



FOR IMMEDIATE RELEASE

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Baird Center opens applications for second annual Gala Giveaway

One non-profit organization will receive a complimentary gala in Baird Center's spectacular rooftop Baird Ballroom

MILWAUKEE– (January 16, 2024) – After a wildly successful first year, [Baird Center](#) is proud to announce the launch of its second annual [Gala Giveaway](#) contest. Area 501(c)(3) organizations are invited to apply to win a complimentary gala in Baird Center's state-of-the-art rooftop Baird Ballroom, set to open in May. Eligible organizations must apply using [this application](#). Applications are due on February 14, 2024.

One hundred seventy-six area non-profit organizations applied in the contest's first year.

"Our area non-profit organizations work tirelessly to strengthen and grow the community, often on shoestring budgets. After reviewing last year's applications, I was blown away by the selflessness and passion these organizations have for their cause, Wisconsin Center District President and CEO Marty Brooks said. "It only made sense to bring the Gala Giveaway back for a second year."

The complimentary gala package includes the following:

- Complimentary room rental at Baird Center's new rooftop Baird Ballroom.
- A chef's choice 3-course menu for up to 500 guests.
- Two bottles of red and two bottles of white wine per table.
- CTI audio visual credit for up to \$15,000.
- Mutually agreed upon date in 2025 to host the gala.

Additionally, the [Wisconsin Center District](#) will devote 40 staff volunteer hours to the winning organization. [The Autism Society of Southeastern Wisconsin](#) was the Gala Giveaway's inaugural winner.

"There are hardly words to describe how grateful we are to have won Baird Center's first Gala Giveaway. This incredible gift came at a time when we desperately needed it, as proceeds from the annual gala typically account for over a third of our annual operating budget. It's been a blessing to work with the team at Baird Center, who've gone above and beyond and made us feel like family throughout the planning process," Autism Society of Southeastern Wisconsin Executive Director Rechelle Chaffee said.

[The Autism Society of Southeastern Wisconsin's gala](#) will be held on June 15, 2024.

Wisconsin Center District owns and operates the Baird Center, UW-M Panther Arena and the Miller High Life Theatre

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Baird Center

[Baird 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. The current convention 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 convention 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 May 2024. To celebrate the grand opening, Baird Center will host [a fabulous gala in the rooftop Baird Ballroom](#) on May 16. For more information about the expansion, visit www.BuildingMore.com. Baird 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 www.bairdcenter.com.

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 [Baird 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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