

# 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.

## \$99\* – INCLUSIVE, DIVERSE, EQUITY, AND ACCESS (IDEA) PARTNERSHIP RATE

- AAPI, Arab, Black, Caribbean, Disability, Jewish, Latino, LGBTQ+, Native American, Veteran and/or Woman-owned
- Annual Revenues under \$150K
- 1-3 Employees

*\*Business must meet requirements to qualify. IDEA partnership rate is prorated quarterly and includes a one-time \$25 onboarding fee at sign up.*

## PARTNERSHIP BENEFITS

### MARKETING & PROMOTION

Fully-customizable page on [visitmilwaukee.org](http://visitmilwaukee.org)

- Listing in Official Visitors Guide\*
- Listing on Visitor Information Touchscreens at Baird Center, VM Office, and Airport
- Opportunity for promotion within Visit Milwaukee content (social media, blogs, website, printed guides and more)
- Public Relations/Earned Media opportunities
- Brochure Distribution at Baird Center, VM Office, and Airport (when staffed)
- Event Promotion
- Exclusive Print & Digital Advertising Opportunities
- Access to Free Images and B-roll
- Access to Free Copies of the Official Visitors Guide and Map

### NETWORKING AND CONNECTIONS

- Invitation to Partner Mixers
- Invitation to Annual Meeting
- Invitation to Golf Outing (Greater Milwaukee Hospitality Open)
- Business Introductions
- Partner Directory

### INDUSTRY EXPERTISE

Tourism Webinars

- Industry Education
- Hospitality and Market Research
- Industry Newsletters

### REFERRALS

- Travel Writer and Influencer Referrals
- Group Tour Leads & Referrals
- Meeting Sales Leads & Referrals
- Event Experience Referrals
- Visitor Center Referrals

### MEETINGS & CONVENTIONS

- Convention Alert Emails
- Master Convention Calendar Access (Three Years of Data)
- Site and Familiarization Tours
- Meeting Industry Research
- Access to Visit Milwaukee's Volunteer Pool\*

*\*If applicable to your business*



### QUESTIONS?

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### SCAN HERE

Learn more and sign up for Visit Milwaukee partnership at [visitmilwaukee.org/partners](http://visitmilwaukee.org/partners)