

DESTINATION CHAMPIONS BENEFITS



| BENEFITS | SILVER (\$1,000) | GOLD (\$2,500) | PLATINUM (\$5,000) |
|---|---------------------|-------------------|-----------------------|
| BUSINESS LISTING ON VISITMADISON.COM Includes a business description, images, social media + website links and more | ● | ● | ● |
| BI-WEEKLY E-NEWSLETTERS 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 programs: networking, education and industry celebrations | ● | ● | ● |
| CONVENTION + EVENT CALENDAR ACCESS Run reports for confirmed convention groups and sporting events, including meeting planner info | ● | ● | ● |
| DESTINATION TOOLKIT Jump-start your marketing efforts with quarterly email delivery of curated assets. In total, you'll get 10 images, 10 destination articles and access to our convention calendar. Annually you'll receive 250 inspiration guides and supporting collateral, elevator pitch language, plus Dane County data reports. | | ● | ● |
| CORPORATE LOGO + RECOGNITION Your business logo + link will be included on the corporate landing page on visitmadison.com | | ● | ● |
| SPONSOR RECOGNITION AT DMA EVENT Platinum Destination Champions will be included on marketing materials, event signage and event presentations at the annual Destination Madison Awards event | | | ● |
| VIP ACCESS TO MARQUEE CITYWIDE EVENTS When we host high-profile events, you'll get VIP perks including prime viewing spots, refreshments and more | | | ● |