

Rep. Steffen, Sen. Cowles: Champion state support for NFL Draft

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Madison, WI –State Representative David Steffen (R-Green Bay) and State Senator Robert Cowles (R-Green Bay) submitted a formal motion requesting that the state allocate \$2 million in the biennial budget to offset costs associated with the Green Bay Packers hosting the 2025 NFL Draft.

The draft is expected to provide a \$94 million economic boost to the state, \$20 million of which will directly benefit Green Bay. Hosting the draft is estimated to cost the Packers \$7.5 million. The Packers will contribute roughly \$5.5 million through their own funding and through the help of partner organizations; the request submitted by Rep. Steffen and Sen. Cowles will garner state funding to cover the remaining balance.

“A \$2 million investment for a \$94 million return is phenomenal. I am proud to have advocated for state support of this once-in-a-lifetime opportunity, given the significant positive financial impact this event will have on our state. I’m excited for Green Bay to show off all it has to offer and give attendees and viewers a top-notch, Wisconsin-style experience,” said Rep. Steffen.

The draft is expected to draw in roughly 240,000 visitors to Green Bay, as well as 54 million viewers throughout the US. The effort to secure the \$2 million state funding to offset hosting costs has been supported by numerous lawmakers, as well as local and statewide stakeholders.

“The history of the Packers and the history of Wisconsin go hand in hand. With the announcement of the 2025 draft taking place in Tiletown, we’re continuing to build on that history while producing new opportunities for people throughout the country to understand and appreciate all that Northeast Wisconsin has to offer. With a

reasonable request to ensure the event goes off without a hitch and that we put our best foot forward, Northeast Wisconsin and the entire state would be able to see a great return on our investment,” said Sen. Cowles.

For more information please contact the offices of Representative Steffen at (608)237-9104 or Senator Cowles at (608)266-0484.