



# Tony Evers

Office of the Governor | State of Wisconsin

January 6, 2023

Dear Discover Green Bay and the National Football League:

We are thrilled to learn the NFL is considering the city of Green Bay as its location for the 2025 NFL draft. With its storied history in professional sports and welcoming atmosphere, Green Bay would be a fantastic choice as a host city for this important event. In addition, the Local Organizing Committee has provided information on the impressive potential economic impact for Wisconsin tourism generated by this event.

Wisconsin is the proud home of several major sports teams and no stranger to the spotlight when it comes to professional sporting events. We have already seen firsthand the positive effects world-class sporting events can have on our state. In 2021, the Milwaukee Bucks made a historic run for an NBA championship win, and later that summer, Wisconsin hosted more than 100,000 fans and 24 of the world's best golfers at the Whistling Straits golf course in Sheboygan for the Ryder Cup. It was our honor to work with the Milwaukee Bucks organization and the team at the Ryder Cup to promote their events to visitors. Should the NFL select Green Bay for the 2025 draft, we welcome the opportunity to work with the NFL, the city of Green Bay, and the surrounding communities to ensure that visitors and the media have a first-class experience they will never forget.

From local hotels and restaurants to the thriving Tiletown entertainment district and the legendary history of Lambeau Field, we can help ensure the 2025 NFL draft is a success for all who attend. We stand ready to craft an effective, custom marketing campaign for event visitors and work to provide interested media and organizations with the photo and video assets and story ideas they need to be successful. Visitors to this event will discover the best Green Bay and Wisconsin have to offer, which is why we eagerly await the opportunity to help the football community discover what the basketball and golf communities did recently: that Wisconsin is a choice destination for any event or occasion, and that it is a place where every visitor can create shared moments of joy—both big and small.

Thank you again for considering the city of Green Bay for the 2025 NFL draft. We look forward to working with the Green Bay Draft LOC leveraging the Travel Wisconsin brand to support the success of this event.

Sincerely,

Handwritten signature of Tony Evers in black ink.

Tony Evers  
Governor

Handwritten signature of Anne Sayers in black ink.

Anne Sayers  
Tourism Secretary-designee