

# LODGING PARTNERSHIP BENEFITS



## SALES LEADS

- Sales leads & referrals
- DM convention calendar access
- Housing blocks access for city-wides

## MARKETING + PR

- Consideration in content mentions
- Consideration in travel writer pitches + visits

## SUPPORT

- Madison Hospitality Job Board
- Bi-monthly partner communication

## WEBSITE + SEO

- Listing on visitmadison.com
- Direct link to your hotel webpage

## EXPOSURE

- Complimentary partnership extended to on-site restaurant
- Listing in Inspiration Guide
- Unlimited event calendar submissions
- DM Partner+ perks
- Deals + discounts submissions

## CONNECTION

- Hospitality education + networking event invitations
- Exclusive events for lodging partners
- Partner-only Facebook group
- Exclusive partner directory access

*The annual investment for each lodging partner location is determined by four key factors: proximity to primary convention spaces, municipality, volume of meeting space offered by the hotel and the total number of available rooms at lodging property. Contact us at [partnership@destinationmadison.com](mailto:partnership@destinationmadison.com) to get your exact annual investment rate.*