

2023 PARTNERSHIP BENEFITS



LISTING ON VISITMADISON.COM

Feature your business on visitmadison.com and let images, links to social channels, a description of your offerings, a locator map and business features help tell your story to potential customers from around the world. As an investing partner, you receive access to optimize your business website and increase your SEO ranking in search results.



ADVERTISING OPPORTUNITIES

With more than 990,000 new website users in 2022, don't miss the chance to tell your story and gain exposure through targeted advertising opportunities offered exclusively to investing partners. Explore a variety of options geared to fit businesses of every size, scope, and scale to capitalize on Destination Madison's web traffic and social following.



CALENDAR OF EVENTS

Our calendar of events is the most visited page on visitmadison.com with more than 128,000 views of more than 2,300 events posted in 2022. Reach an audience that is 70% visitor and 30% local who are looking to plan a trip or try something new. Partners can submit one-time and recurring events directly from our partner portal. Events outside of Dane County are only accepted if hosted by a partner business or organization.



SALES & SERVICE LEADS OPPORTUNITIES

Destination Madison works closely with convention and meeting planners who bring large-scale events to the Greater Madison area. Partners receive priority consideration for event needs including catering, reception space, offsite activities and more.



PARTNER COMMUNICATIONS

Stay on top of community events, groups coming to town, tourism trends and marketing campaigns through email, social media platforms and other regular communications from the Destination Madison partnership team. Questions and comments always welcome!



PARTNER SPOTLIGHT OPPORTUNITY

Think of Shark Tank! Partners have opportunities to present their business and its special offerings to Destination Madison marketing, sales and partnership teams. It's a great opportunity to share your story and help our team support you.



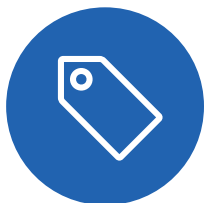
EDUCATION & NETWORKING EVENTS

Destination Madison hosts several complimentary networking and educational events on topics partners want to hear. Our programming is designed to help our partners enhance marketing and visitor experiences. Events include quarterly partner orientations, industry educational events, and an annual social event. Listing level partners may attend an event for a \$35 add-on fee. A \$5 fee will be added per additional listing level guest(s). All partners and their internal staff members are encouraged to attend.



PARTNER DIRECTORY ACCESS

Connect and collaborate with your peers using this exclusive partner directory. Find direct contact information to hundreds of industry professionals to build your network and discover new partnership opportunities in the community.



DEALS & DISCOUNTS

Have a happy hour? A monthly seasonal special? Partners can list special deals and discounts to visitmadison.com. Deal and discount listings can be managed and updated at any time using our partner extranet portal. This is only available to investing partners.



CONVENTION CALENDAR ACCESS

Our convention calendar helps partners connect with event planners and stay in the know of large events coming to the Greater Madison area. This information helps partners market deals and discounts for incoming groups and tailor staffing to accommodate high-traffic time periods.

Benefits are subject to change by Destination Madison. Offers differ by investment level and do not apply to non-hospitality or lodging businesses.

Contact partnership@visitmadison.com to learn more.