

INTRUST BANK ARENA

2025 ANNUAL REPORT

Hang On
EVERY
Moment



◀ 2025 EVENTS ▶

- | | |
|--|--|
| 1/3 Thunder vs. Iowa | 5/10 Friends University Commencement |
| 1/4 Thunder vs. Iowa | 5/25 Waste Connections Trash Truck Rodeo |
| 1/5 Thunder vs. Iowa | 6/7 Ronald McDonald House Charities Annual Gala |
| 1/9 15 Year Anniversary Party | 6/20 2025 PFL World Tournament 6: Semifinals |
| 1/10 Thunder vs. Allen | 6/26 Wichita Sports Commission Banquet |
| 1/11 Thunder vs. Allen | 7/11 Dude Perfect |
| 1/12 Thunder vs. Fort Wayne | 7/29 Creed |
| 1/15 Thunder vs. Allen | 8/5 Sports KS Q3 Meeting |
| 1/21-1/26 U.S. Figure Skating Championships | 8/9 Wingapalooza |
| 2/7-2/9 Cirque du Soleil OVO | 8/16 Bulls, Bands & Barrels |
| 2/11 Thunder vs. Utah | 9/16 Job Fair |
| 2/14 Thunder vs. Tahoe | 9/30 Wichita Business Expo |
| 2/15 Thunder vs. Tahoe | 10/3 McConnell Air Force Base Gala |
| 2/16 Thunder vs. Tahoe | 10/13 Sedgwick County In Service |
| 2/20 Chamber Luncheon | 10/18 Thunder vs. Allen |
| 2/22-2/23 Monster Jam | 10/25 Gabriel Iglesias |
| 2/25 INTRUST Bank Service Awards | 10/29 Thunder vs. Florid |
| 2/28 Thunder vs. Tulsa | 10/31 Thunder vs. Florida |
| 3/1 Thunder vs. Kansas City | 11/1 Thunder vs. Florida |
| 3/6-3/9 Disney On Ice | 11/3 Hog Wild Meetin |
| 3/12 Thunder vs. Utah | 11/6 Thunder vs. Utah |
| 3/13 Winter Jam | 11/7 Thunder vs. Utah |
| 3/14 Thunder vs. Utah | 11/12 Thunder vs. Kansas City |
| 3/15 Dancing With The Stars: Live! | 11/15 Joe Walsh & Friends Present VetsAid |
| 3/20-3/22 NCAA Division I Men's Basketball Championship | 11/16 Pentatonix |
| 3/28 Thunder vs. Kansas City | 11/29 Thunder vs. Kansas City |
| 3/30 Harlem Globetrotters | 12/3 Jonas Brothers |
| 4/6 Thunder vs. Allen | 12/6 Thunder vs. Tulsa |
| 4/12 Heartspring Gala | 12/10 Nate Bargatze |
| 4/15 Sedgwick County 911 Training | 12/12 Thunder vs. Idaho |
| 4/18 Kid Rock | 12/12 Wichita State Athletics Holiday Party |
| 4/19 Thunder vs. Tahoe | 12/13 Thunder vs. Idaho |
| 4/20 Thunder vs. Tahoe | 12/14 Thunder vs. Idaho |
| 4/27 Alabama | 12/19 INTRUST Bank Holiday Party |
| 5/3 Waste Connections Truck Rodeo | 12/31 Thunder vs. Utah |



◀ BEHIND THE SCENES ▶





A.J. Boleski,
Regional General Manager

A LETTER FROM THE GENERAL MANAGER

Our INTRUST Bank Arena Team completed a highly successful and memorable 2025. Throughout the year, we celebrated the facility's 15th Anniversary, since opening for our first public event on January 9, 2010. The year featured two major world-renowned sporting events.

We began by hosting the U.S. Figure Skating Championships for the first time ever in Wichita and the State of Kansas. We also welcomed the NCAA Division I Men's Basketball Championships First and Second Rounds back to the venue for the first time since 2018.

These two events were so much bigger than just the event inside the arena, as they contributed to a vibrant Downtown while also increasing the economic activity through the area during their visit. Thank you to everyone in Wichita and Sedgwick County who helped us successfully host these events.

Both major sporting events hosted at INTRUST Bank Arena played a significant role in Wichita winning the Best Sports-Event Host City of the Year award which was presented to Visit Wichita by Sports Travel magazine at the Teams '25 Conference in Columbus, OH in October. Wichita earned the top honor over such cities as Atlanta, Boston, Charlotte, Des Moines, and Milwaukee.

We will forever remember the U.S. Figure Skating Championship and especially the people whom were affected by the tragic crash of the American Airlines Flight 5342 following the event on January 29, 2025. The crash occurred during the flight's descent into Washington, D.C. after departing Wichita with 67 people perishing, including 28 members of the figure skating community.

In 2025, we also hosted major touring events such as Cirque Du Soleil, Dancing with the Stars, Kid Rock, Alabama, Dude Perfect, Creed, Gabriel Iglesias and Pentatonix. In November,

Joe Walsh returned to his home city of Wichita to host his annual VetsAid concert at INTRUST Bank Arena in what truly was a very memorable night while raising funds for Kansas veterans. Finally, we ended the year by hosting both the Jonas Brothers and Nate Bargatze for their first-ever shows at our venue.

In August, we announced that Legends and ASM Global officially united under a new name – Legends Global. This announcement followed the completion of Legend's previously announced acquisition of ASM Global in August 2024. Legends Global is the industry's premier partner of the world's greatest live events, venues, and brands – built on unmatched expertise, innovation and scale that features over 450 venues worldwide.

Following a banner year, INTRUST Bank Arena ranked as 62nd for total ticket sales for U.S. arenas and 123rd worldwide by Pollstar. Earlier in the year, Billboard Magazine also ranked the facility as the 18th busiest arena in the world of venues with a capacity of 10,001 to 15,000.

Lastly, we are excited to renew our agreement with the Wichita Thunder and look forward to continuing our relationship with them through the 2029-30 season.

Thank you to Sedgwick County and INTRUST Bank, along with all of our Founding Partners, Premium Seat holders, Corporate Partners, Event Partners and Legends Global Team Members who helped make 2025 a successful year!

AWARDS & PROMOTIONS



Shannon Duncan
Promoted to Senior Guest Experience Manager
International Association of Venue Managers
30 Under 30 Award Winner



Christy Kerekes
Promoted to Director of Ticketing



Claire Wiens
Promoted to Senior Event Manager

MAJOR CONCERT & EVENT HIGHLIGHTS

DANCING WITH THE STARS: LIVE!

The glitz, glam and breathtaking performances of America's favorite dance show stunned the Arena's crowd on March 15. The arena transformed into an intimate theater setup for the evening which featured professional dancers Emma Slater, Alan Bersten, Brandon Armstrong and more plus Special Guest Chandler Kinney.



KID ROCK

Iconic rocker Kid Rock returned to Wichita on April 18 for an unforgettable night of music, energy and showmanship. Known for his genre-defying hits and high-energy live shows, Kid Rock did not disappoint. Special Guest Uncle Kracker opened the show.



CREED

Having kicked off in 2024, Creed's The Summer of '99 Tour quickly became one of the hottest rock tickets of the year and extended dates into 2025 including a stop at INTRUST Bank Arena on July 29. The Grammy winning rock band delivered hit after hit to a near sold-out crowd.



JOE WALSH & FRIENDS PRESENT VETSAID

Joe Walsh brought VetsAid: The Concert For Our Veterans to his hometown of Wichita, Kansas on November 15. Multi-GRAMMY Award-winning musician and Kennedy Center Honor Recipient was joined at his ninth annual offering by Vince Gill, Ryan Bingham, Susan Tedeschi and Derek Trucks, Nathaniel Rateliff and surprise guest Jimmy Webb, writer and singer of the iconic song "Wichita Lieman."



PENTATONIX

Kickstarting Wichita's season in style, three-time GRAMMY Award-winning vocal quintet Pentatonix returned on November 16 with their boldest, brightest and biggest holiday tour yet. They brought holiday magic to the stage, delighting the audience with their signature harmonies, dazzling production and festive spirit.



THE JONAS BROTHERS

The Jonas Brothers made their long-awaited debut at INTRUST Bank Arena on December 3. The 'JONAS20: Greetings From Your Hometown' tour highlighted every chapter of Jonas Brothers' 20-year journey, seamlessly blending early hits with solo projects. Special Guest Jesse McCartney joined the lineup, adding to the night of crowd-roaring sing-alongs to classics.



INTRUST BANK ARENA IN THE NATIONAL SPOTLIGHT

When Sedgwick County set out to build a new downtown arena, the biggest event goal for the venue was to host the NCAA Division I Men's Basketball Championship First/Second Rounds.



Wichita welcomed U.S. Figure Skating's pinnacle event January 20-26, the 2025 Prevagen U.S. Figure Skating Championships. This marked the first time the U.S. Championships were held in Wichita and in the state of Kansas. The event featured top contenders for the U.S. World Championships teams and competitors often go on to compete in the Olympics.



The prestigious event saw more than 180 athletes from 28 different states and attendees from 39 different states. Wichita took center stage in the national spotlight with 71 hours of global media coverage throughout the event and more than 30 million impressions for six different features on NBC's The Today Show.

All four U.S. champions from 2024, including Madison Chock and Evan Bates, Illia Malinin, Amber Glenn and Ellie Karn and Danny O'Shea were featured in the Championships.



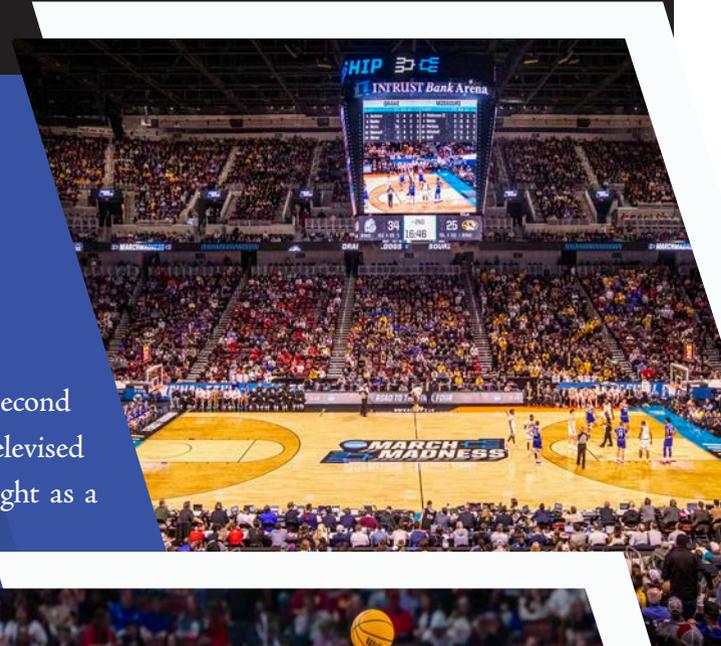
By the conclusion of the event, U.S. Champions were crowned in the women's, men's, pairs and ice dance events at both the junior and senior levels. The event sold more than \$1 million in ticket sales and generated an estimated \$4 million in total economic impact.

On March 20–22, INTRUST Bank Arena hosted the NCAA Division I Men's Basketball Championship First and Second Rounds for the second time in seven years. This nationally televised event put Wichita and INTRUST Bank Arena in the spotlight as a premier host for one of the most highly anticipated college sporting events of the year.

The venue hosted six total games, welcoming more than 14,000 attendees in each of the three sessions, along with an open Practice Day that brought in over 3,500 spectators. With a high number of out-of-town visitors, the event generated more than \$7 million in regional economic impact. Advancing from the Wichita bracket were #1 seed Houston, and #3 seed Texas Tech. Houston went on to compete in the national championship game but ultimately fell short of the title.

Inside the arena, the guest experience was a top priority for venue staff. This year an upgraded score board made the viewing experience better for attendees whether they were courtside or in the upper bowl.

The excitement extended beyond the court. Outside the arena, attendees were greeted with banners and signage welcoming them to Wichita and INTRUST Bank Arena, along with block parties throughout the surrounding streets creating a one-of-a-kind fan atmosphere found nowhere else.



LEGENDS GLOBAL IN THE COMMUNITY

Community involvement was a major focus for INTRUST Bank Arena in 2025. In total, INTRUST Bank Arena donated 280 tickets to local community members with a value of \$18,508.48.



INTRUST Bank Arena’s full-time staff supported a wide range of local organizations through volunteer service. Early in the year, team members volunteered at the Kansas Humane Society, where they created enrichment toys, organized donations and cleaned kennel rooms. During the summer, staff supported the Kansas Special Olympics by judging tournaments and encouraging athletes. Team members also spent an afternoon at the Sedgwick County Zoo, cleaning out the elephant exhibit yard to make room for additional animals.



Later in the year, employees volunteered with Habitat for Humanity, participated in the Wichita Fall Clean-Up, supported the RMHC Golf Tournament and assisted the Kansas Food Bank. The arena ended the year with participating in the Salvation Army Angel Tree program, helping provide gifts to local children during the holiday season, as well as delivering handmade Christmas Cards to residents at the Robert J. Dole VA Medical Center, Starkey Inc. and Copperstone Retirement of Derby.



In addition to volunteer service, INTRUST Bank Arena prioritized reducing food waste and supporting the community needs through food donations. The arena donated leftover food

from events to the ICT Food Rescue to assist local families and organizations. Remaining vegetables were delivered to Tanganyika Wildlife Park to provide healthy snacks to many of the animals.

Beyond organized volunteer efforts, staff members are deeply engaged in the community during their personal time. Many team members serve as board members, officers, committee leaders and volunteers across a wide range of organizations including local and regional non profits, school boards, youth programs, alumni organizations and faith-based service organizations.

Through these roles, staff members contribute leadership, governance, mentorship, and professional expertise while strengthening the community both inside and outside of their roles at Legends Global.

INTRUST Bank Arena also supports nonprofit organizations and their fundraising events by offering complimentary advertising on our main digital marquee. In 2025, participating organizations included as Youth Horizons, Wichita Area Sexual Assault Center, Presbyterian Manors of Mid-America, KETCH, Goodwill Kansas, Ability Point, Grace Med, Beauties and Beasts, CASA of Sedgwick County, The Independent School, and Botanica Illuminations.



FINANCIAL OVERVIEW

Hosting world-class events such as the NCAA Men's Basketball Championship, US Figure Skating Championships, Kid Rock, Jonas Brothers and Nate Bargatze resulted in a net operating income of \$1,304,855 in 2025.



Chris Johnson,
Senior Director of Finance

NUMBER OF TICKETED EVENTS
69

ATTENDANCE
291,969

RENTAL INCOME
\$1,767,892

SERVICE REVENUE
\$1,478,895

SERVICE EXPENSES
(\$2,780,426)

TOTAL DIRECT EVENT INCOME
\$466,361

NET FOOD AND BEVERAGE INCOME
\$2,541,721

NET NOVELTY INCOME
\$162,296

ON-SITE PARKING REVENUE
\$60,043

TICKETING INCOME
\$3,154,181

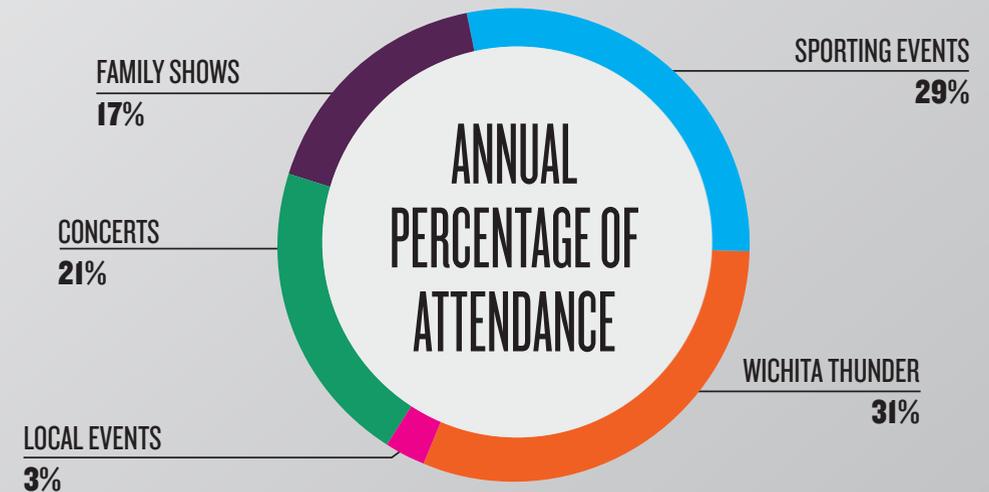
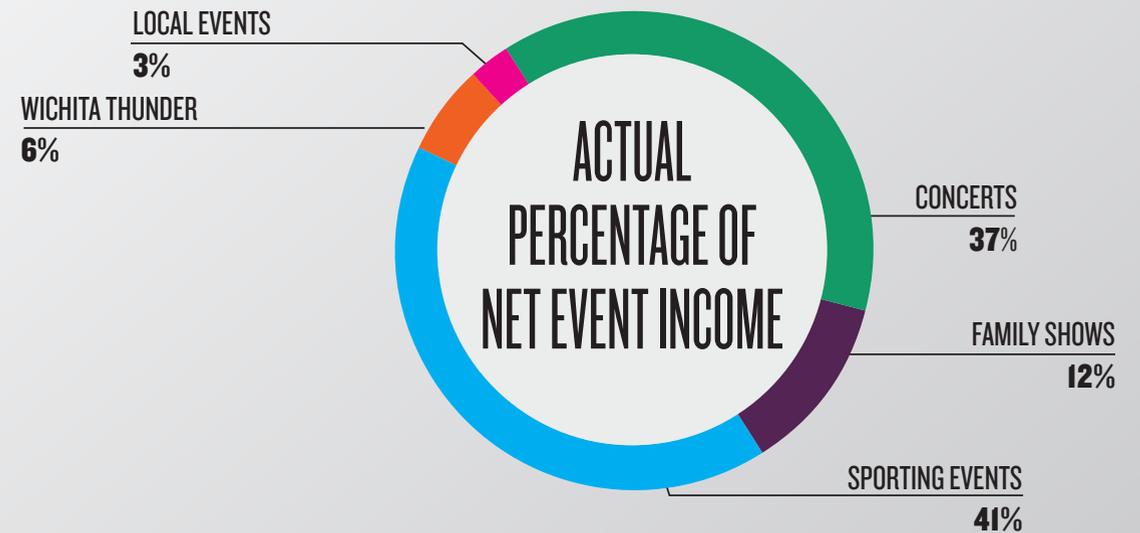
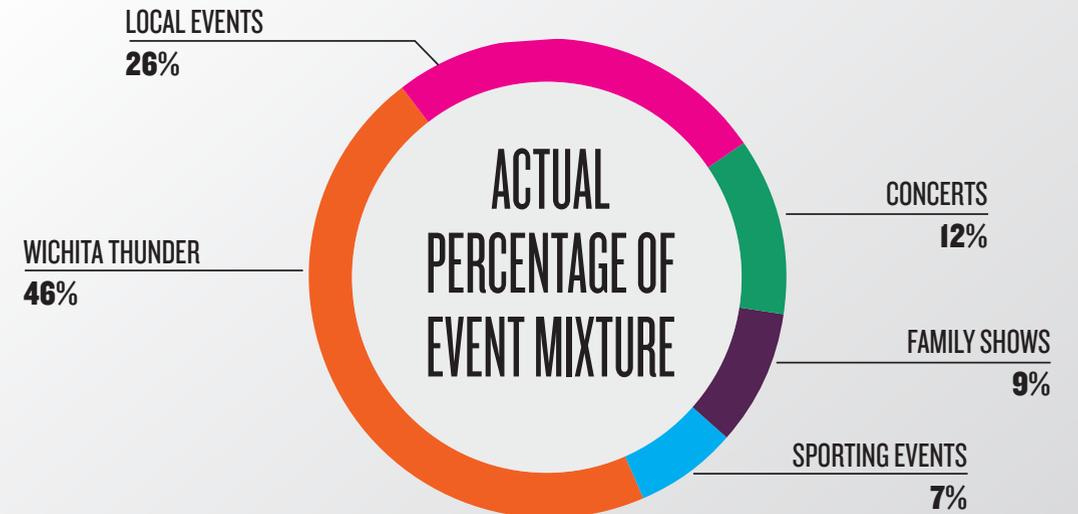
TOTAL OTHER EVENT EXPENSES
(\$1,481,959)

NET EVENT OPERATING INCOME
\$5,713,011

OTHER INCOME
\$2,299,703

TOTAL INDIRECT EXPENSES
(\$6,707,859)

NET INCOME
\$1,304,855



Sporting events include NCAA Men's Basketball Championship, Monster Jam, U.S. Figure Skating, Professional Fighters League, and Bulls, Bands & Barrels. Family shows include Cirque du Soleil OVO, Harlem Globetrotters, Dancing with the Stars, Winter Jam, Disney on Ice and Dude Perfect. Concerts represented 12% of the events held at INTRUST Bank Arena and accounted for 37% of the net event income.

MARKETING

2025 marked a milestone achievement for INTRUST Bank Arena as we celebrated our Venue's 15 Year Anniversary. The Marketing Team spearheaded multiple projects to celebrate this throughout the year.



Christine Pileckas,
Director of Booking & Marketing

To highlight the 15 Year Anniversary throughout the year, a commemorative logo was designed and featured on many prominent branding projects. The logo incorporated the number "15" seamlessly into the iconic aesthetic of the exterior of the arena, providing a design we were able to proudly showcase all year long.

The year kicked off with a 15 Year Anniversary Celebration on our actual anniversary of January 9 as we hosted Sedgwick County, our Founding Partners and many others who have been instrumental in the success of INTRUST Bank Arena.

Streets within the Arena District were adorned with colorful street pole banners promoting the anniversary and brought a vibrant touch to the area.

Inside of the Arena's South Lobby, banners hanging from the atrium ceiling were updated to showcase prominent events hosted between the years 2020 and 2025. Some of these included the NCAA Division I Women's Basketball Regional Championship, pop-icon Justin Timberlake and the U.S. Figure Skating Championships.

In the backstage hallway of the arena, the infamous "Welcome to the Land of Oz" wallscape was reimaged, giving the space a fresh new look. Additionally, the yellow brick road that accompanies the wallscape, leading from the stage right vomitory to the backstage hall, was completely redone.



Kandace Day,
Director of Sales

BUSINESS DEVELOPMENT

The Sales Team welcomed back Kandace Day in 2025 as Director of Sales to oversee Partnerships and Private Events. During 2025, the Sales Team experienced a year of growth and rebuild with a 23% increase in private events, 60% renewal rate in partnerships and an incredible 93% renewal rate in premium seating.

PARTNERSHIPS

In 2025, INTRUST Bank Arena proudly welcomed LDF Sales and Distributing to our partnership family with a multi-year deal. LDF's portfolio will be featured across our exterior LED boards, interior lobby boards and on the upper concourse level. Guests can experience LDF products at the Yuengling Flight Deck on the upper concourse, the One Life Floor Bar and the Peroni Bar on the main concourse.

We are also pleased to announce three valued partners have reinstated with multi-year deals. BEST Crowd Management will continue to support our external Safety and Security operations, ABM Industry Groups will maintain responsibility for our internal housekeeping services, and Standard Beverage Corporation will remain showcasing at the Jim Beam Guitar Bar on the main concourse level.

In October of 2025, we hosted a milestone event of 800 guests, which is our largest private event to date. We also welcomed for the first time the Heartspring Annual Gala, Sedgwick County 911 Training, Ronald McDonald House Charities Annual Gala, SportsKS, Wichita Regional Chamber Business Expo and Hog Wild. We look forward to welcoming returning clients, new clients, and elevating private events in 2026.

PREMIUM SEATING

In 2025, more than 25,000 guests enjoyed the premium seating experience at INTRUST Bank Arena. Consistent sell-outs across concerts, theatre events and family shows including Kid Rock, Nate Bargatze, Creed, the NCAA Men's Basketball Championship First and Second Rounds and the Wichita Thunder season all highlighted the continued appeal of premium amenities.

First-time events such as Dancing with the Stars: Live! and VetsAid also saw near-capacity premium demand. This momentum resulted in more than two dozen renewing multi-year commitments. Overall, 85% of all premium seats are annually contracted.

Introduced in 2024, the premium seating ticket platform continued to expand in 2025 with the addition of Wichita Thunder games, resulting in 2,124 single event premium tickets purchased.

PRIVATE EVENTS

Private events continued to gain momentum in 2025 bringing in highly customized experiences. Over the course of the year, we hosted 17 private events, welcoming more than 8,300 guests across a diverse portfolio of gatherings ranging from business meetings, graduations, non-profit fundraisers and business expos to elegant galas.



Christy Kerekes,
Director of Ticketing

BOX OFFICE & TICKETING



Wichita welcomed several major events in 2025, making it an exciting and impactful year for our venues and our community. Across INTRUST Bank Arena, Century II Performing Arts & Convention Center, Capitol Federal Amphitheater and the Orpheum Theatre, we processed more than 540,000 tickets.

The ticketing industry was in the spotlight throughout 2025 as the Federal Trade Commission finalized its all-in pricing rule for live-event ticketing, which requires all mandatory fees to be included in the up front price shown to consumers. The goal of this change is to improve transparency and help customers better understand the full cost of a ticket from the start.

While the rule does not limit pricing flexibility or fee structures, it does emphasize clear and consistent communication. Select-A-Seat proactively reviews systems and processes to ensure compliance while also supporting clients by providing a clear, straightforward ticket-buying experience that helps patrons feel informed, comfortable, and confident at every step.

One notable enhancement to ticketing in 2025 was the introduction of a ticket-to-text option for day-of-event sales, offering quick and easy access to digital tickets without requiring patrons to log into their accounts directly. As we look ahead, we are excited to build on this momentum by continuing to provide dependable, guest-focused ticketing solutions that support sustainable growth.

Select-A-Seat delivered reliable ticketing services for multiple marquee events throughout the year, including the U.S. Figure Skating Championships, the NCAA Division I Men's Basketball Championships, Jay Leno, The Red Clay Strays, Kid Rock, Nate Bargatze and more.



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

2025 was a defining year for elevated, large-scale catering events at INTRUST Bank Arena. Our in-house culinary team redefined what is possible in a venue setting, delivering luxury dining experiences at an unprecedented scale and setting a new standard for high-end catering in Wichita.

That momentum began in April, when the Heart Spring Foundation entrusted INTRUST Bank Arena with a dual-execution event of exceptional complexity, a major concert alongside a high-profile, plated dinner for 400 distinguished guests. The success of this event underscored our team's ability to deliver flawless service and refined cuisine under demanding conditions.

In June, the Wichita Sports Commission selected our in-house catering team to execute its annual awards banquet for 325 attendees. Featuring from-scratch, chef-driven cuisine, the event further demonstrated our commitment to quality, creativity, and precision.

October marked the pinnacle of the season with the McConnell Air Force Base Ball. The INTRUST Bank Arena Food and Beverage team was honored to serve an elegant plated dinner for 800 guests who serve our nation, delivering an evening worthy of the significance of the occasion.

Looking forward while staying true to our roots, INTRUST Bank Arena also reinforced its commitment to sustainability and local partnerships. Through a collaboration with Wichita-based Worldwide, we introduced Craft Standard™ cocktail kegs, an innovation that enhances the guest experience while supporting our local community.

This initiative delivers consistent, high-quality premium cocktails with reduced waste, improved safety, and increased operational efficiency, strengthening both guest satisfaction and venue performance.



SAFETY & SECURITY



Tommy Sisemore,
Assistant General Manager

The 2025 schedule offered a wide variety of sporting events, private gatherings, family performances, fundraisers, and major concerts. The diversity of the schedule allowed staff to showcase their vast knowledge and experience.

The 2025 schedule offered a wide variety of sporting events, private gatherings, family performances, fundraisers, and major concerts. The diversity of the schedule allowed staff to showcase their vast knowledge and experience.

Hosting the 2025 NCAA Division I Men's Basketball Championship First & Second Rounds presented limitless opportunities to partner with outside agencies and businesses to present a first-class product to everyone visiting Wichita from across the United States. Through these partnerships fans were able to attend Fan Fest at Naftzger Park, enjoy public and mass transportation from various points in the downtown corridor and attend several parties adjacent to the arena. The City of Wichita, Wichita Police Department, State of Kansas and Kansas State Police used barricade, barriers, and wayfinding devices to close down several streets around the arena, allowing fans to freely walk from all the destinations the arena district has to offer.

Wichita Police Department and Kansas State Police continued their assistance to the arena by conducting over 25 bomb detection K9 sweeps of the arena for various events throughout the year. The arena also hosted these K9 teams and others for various training exercises four times during 2025.

The diverse and busy programming of the year offered an opportunity for departmental growth. Throughout the year, we added 24 Guest Experience Staff Members, 37 new Stagehands and Best Security hired more than 75 new Event Staff Members. All these added staff members created a lot of training opportunities for new and existing staff members to attend. During 2025, INTRUST Bank Arena hosted training sessions for CPR / First-Aid, Active Threat, Trained Crowd Management, Rigging and Fall Arrest Training. In conjunction with the Fall Arrest Training, the arena purchased safety lines for the west side of the arena grid through CIP funds.

INTRUST Bank Arena continued their long-standing tradition of partnering with community members to provide needed infrastructure for events. These events include The Wichita Open, Elsewhere Fest and Wichita RiverFest.

In addition, Event Department staff attended the International Association of Venue Managers Region 6 meeting in Topeka, KS. The Senior Guest Experience Manager was honored by the IAVM in their "30 under 30" class for 2025 in New Orleans, LA and also attended the first year of Venue Management School.



CAPITAL IMPROVEMENTS



Grant Jones,
Director of Operations

12 capital improvement projects were completed in 2025 and touched multiple departments including Food and Beverage, Information Technology, Housekeeping, Security, Engineering, Audio Visual and Operations.

Safety lifelines were added to our arena grid, giving us the capability to rig tour equipment to our steel beams throughout the entire arena. We previously had to rent this equipment for touring shows that staged on the west end of the arena. This improvement was vital in order to host the Bulls, Bands and Barrels event which hosts rodeo events on the east end of the arena, traditionally where a concert would stage, and hosts a concert on the west end of the arena following the rodeo events.

Twelve security cameras were replaced inside our facility, with six of these new cameras being inside our arena bowl which will further enhance our ability to monitor large crowds. The additional six cameras were placed above main lobby staircases, escalators and vomitories to help us better monitor crowd entry and exit.

Some of the improved food and beverage items included a new floor mixer for the main kitchen, two plate up steam tables

for private events and a four tap kegerator for our premium lounge. Additional black drapery was also purchased to enhance the décor for private events.

A new replay system and wireless (roaming) camera for sporting events was purchased in 2025. The prior equipment had been showing signs of age and had several limitations. These two enhancements were made prior to hosting the Men's NCAA tournament in March and helped create a top-notch environment for that event.



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