16	NJCAA Division I Soccer Banquet
3/8	Thunder vs. Iowa	11/20	Thunder vs. Utah
3/9	Thunder vs. Iowa	11/21	Thunder vs. Utah
3/10	Thunder vs. Kansas City	11/22	Thunder vs. Utah
3/13	Thunder vs. Tulsa	11/23	Cody Jinks
3/21-3/24	Disney On Ice	11/27	Thunder vs. Worcester
3/29	Blake Shelton	11/29	Thunder vs. Worcester
3/30	Thunder vs. Tulsa	11/30	Thunder vs. Worcester
4/3	Thunder vs. Allen	12/1	Thunder vs. Kansas City
4/5	Harlem Globetrotters	12/5	Thunder vs. Allen
4/6	Thunder vs. Tulsa	12/8	Justin Timberlake
4/7	Thunder vs. Tulsa	12/9	WWE Monday Night RAW
4/20	PBR	12/13-12/14	PBR: Unleash The Beast
4/25	Jeff Dunham	12/20	Sedgwick County Sheriff's Christmas Party
4/28	Tour De Wichita Bicycle Ride	12/21	Thunder vs. Allen
5/3	Turnpike Troubadours	12/27	Thunder vs. Idaho
5/11	Friends University Commencement	12/28	Thunder vs. Idaho



BEHIND THE SCENES





A.J. Boleski,
General Manager

A LETTER FROM THE GENERAL MANAGER

Our ASM Global Team at INTRUST Bank Arena had a very memorable year full of several first-time events and sold-out concerts.

In February, we hosted Cody Johnson for his first-ever concert at INTRUST Bank Arena, which also proved to be a sell-out. In May, we hosted Turnpike Troubadours for the first time ever, along with Trampled by Turtles and the Red Clay Strays.

Bulls, Bands, and Barrels came to Wichita in August for the first-time, along with its headliner, Koe Wetzel. We also hosted our own self-promoted event, Wingapalooza, for the first-time since 2019. In September, we welcomed Ivan Cornejo for our venue's first Latin show since opening in 2010.

Jelly Roll, made his first-ever appearance at INTRUST Bank Arena on October 15 and was welcomed to Wichita with a sold-out performance.

We ended the year with a flurry of events as we hosted Justin Timberlake for his first-time at our venue, prior to hosting WWE Monday Night Raw, the very next day. On the following weekend, PBR Unleash the Beast returned to Wichita for its first time since 2011.

During summer, we worked with Sedgwick County along with Cox and Hospitality Network to upgrade our free public Wi-Fi to Wi-Fi 6e. All 200+ access points were replaced with the latest technology thus allowing for up to 9,000+ concurrent users.

On the sustainability front, our SAVOR Team utilized aluminum cups for all draft beer in 2024 and worked with Pepsi to replace all plastic water bottles with aluminum cans.

We were also super proud to announce Hayden Schrag, Premium Seating Manager and Claire Wiens, Event Manager, as winners of the International Association of Venue Managers (IAVM) 30 Under 30 recognition at the annual Venue Connect Conference.

This past August, the acquisition of ASM Global by Legends was officially completed. The combination of Legends and ASM Global creates the World's preeminent live events company dedicated to providing fans with outstanding experiences globally.

We will be celebrating our venue's 15th Anniversary throughout all of 2025 as we look forward to hosting the U.S. Figure Skating Championships for the first-time ever in the state of Kansas, along with the return of the NCAA Division I Men's Basketball Championships First and Second Rounds on Mar 20 and 22 with host Wichita State University.

Thank you to Sedgwick County and INTRUST Bank, along with all of our Founding Partners, Premium Seat holders, Corporate Partners, Event Partners, and ASM Global Team Members who helped make 2024 a successful year!

AWARDS & RECOGNITIONS



SAVOR Food & Beverage Director of the Year
Shawn Chambers, Director of Food & Beverage



International Association of Venue Managers
30 Under 30 Award Winner
Hayden Schrag, Premium Seating Manager



International Association of Venue Managers
30 Under 30 Award Winner
Claire Wiens, Senior Event Manager

MAJOR CONCERT & EVENT HIGHLIGHTS

CODY JOHNSON

Known for his explosive live shows and electrifying stage presence, Cody Johnson headlined INTRUST Bank Arena for the first-time on February 9. As part of “The Leather Tour”. The sold-out concert featured special guests Justin Moore and Dillon Carmichael.



IVAN CORNEJO

Marking the first Latin performer to play INTRUST Bank Arena, Musica Mexicana breakout star Ivan Cornejo brought his Mirada Tour to Wichita on September 25. Cornejo’s sophisticated combination of sad sierrero roots and hazy, alternative-rock vibes resonated with his young listeners.



BLAKE SHELTON

Blake Shelton brought out the bar stools and the big hits on his “Back To The Honky Tonk Tour” on March 29. Shelton was joined by Multi-Platinum, 8x chart-topping country star Dustin Lynch and rising country artist Emily Ann Roberts, who was coached by Blake on NBC’s The Voice.



JELLY ROLL

Known for his multi-genre hit making talents, Jelly Roll made a stop in Wichita as part of his Beautifully Broken Tour on October 15. The high-energy tour also featured rising stars Warren Zeiders and Alexandra Kay.



TURNPIKE TROUBADOURS

Pioneers of the red dirt music genre, Turnpike Troubadours brought their blend of country, honky-tonk and rock music to Wichita on May 3 accompanied by special guests Trampled By Turtles and The Red Clay Strays.



JUSTIN TIMBERLAKE

Renowned musician, actor and entertainer, Justin Timberlake made his first-ever appearance at INTRUST Bank Arena on December 8. The Forget Tomorrow World Tour was one of the largest productions the arena has ever seen and featured a two-hour set of nonstop hits.



ASM GLOBAL IN THE COMMUNITY

In 2024, INTRUST Bank Arena was involved in a number of impactful initiatives to benefit the local community. Additionally, a total of 142 event tickets were donated to local non-profit organizations, for a total value of \$8,805.

COMMUNITY EVENTS

Community events were a major focus for INTRUST Bank Arena in 2024, reinforcing the Venue's commitment to being more than just a place for live entertainment. Throughout the year, the arena welcomed a variety of community-focused gatherings that brought people together, showcased local organizations and supported several different causes.

The Wichita Chamber of Commerce hosted two different events at the arena—the Sunrise Scrambler and the annual Chamber Chair's Lunch. These events brought together business leaders, elected officials, and local professionals for valuable networking opportunities.

Additional community events included the NJCAA Division 1 Soccer Banquet, the return of Friends University's graduation ceremony and Tour de Wichita, during which local cyclists rode through the arena as one of the event's featured stops. The tour also supported two local nonprofit organizations—Bike Walk Wichita and Great Plains Diabetes—highlighting its commitment to health and community engagement.

The Kansas Highway Patrol also utilized the arena for several training sessions, including drone operations and K-9 exercises. Supporting public safety training initiatives remains an important way the venue contributes to broader community readiness and service.

COMMUNITY INVOLVEMENT

2024 was a significant year for community involvement initiatives, both inside and outside the arena. INTRUST Bank Arena donated 142 tickets to local community members, with a total value of \$8,805.

Full-time staff participated in various volunteer efforts throughout the year. Early on, team members assisted the Sedgwick County Zoo by helping clean and reorganize animal habitats. In May, staff volunteered at the Special Olympics Kansas Summer Games and also supported Field Day activities at Derby Elementary School, marking a new volunteer partnership.

Later in the year, employees volunteered with several well-established charitable organizations, including the Wichita Food Bank, Habitat for Humanity and the Kansas Humane Society. The year concluded with participation in the Salvation Army Angel Tree program, providing holiday gifts for local children.

Many staff members also engaged in personal volunteer activities outside of work. From serving on alumni boards to participating in the local Rotary Club, INTRUST Bank Arena employees remained active in the community.

Inside the arena, multiple behind-the-scenes tours were provided to local organizations to offer insight into careers within the live entertainment industry. Additionally, the arena partnered with Project Life, whose students joined the concessions team. This initiative not only provided valuable staffing support but also gave Project Life participants hands-on experience in learning and practicing essential life skills.

Community involvement remains a core priority for INTRUST Bank Arena each year.



Hang On
EVERY
Moment



FINANCIAL OVERVIEW



Chris Johnson,
Senior Director of Finance

2024 was a year of change for the Finance department with the return of the former Director of Finance, the hiring of a new Accounting Manager and Senior Accountant and the implementation of a new general ledger accounting software.

NUMBER OF
TICKETED EVENTS
74

ATTENDANCE
249,824

RENTAL INCOME
\$1,346,800

SERVICE
REVENUE
\$1,562,532

SERVICE
EXPENSES
(\$2,509,372)

TOTAL
DIRECT
EVENT
INCOME
\$399,960

NET FOOD AND BEVERAGE INCOME
\$2,744,555

NET NOVELTY
INCOME
\$114,476

ON-SITE PARKING REVENUE
\$49,444

TICKETING INCOME
\$2,464,192

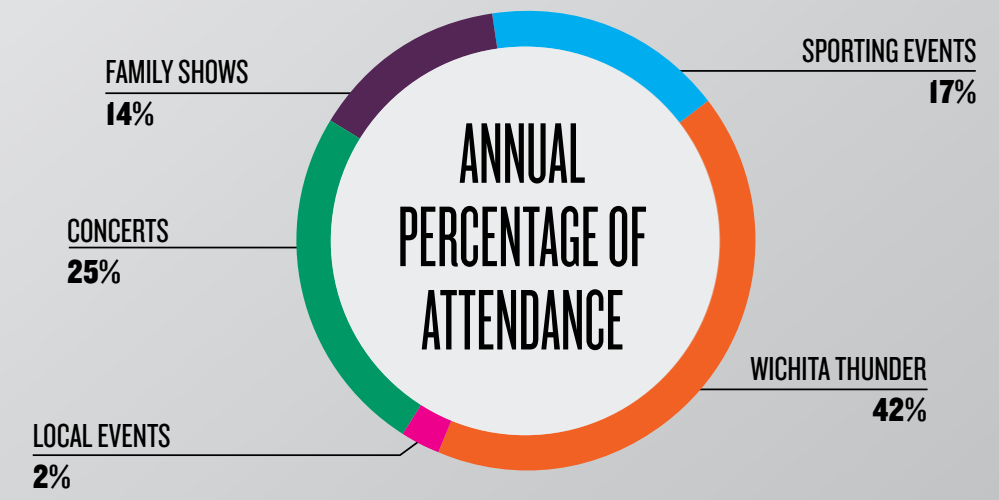
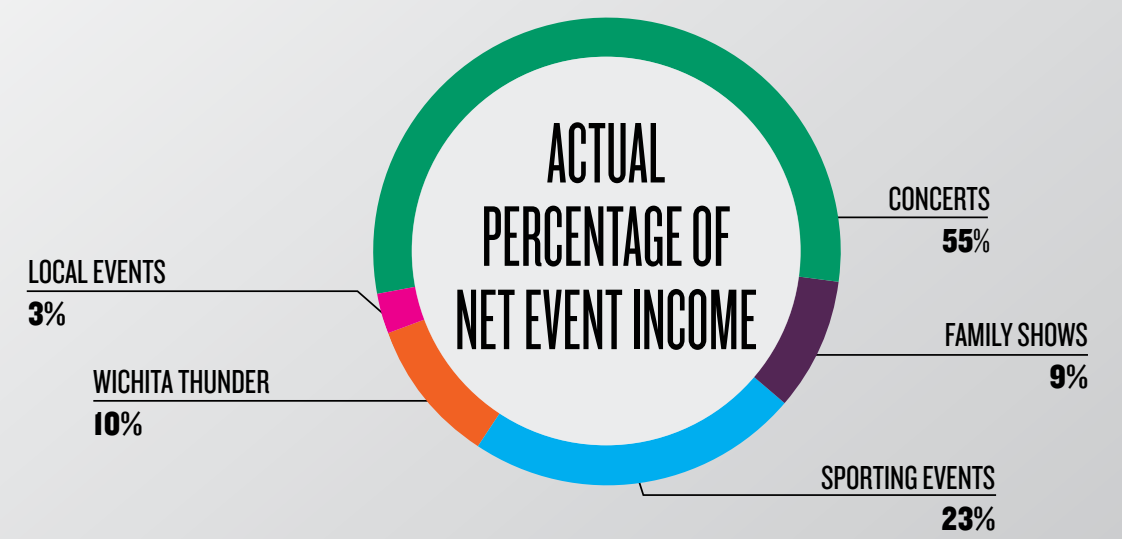
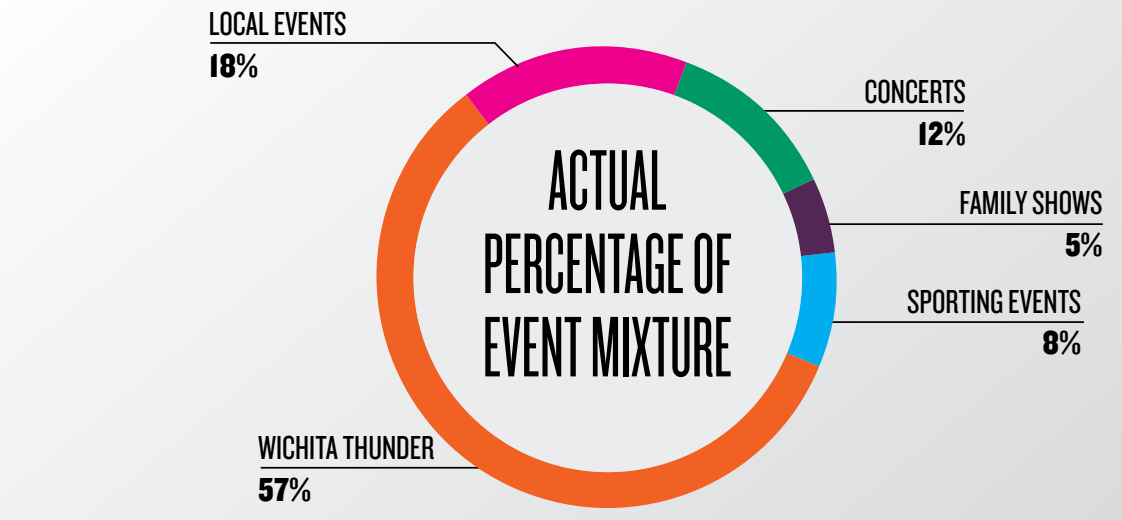
TOTAL OTHER
EVENT EXPENSES
(\$1,414,242)

NET EVENT
OPERATING INCOME
\$4,358,385

OTHER
INCOME
\$2,583,993

TOTAL INDIRECT EXPENSES
(\$6,285,234)

NET INCOME
\$657,144



Sporting events include PBR, Monster Jam, WWE Monday Night RAW, US Figure Skating and Bulls, Bands, and Barrels. Family shows include Harlem Globetrotters, Paw Patrol, Winter Jam and Disney On Ice. Concerts represented 12% of the events held at INTRUST Bank Arena and accounts for 55% of the net event income.

MARKETING

The Marketing Team played a pivotal role in enhancing the overall guest experience at INTRUST Bank Arena in 2024. Key efforts included capturing valuable feedback through guest surveys and improving our Premium Add-On Experiences.

Christine Pileckas,
Director of Booking & Marketing

MARKETING

The new guest survey system, Insights, was implemented to collect guest feedback through post-event surveys at INTRUST Bank Arena. Regardless of size, each event is equally important, and feedback from attendees helps maintain the Arena's reputation as one of the top venues in the country. To date, nearly 4,000 event attendees have completed a guest survey. From the feedback captured, 81% of guests identified their overall experience as "Excellent" or "Very Good" while 85% responded that their experience at the venue "Exceeded Expectations" or "Met Expectations." As a result, INTRUST Bank Arena had been identified as one of the top-performing venues in the company based on guest survey responses and feedback.

Another area of focus in 2024 was the continued development of Premium Add-On Experiences. Three add-ons were offered throughout the year, and with a dedicated marketing strategy, they proved to be a success—creating an additional revenue stream for the venue. Email marketing played a key role, with add-ons featured in presale communications and dedicated emails to ticket purchasers. In-venue marketing and social media also supported the overall strategy.

Enhancing the experience for our back-of-house guests is also a major focus within the department. Unique backstage activations were offered to several tours and their crews in 2024, including a custom t-shirt screen printing station, a design-your-own hat bar and complimentary coffee stations. All of the activations are in partnership with local businesses, including All Seasons Custom Apparel, Love of Character and Pennant Coffee.

These efforts by the Marketing Team not only elevated the guest experience but also contributed to the continued success and strong reputation of INTRUST Bank Arena in 2024.

INSTAGRAM
FOLLOWERS
25K

FACEBOOK
FANS
112K

EMAIL BLAST
SUBSCRIBERS
256K

X
FOLLOWERS
35K

BUSINESS DEVELOPMENT

The Sponsorship and Premium Team enjoyed a year of growth. Sponsorship renewals saw a 33% overall increase, multiple organizations hosted private events for the first-time at the arena and premium seating licensed 100% of suites and nearly 70% of Club Seats.

Hayden Schrag,
Premium Seating Manager

SPONSORSHIPS

In 2024, INTRUST Bank Arena acquired three new buildings sponsors to advertise within our facility. Hometown Chevy Dealers came on as an Official Partner and is prominently showcased on our mobile ticketing platforms as well as on both our exterior and interior ribbonboards. Kent Audio Visual will be highlighted as our preferred A/V partner and Walnut River Brewing Company has added some new flavor to our craft beer selections.

The sales team also renewed six sponsorship agreements in 2024, including an extended founding partner multi-year agreement with House of Schwan. This agreement will also include a freshly branded Michelob Ultra Lounge, Kansas Lottery, Qdoba, Waste Connections, ABM and Figeac Aero round out the additional renewals.

Sunrise Scrambler, Sedgwick County Quad County Forum and Employee Forum, NJCAA DI Men's and Women's Soccer Championship Banquet and the Sedgwick County Sheriff's Department Christmas Party.

PREMIUM SEATING

In 2024, an enhanced Premium Seating e-commerce platform was introduced, providing guests with a seamless way to explore and book Loge Boxes, Executive and Party Suites, the Brew Pub and other premium spaces—all with instant ticket delivery. This initiative has now been standardized across multiple ASM Global venues.

For those looking to elevate their event experience, INTRUST Bank Arena also offers 'Day-of' premium upgrades. Upon arrival, guests can visit our Guest Experience team to learn about available options and amenities.

High-demand events like Cody Johnson, Jelly Roll, and Justin Timberlake delivered sold-out premium experiences, while family-friendly favorites like Monster Jam and Paw Patrol also saw a record number of premium attendees.

PRIVATE EVENTS

In 2024, we once again hosted the Wichita Regional Chamber of Commerce Chair's Lunch to kick off the year. In addition, other events included INTRUST Bank Awards breakfast, Friends University Graduation, Waste Connections Trash Truck Rodeo, Greater Wichita Area Sports Commission Banquet and Luncheon, Wichita Regional Chamber of Commerce



Christy Kerekes,
Director of Ticketing

BOX OFFICE & TICKETING



In 2024, Select-A-Seat managed the ticketing for more than 370 local events across the four ASM Global venues in Wichita and Andover, the Wichita Thunder and Miss Kansas Pageant.

These events attracted a diverse range of clients and guests alike showcasing our ability to deliver world-class experiences to a wide range of fans. With events such as Jelly Roll, Pete Davidson, Lindsey Stirling, Tattoo Conventions, Josh Abbott Band, Wheel of Fortune Live, Justin Timberlake, PBR's Unleash the Beast, Ivan Cornejo, Dog Man the Musical and SIX, there was truly something for everyone.

Our part-time Select-A-Seat box office team members are instrumental to our continued success. From managing phone inquiries and sales, to assisting in-person ticket purchasing needs to navigating the demands of large on sales for events such as Justin Timberlake, Bob Dylan and more, their ability

to juggle these responsibilities with a positive attitude truly makes a difference. The dedication and hard work of the entire team plays a huge role in our ability to host more events than there are days in a year.

A new partnership between ParkHub and INTRUST Bank Arena was established this year which has streamlined our on-site parking operations and management through fast and easy-to-use technology. ParkHub's technology seamlessly integrates with ParkMobile allowing us to validate prepaid parking passes while also selling day-of parking from the same device. The integrated dashboard provides us real-time reporting and insight into inventory availability.

Select-A-Seat continues to build strong relationships with our clients, reflecting the trust and satisfaction they have with our staff and services. As we look ahead to 2025, we look forward to continuing to grow our presence in the community.

SELECT-A-SEAT CLIENTS

INTRUST Bank Arena
Wichita Orpheum Theatre
Century II Performing Arts & Convention Center
Capitol Federal Amphitheater
Wichita Thunder
Miss Kansas Pageant



Shawn Chambers,
Director of Food & Beverage

CONCESSIONS & CATERING

SAVOR...

Sustainability remains a core priority for both SAVOR and ASM Global. In 2024, we advanced this commitment through a series of impactful initiatives.

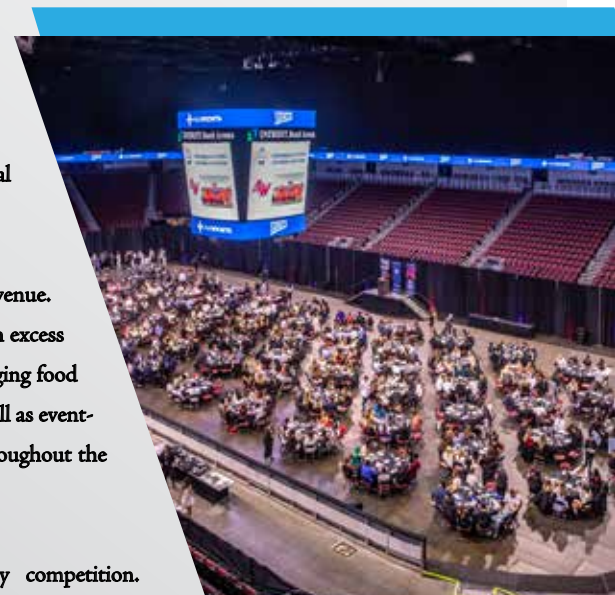
One of our key actions was the adoption of Ball Aluminum Cups for all draft beer pours, enhancing the guest experience while diverting thousands of pounds of waste from landfills. Throughout the year, we served 32,147 draft beers in aluminum cups, with the majority of guests choosing to keep these cups as memorable souvenirs from their visit to INTRUST Bank Arena. This initiative has also provided a valuable branding opportunity for our sales team. Additionally, we made further strides in reducing single-use plastics through the transition to 18 ounce aluminum Aquafina water bottles, all of which are fully recyclable.

In 2024, we made it a priority to expand our private event offerings at INTRUST Bank Arena, and in November, we achieved a significant milestone by hosting the largest attended catering event in the arena's history: the NJCAA Division 1 Soccer Banquet. This prestigious event featured multiple service lines offering high-end food and exceptional service to 750 attendees.

SAVOR is dedicated to identifying and capitalizing on opportunities to maximize revenue. Throughout the 2024 season, we hosted seven ticketed concerts that achieved per caps in excess of thirty dollars each. Additionally, our team boosted revenue through a variety of engaging food promotions, including our Burger of the Month and Pizza of the Month programs, as well as event-specific drink specials. We also revitalized our Floor Bar and several beer portables throughout the arena, enhancing both the guest experience and revenue potential.

Our SAVOR Culinary team fosters creativity and motivation through friendly competition. In 2024, their competitive spirit led them to victory in the Wichita "Death by Chocolate" event, where they earned the Best Savory Dish award. They also triumphed in the local "KETCH Burger Battle," taking home the Judges' Choice award. These accomplishments not only showcase our culinary excellence but also generate excitement and buzz for INTRUST Bank Arena.

At INTRUST Bank Arena, we prioritize culinary safety and maintain the highest standards. In addition to complying with local regulatory requirements, SAVOR engages the third-party auditing company Steritech to ensure exceptional practices. We are proud to report that, in this year's annual audit, INTRUST Bank Arena led ASM Global by achieving an outstanding score of 97%.



SAFETY & SECURITY

In 2024, INTRUST Bank Arena found new and innovative ways to partner with local community organizations and other venues to meet unique event needs in a continued effort to host a variety of events.

Tommy Sisemore,
Assistant General Manager

A few unique events the arena hosted this year were Tour de Wichita, an urban bike ride which explores Downtown Wichita and several other surrounding neighborhoods, and fitness training opportunities for the Sedgwick County Sheriff's department.

In addition, we partnered with the following community organizations to assist with the safety and security of their events through providing use of our CEIA Open Gate magnetometers and barricades: Wichita Orpheum Theatre, Wichita State University, Wichita Riverfest, The Wichita Open, Elsewhere Fest, Taco Fest, Century II Performing Arts & Convention Center, Steckline Communications, Dam Jam Music Festival and Visit Wichita.

The arena hosted several concerts and events with large-scale productions that required renting temporary fall protection lines on the west-end of our rigging grid for the safety of the riggers. The four-month long rental prompted the arena to purchase additional fall protection lines to add to the existing permanent infrastructure as a capital project in 2025.

The backstage area, including locker and dressing rooms, were given extra attention in 2024. These rooms received fresh paint to create a bright and welcoming atmosphere, along with several pieces of new and upgraded hardware.

Our staff also took the opportunity to attend trainings during the past year. Over the course of the year, five full-time and five part-time team members received CPR certifications, which raised the number of CPR certified personnel at INTRUST Bank Arena to 55.

It was also a great year for new and existing partnerships. Our Guest Experience Manager implemented the use of Boomerang, a software to help manage lost and found claims and items, helping to streamline communication from our guests to lost and found administration staff.



CAPITAL IMPROVEMENTS

Seven capital improvement projects were completed in 2024 with a heavy focus on Information Technology upgrades and enhancements.

Grant Jones,
Director of Operations

Our building Wi-Fi was successfully upgraded to Wi-Fi 6. The previous wireless system was showing signs of aging, especially during large-scale events with high attendance numbers. The newly installed Wi-Fi 6 access points are meant for high density communication in congested areas which is a significant enhancement to our venue for large-scale events.

Additionally, our building firewall system has also been upgraded. The previous firewall protection system needed to be upgraded to the current edition of Palo Alto in order to eliminate security vulnerabilities. VMware upgrades were also made in 2024. Dell VxRail replaced our old storage device that was no longer supported by the manufacturer. This new device enhances our security from catastrophic events and offers backup features that phased out previous equipment.

Other capital improvement projects for 2024 included food and beverage equipment, such as new beer portables and bar accessories. Also, a new riding floor scrubber was purchased. This machine is one of the most important pieces of equipment at our

venue as it is used every single day to clean concourses, hallways and the arena floor.

We also renovated two office spaces at INTRUST Bank Arena. With the addition of new staff, more office space was needed and could be obtained from existing space in the kitchen storage area and the administration office area. This allows staff to conduct business in a more professional setting while also being able to store confidential information in a more secure setting.



INTRUST *Bank Arena*®

*We are in the business of creating memories
through world class entertainment,
one guest at a time.*



*Sedgwick County...
working for you*

500 East Waterman | Wichita, KS 67202 | (316) 440-9000 | www.intrustbankarena.com