



PARTNERSHIP PROGRAM

Visit Milwaukee exists to amplify everything that makes Milwaukee exceptional. We celebrate the city and are dedicated to spreading the word about Milwaukee to visitors everywhere. That mission includes shining a spotlight on area businesses, cultural organizations and other stakeholders, as well as equipping those partners with resources that both enable them to better tell their stories and also to participate in the city's broader narrative.

LEISURE TOURISM* \$209 ANNUALLY

- Museums (under \$500k revenue)
- Nonprofit Organizations (under \$500k budget)
- Performing Arts Organizations
- Restaurants & Bars (no private event space)
- Retail Stores (single location)
- Seasonal Businesses
- Small Festivals (under \$500k gross revenue)

**No Sales Leads or Referrals*

LEADS & REFERRALS \$529 ANNUALLY

- Caterers
- Food Halls
- General Partnership
- Higher Education Institutions
- Large Festivals (over \$500k gross revenue)
- Museums (over \$500k revenue)
- Nonprofit Organizations (over \$500k budget)
- Restaurants & Bars (seeking private events & catering)
- Sports & Recreation
- Supplier Vendors

DESTINATION INDUSTRY \$679 ANNUALLY

- Entertainment Centers
- Entertainment Services
- Event Venues (Non-hotel)
- Exposition Services
- Mixed-Use Developments
- Motorcoach/Bus Companies
- Parking Services
- Production Companies
- Real Estate Organizations
- Rental Companies
- Shopping Centers
- Transportation Companies

Partnership rates are prorated quarterly. An additional one-time \$25 onboarding fee is added at sign up.



QUESTIONS?

Bryan Kubel

Senior Partnership Manager

P: (414) 287-4248 | C: (414) 793-5085

bkubel@milwaukee.org



SCAN HERE

Learn more and sign up for Visit Milwaukee partnership at visitmilwaukee.org/partners

	\$209	\$529	\$679
Marketing and Promotion			
Fully-customizable page on visitmilwaukee.org	X	X	X
Listing in Official Visitors Guide*	X	X	X
Listing on Visitor Information Touchscreens at Baird Center, VM Office, and Airport	X	X	X
Opportunity for promotion within Visit Milwaukee content (social media, blogs, website, printed guides and more)	X	X	X
Public Relations/Earned Media opportunities	X	X	X
Brochure Distribution at Baird Center, VM Office, and Airport (when staffed)	X	X	X
Event Promotion	X	X	X
Exclusive Print & Digital Advertising Opportunities	X	X	X
Access to Free Images and B-roll	X	X	X
Access to Free Copies of the Official Visitors Guide and Map	X	X	X
Networking and Connections			
Invitation to Partner Mixers	X	X	X
Invitation to Annual Meeting	X	X	X
Invitation to Golf Outing (Greater Milwaukee Hospitality Open)	X	X	X
Business Introductions	X	X	X
Partner Directory	X	X	X
Industry Expertise			
Tourism Webinars	X	X	X
Industry Education	X	X	X
Hospitality and Market Research	X	X	X
Industry Newsletters	X	X	X
Referrals			
Travel Writer and Influencer Referrals	X	X	X
Group Tour Leads & Referrals	X	X	X
Visitor Center Referrals	X	X	X
Meeting Sales Leads & Referrals		X	X
Event Experience Referrals		X	X
Meetings and Conventions			
Convention Alert Emails	X	X	X
Site and Familiarization Tours	X	X	X
Master Convention Calendar Access (Three Years of Data)		X	X
Meeting Industry Research		X	X
Access to Visit Milwaukee's Volunteer Pool*		X	X

*If applicable to your category of business

[Learn more or sign up at visitmilwaukee.org/partners](https://www.visitmilwaukee.org/partners)