

PARTNERSHIP BENEFITS



BENEFITS	LISTING (\$0)	BASE (\$400)	PREMIUM (\$800)
BUSINESS LISTING ON VISITMADISON.COM Includes a business description, images, social media links and more	1 category	2 categories	Up to 3 categories
EVENT CALENDAR SUBMISSIONS Submit one-time and recurring events to our most visited page	●	●	●
PARTNER COMMUNICATIONS SUBSCRIPTION Receive partnership updates and stay up to date on community events, groups coming to town, tourism trends and marketing campaigns	●	●	●
EVENT INVITATIONS Receive invites to Destination Madison hosted networking and education programs on topics partners want to hear about	Add On	●	●
DIRECT LINK TO YOUR WEBSITE Connect visitors directly to your business website optimizing your SEO ranking		●	●
PRIORITY PLACEMENT ON VISITMADISON.COM Top visibility on our website searches to attract more visitors to your business		●	●
PARTNER ONLY FACEBOOK GROUP Invitation to join and connect with a private group of fellow partners		●	●
DEALS AND DISCOUNTS SUBMISSIONS Promote your special offers on a dedicated page on visitmadison.com		●	●
DM PARTNER+ PERKS Access to exclusive benefits like our Madison Hospitality Job Board, paid advertising and marketing opportunities		●	●
PRIORITY CONSIDERATION FOR MEETING PLANNER REFERRALS Inclusion on referral list for meeting and event needs including catering, reception space, offsite activities and more			●
PRIORITY CONSIDERATION IN CONTENT MENTIONS Gain exposure through social media, blogs and more			●
PRIORITY CONSIDERATION IN TRAVEL WRITER PITCHES + VISITS Opportunity to be featured in exclusive travel writer content and visits			●
PARTNER DIRECTORY ACCESS Create collaborative opportunities and build your network with fellow partners			●
CONVENTION AND EVENT CALENDAR ACCESS Report of Destination Madison confirmed convention groups and sporting events, including meeting planner information			●

This offer is exclusively available to tourism and hospitality businesses, excluding lodging and corporate entities. Partnerships are renewed annually, with pricing based on an annual investment.