

KELLOGG ARENA



PROMOTER GUIDE

Battle Creek, MI

Table of CONTENTS

- 03 Our Story
 - 04 Inside the Arena
 - 05 Arena Policies
 - 06 Our Events
 - 07 Meet Our Team and Contact Us
-



Our STORY



Kellogg Arena is located in the heart of downtown Battle Creek, 4.5 miles north of I-94, and is part of the DoubleTree by Hilton complex which includes 247 Rooms (Opening Fall 2024), Hamblin Street Parking Ramp, and the Festival Market Square outdoor gathering space.

Known as "Cereal City", Battle Creek is located in Calhoun County off I-94 between Chicago and Detroit. We have a proud history of the worlds leading food brands including, Kellogg Company and Post Cereal Brands.

The city is revitalizing its downtown. Attracting new restaurants, breweries and small businesses while still accommodating large corporations such as Denso and Duncan Aviation.

Kellogg Arena offers something for everyone! Consisting of over 30,000 square feet, the arena is a flexible space and is able to accommodate a variety of events. These include sporting events, concerts, trade shows, meetings and more!

Battle Creek is filled with tourist attractions, both natural and man-made. Lakes, nature reserves, parks, monuments, restaurants, hotels, historic buildings and more attractions are peppered across the landscape of this city. The combination of small town hospitality, mixed with big city capabilities, provides the opportunity for events to be enjoyed by all!

Everything you need for a successful event!

INSIDE THE ARENA

THE MARKET

Battle Creek, Calhoun County and Southwest Michigan

LOCATION

Downtown Battle Creek, 4.5 miles North of I-94

PARKING

Connected to Hamblin Avenue Parking Ramp (763 Capacity)

ARENA DIMENSIONS

30,360 square feet that can be used as one large open space or divided into two spaces with a ceiling drop curtain.

ARENA SEATING CAPACITY

- 5,500 Reserved w/Floor Standing
- 4,600 Reserved Seating
- 4,600 General Admission
- 3,600 Reserved for Basketball
- 2,000 Reserved Half House

DRESSING ROOMS/HOSPITALITY

Four dressing rooms and one hospitality room (50 person capacity)

LOCKER ROOMS

Four locker rooms with full bathroom and shower facilities.

SPECIAL SERVICES AND EQUIPMENT

Full service catering kitchen, five concession stands, tables, chairs, pipe and drape, basketball court.

STAGING

Stage Right staging available from 48" to 78". 60' by 40' Max Stage. Risers available from 8" to 30".

SOUND

Center-hung cluster with 31 12 ISP style speakers and dual 18" subs.

LIGHTING

Dimmable rack with 500 watt incandescent, 750 halogen bulbs

POWER

Show power 20' upstage center, two 600 amp 3 phase, one 400 amp 3 phase. Additional locations available house right, house left and ceiling electrical drops. Custom wiring for tradeshow from 20 amp single phase to 600 amp 3 phase.

CEILING HEIGHT

35 Feet to Low Steel, 47 Feet to High Steel

LOADING AREA

Two loading doors:
15ft high by 20ft wide
15ft high by 12ft wide

BOX OFFICE

New Box Office coming Summer 2024! Kellogg Arena is an eTix ticketing facility.

GENERAL FLOOR PLANS



ARENA POLICIES

TICKETING POLICY

All guests entering through our gates must present a valid ticket. Any child two years or older must have a ticket. Children under two must sit on parent/guardians lap. Children tickets may differ for family shows, please contact us if you have any questions on age requirements when purchasing tickets for children. Ticket scalping on Kellogg Arena property is strictly prohibited.

RE-ENTRY POLICY

Kellogg Arena re-entry policy differs per event. No re-entry policies can be put into place with event contract.

RESTRICTED ITEMS

Items that are NOT allowed in Kellogg Arena include, but are not limited to: Bottles, cans, food, beverages, cameras, recording devices, fireworks, laser products, weapons, noisemakers/airhorns, wallet chains, backpacks, large bags, and sealed packages. Purses, diaper bags and other small personal bags are permitted but may be inspected at the door.

SMOKING POLICY

Kellogg Arena is a smoke-free facility. Smoking/vaping is not permitted in any public area by patrons or employees. Smoking/vaping is allowed 25 feet away from Kellogg Arena entrance doors.

CAMERAS AND RECORDING DEVICES

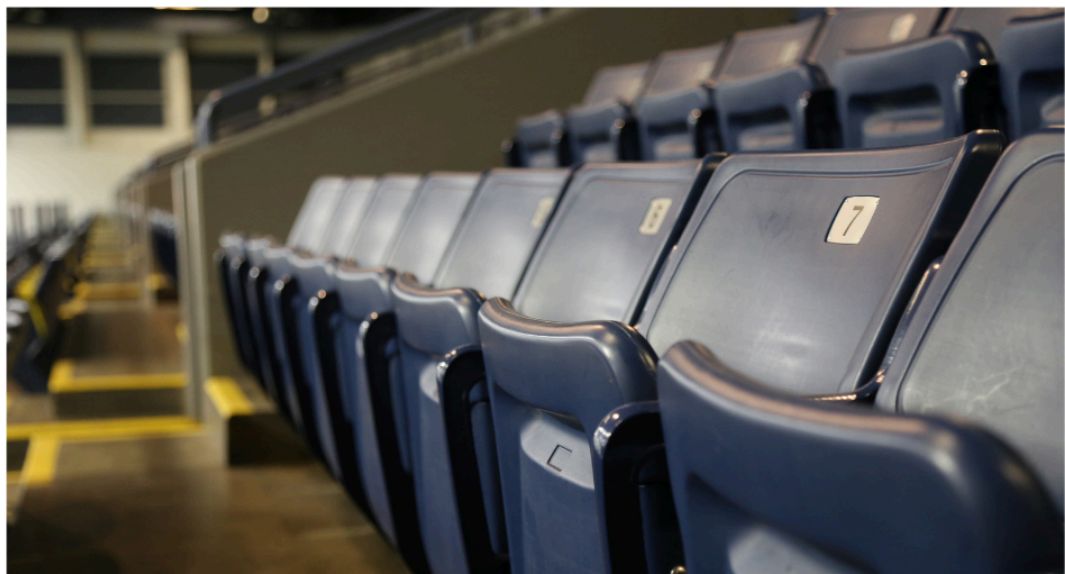
Information regarding our camera policy is determined by each show. Digital cameras, cameras with professional lenses, may not be permitted at all events. Recording devices, audio or visual, are not permitted at the arena.

DIAPER CHANGING STATIONS/NURSING ROOMS

Diaper changing stations are located in all restrooms. Nursing rooms are available at request of patron.

FIRST AID AND EMT SERVICES

Trained medical personnel can be contracted out for events.





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OUR TEAM

CONTACT

For more information or to book your next event, please visit kelloggarena.com or contact:

General Manager: 269.788.1102

or

Marketing & Box Office: 269.788.1101



@Kellogg.Arena



@kelloggarenaofficial

#ItHappensHere

Let us host your next event!

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