



CO-OP ADVERTISING PROGRAM

**MINOCQUA AREA
VISITORS BUREAU**



CO-OP ADVERTISING PROGRAM

The Minocqua Area Visitors Bureau (MAVB) is pleased to offer you a co-op advertising program that offers efficient and target options to help businesses meet their objectives, drive traffic to our partners' websites, and reach consumers when and where they are trip planning.

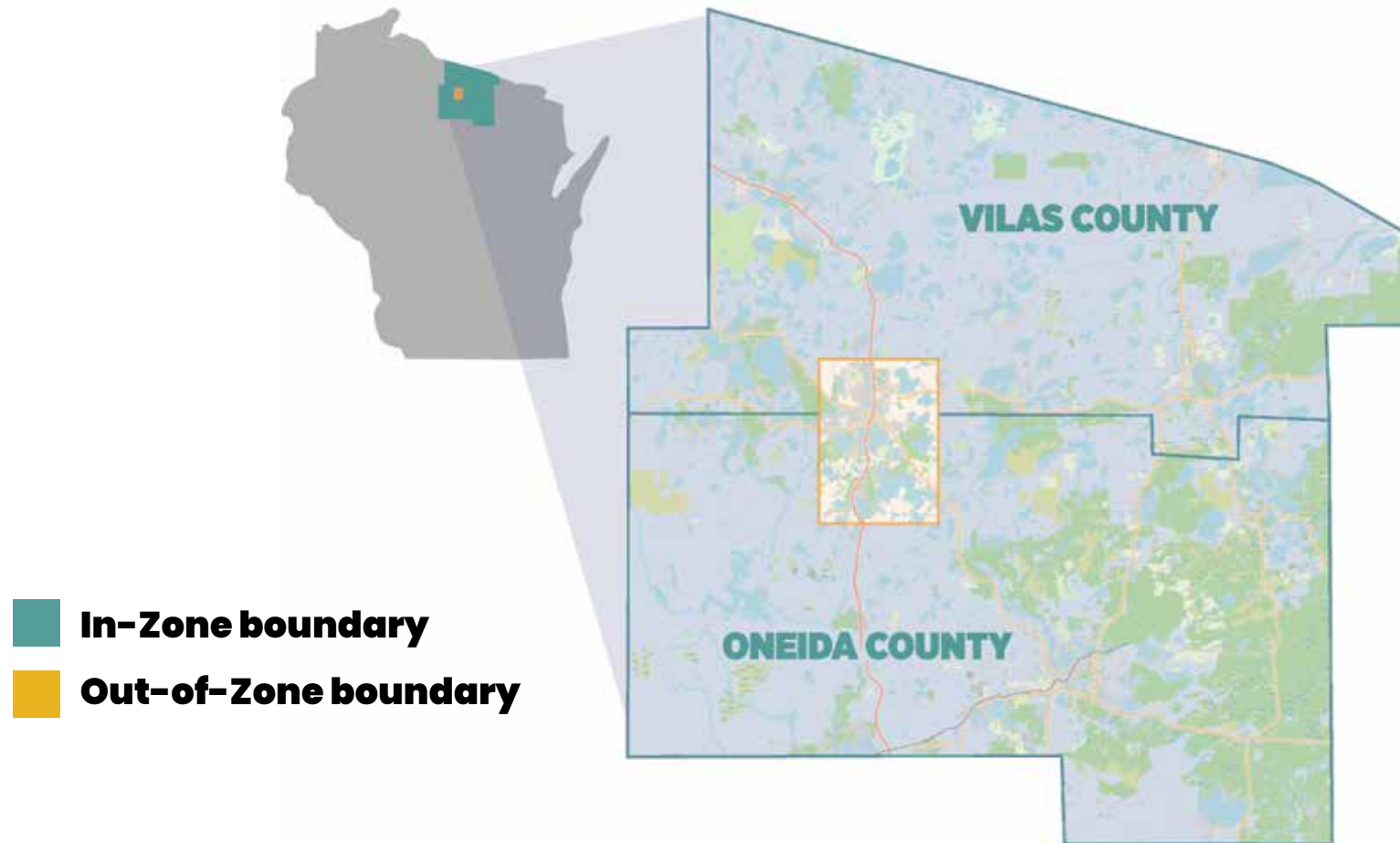
The co-op partnership advertising program helps maximize the value of your marketing dollars and provide marketing opportunities that might otherwise not be available from a budget perspective. It also provides new ad opportunities with potentially less risk than you would find outside the program.

MAVB uses industry research, the latest travel trends, and tools like geotargeting to offer advertising options that effectively reach your target audience.

All advertising opportunities are managed by MAVB.

ZONE RATES

Businesses within the MAVB Room Tax Zone (In-Zone) include Arbor Vitae, Hazelhurst, Minocqua and Woodruff. Businesses outside of the In-Zone boundary, but within Oneida and Vilas Counties, are considered in the Out-of-Zone boundary. Out-of-Zone area excludes lodging. Prices are reflected throughout.



VISITOR CENTER

Averaging 25,000–35,000 visitors to the Center each year.



Free In-Zone Partner benefit with material business provides to us.

LITERATURE (posters & brochures)

Timeframe: 1 year*

Out-of-Zone Investment: \$200

DIGITAL READER BOARD

- Your visitor-attracting event displayed on our outdoor digital reader board

Timeframe: 1 year*

Out-of-Zone Investment: \$200

ONLINE OPTIONS on Minocqua.org

- Post Job Opportunity listings
- Approved events on calendar
- Inclusion in Wedding Guide as a vendor or venue (print and online)

Timeframe: 1 year*

Out-of-Zone Investment: \$200

*from date of sign up

MONTHLY VISITOR E-NEWSLETTER

Put your brand and business in the inbox of approximately 18K consumers who've already expressed interest in the Minocqua Area by taking advantage of our E-Newsletter program.

LOCAL HIGHLIGHTS & EVENTS FEATURE

- Includes: Name of Business/Event, Short Description (15 words or less), URL
- Details: Max of 6 Local Highlights Features per E-Newsletter

In-Zone Investment: \$100

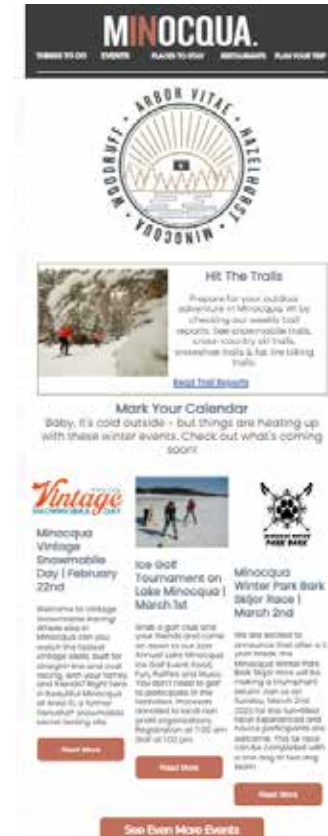
Out-of-Zone Investment: \$300

BUSINESS SPOTLIGHT

- Includes: Photo, Business Name, Short Description (25 words or less), URL
- Details: Max of 4 business spotlights per E-Newsletter

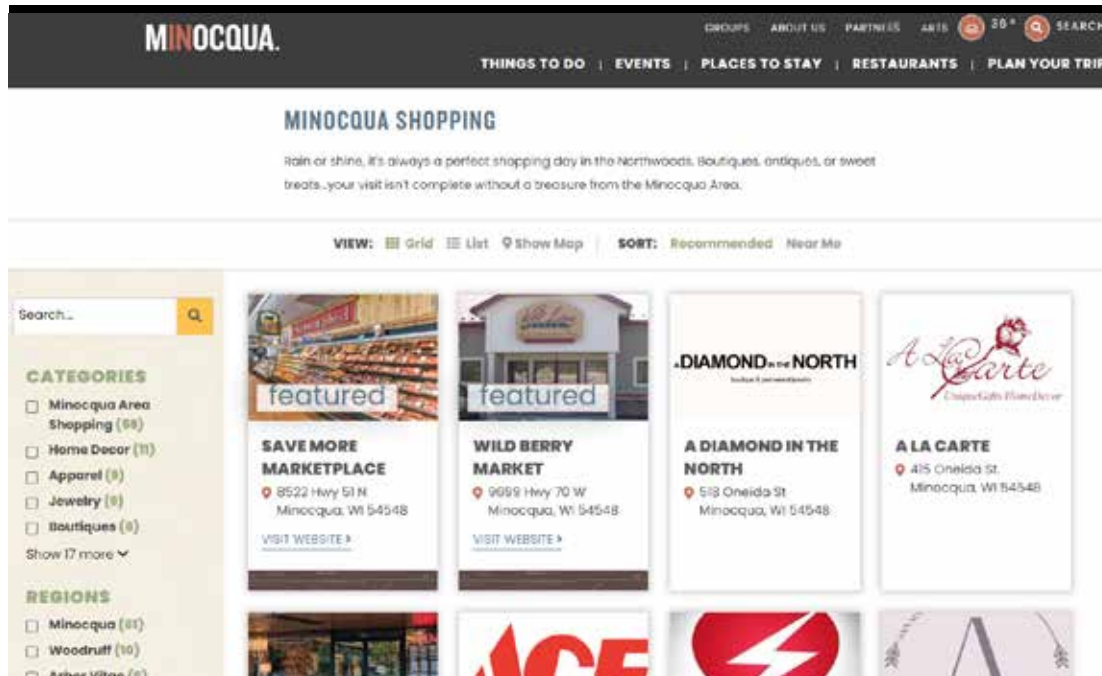
In-Zone Investment: \$150

Out-of-Zone Investment: \$350



WEBSITE ENHANCEMENT

Feature your business or event and drive traffic to your site on select, top-viewed pages on Minocqua.org.



FEATURED LISTINGS

Placement

- Featured Listing on Places to Stay
- Featured Listing on Events
- Featured Listing on TTD>Attractions
- Featured Listing on TTD>Shopping
- Featured Listing on Restaurants

Max Units

10
10
10
10
10

In-Zone Monthly Spend/Unit

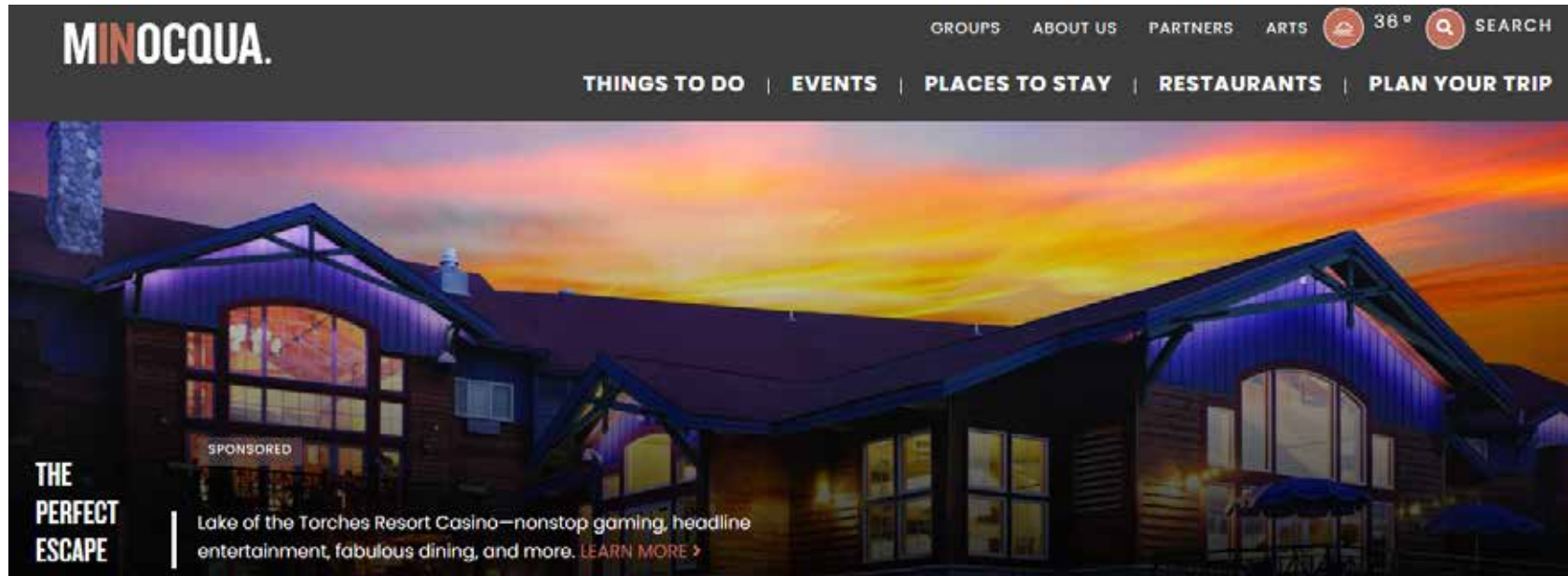
\$150
\$150
\$150
\$150
\$150

Out-of-Zone Monthly Spend/Unit

NA
\$180
\$180
\$180
\$180

WEBSITE ENHANCEMENT

Feature your business or event and drive traffic to your site with a compelling header image on select, top-viewed pages on Minocqua.org.

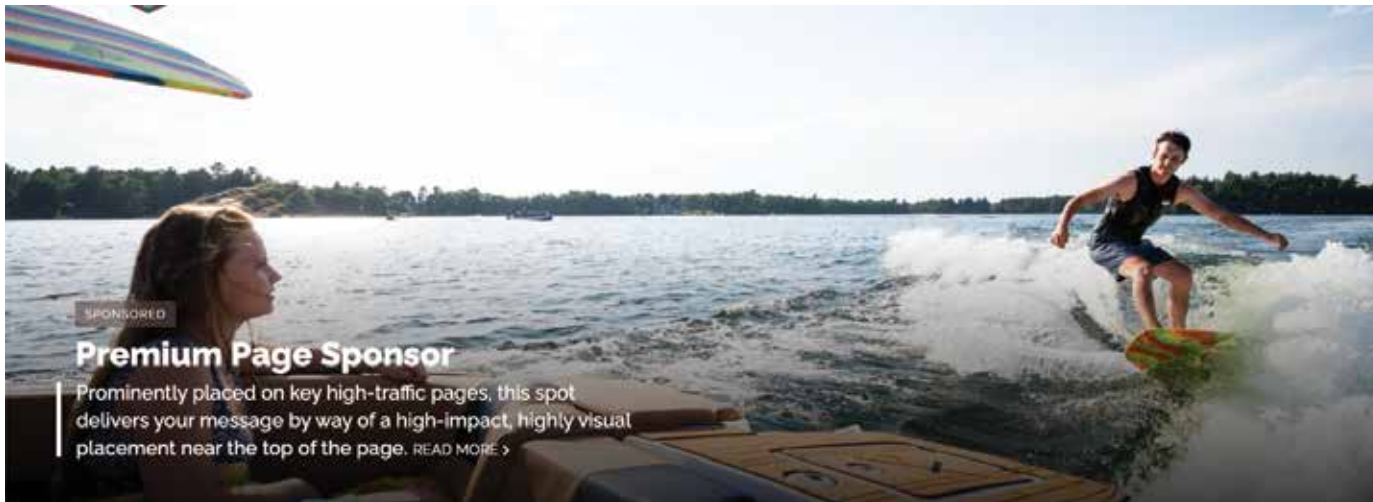


HEADER IMAGES

| Placement | Max Units | In-Zone Monthly Spend/Unit | Out-of-Zone Monthly Spend/Unit |
|---|-----------|----------------------------|--------------------------------|
| • Header image Sponsor on Places to Stay | 1 | \$300 | NA |
| • Header image Sponsor on Events | 1 | \$250 | \$300 |
| • Header image Sponsor on TTD>Attractions | 1 | \$250 | \$300 |
| • Header image Sponsor on TTD>Shopping | 1 | \$250 | \$300 |
| • Header image Sponsor on Restaurants | 1 | \$250 | \$300 |

WEBSITE ENHANCEMENT

Feature your business or event on category-specific pages for premium visibility to website visitors who are searching Minocqua.org.

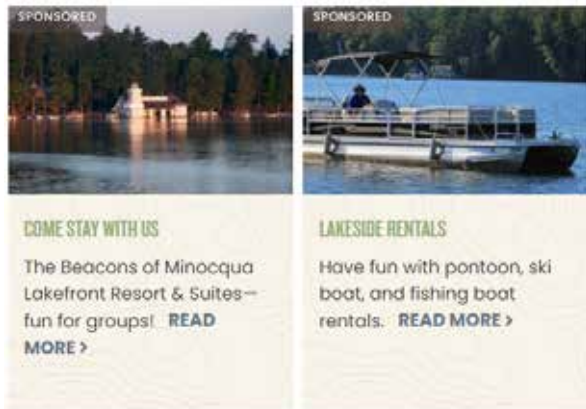


PREMIUM PAGE SPONSORSHIPS

| Placement | Max Units | In-Zone Monthly Spend/Unit | Out-of-Zone Monthly Spend/Unit |
|---|-----------|----------------------------|--------------------------------|
| • Premium Page Sponsor on Places to Stay | 1 | \$250 | NA |
| • Premium Page Sponsor on Events | 1 | \$200 | \$240 |
| • Premium Page Sponsor on TTD>Attractions | 1 | \$200 | \$240 |
| • Premium Page Sponsor on TTD>Shopping | 1 | \$200 | \$240 |
| • Premium Page Sponsor on Restaurants | 1 | \$200 | \$240 |

WEBSITE ENHANCEMENT

Feature your business or event in multiple placements across Minocqua.org on mobile and desktop.



RUN-OF-SITE PLACEMENTS

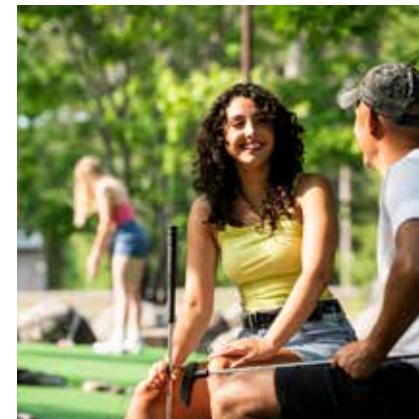
| Placement | Max Units | In-Zone Monthly Spend/Unit | Out-of-Zone Monthly Spend/Unit |
|-----------------|-----------|----------------------------|--------------------------------|
| • Run of Site | 8 | \$200 | \$250 |
| • Mobile Footer | 2 | \$275 | \$344 |
| • Spotlight | 16 | \$150 | \$188 |

BUSINESS PHOTO SHOOT

Capture interior/ exterior images and videos of your business, both from the ground and up in the air! Perfect for building or expanding a photo library for your own marketing and advertising purposes.

SHOOT INFORMATION:

- Digital photo & video assets will be delivered to partner via online link provided by photographer
- Photo & video assets delivered to partner within 2 weeks of shoot date
- All photos & videos must be captured during a one-time visit to business, limited to a single location
- Partner will indicate to MAVB a preferred date for shoot (based on availability)
- Day and time of shoot will be coordinated between business and photographer
- All invoicing will be handled by MAVB
- MAVB will have access to and non-exclusive usage rights to all photos & videos captured through these offerings. MAVB usage includes (but is not limited to) destination guide, website, social media, etc.



BUSINESS PHOTO SHOOT

With marketing tools dominated by images & video, it's more important than ever to have high-quality photography and videography to represent your business. We are offering an opportunity to work with a local professional to capture images and videos at your business.



PHOTOGRAPHY PACKAGE STANDARD

Check packages requested:

- Interior
- Exterior
- Drone (15 photos)

Photography Package Add-Ons*

- 15 additional photos (interior and exterior)
- Up to additional ½ hour of shoot time

VIDEO PACKAGE STANDARD

Mark video needs: Length:

- Interview
- Interior
- Exterior
- 30 minutes
- 1 hour

Video Package Add-Ons*

- Drone footage
- Length:
 - 15 minutes
 - 30 minutes

**Price varies, based on packages booked.
TBD prior to shoot.**

*Add-ons cannot be purchased separately, only in addition to the Standard Photo & Video Packages

SPONSORSHIP OPPORTUNITIES

Sponsoring a community event means exposure for your business to visitors and our local community, as well as supporting a non-profit organization. We strive to host fun, well-run, community-oriented events. This would not be possible without your support.

Prices shown are In-Zone. Out-of-Zone, add 20%.

INDEPENDENCE DAY CELEBRATION

Friday, July 4, 2025

\$3,000 Platinum Sponsor

Premier sponsor of the event

Includes all benefits of Gold Sponsor, plus

- Name/Logo featured prominently on all print, radio, & social media ads
- Banner & banner carriers leading parade

\$1,000 Gold Sponsor

Includes all benefits of Silver Sponsor, plus

- Major event sponsor on all promotions throughout the event

\$700 Silver Sponsor

Includes all benefits of Bronze Sponsor, plus

- Logo and link on event website
- Logo on all print advertising
- Banner & banner carriers leading one of the band entries in the parade

\$400 Bronze Sponsor

- Name and link on event website
- Name on all print advertising
- Complimentary parade entry

LET'S SCRAMBLE

Thursday, September 4, 2025

Hole-in-One Sponsor

- Sponsor pays Hole-In-One Insurance fee and places the Hole-In-One prize on the designated hole
- One complimentary team of 4
- Sign on designated Hole-in-One location (provided by sponsor)
- Recognition as Hole-in-One sponsor in program and throughout event

\$200 Hole Sponsor

- Promotional sign (supplied by sponsor) near designated hole
- Recognition in program

\$150 Putting Contest Sponsor

- Promotional sign (supplied by sponsor) on putting green
- Recognition in program
- Sponsor runs contest day of event and provides prize

\$100 Food/Beverage Sponsor

- Table tent recognition at buffet and bar

\$50 Raffle Prize Sponsor

- Verbal recognition at time of raffles

Raffle Item Donation

- Verbal recognition at time of raffles

SPONSORSHIP OPPORTUNITIES

BEEF-A-RAMA™

Saturday, September 27, 2025

\$5,000 Platinum Sponsor

Premier sponsor of the event

Includes all benefits of Gold Sponsor, plus

- Logo featured on specialty banners throughout the event
- Name/Logo featured prominently on all print, radio, and social media ads

\$1,000 Gold Sponsor

Includes all benefits of Silver Sponsor, plus

- Major event sponsor on all promotions throughout the event

\$700 Silver Sponsor

Includes all benefits of Bronze Sponsor, plus

- Logo on all print advertising
- Banner displayed on shuttle bus (provided by sponsor)

\$400 Bronze Sponsor

- Name and link on event website and mobile app
- Name on all print advertising
- Complimentary beef roast for Roasting Competition entry

ELF SCAVENGER HUNT

Friday-Sunday, November 28-30, 2025

\$500 Platinum Sponsor

Premier sponsor of the event

Includes all benefits of Gold Sponsor, plus

- Listed on all area promotions for the event
- Name included on radio promotions

\$300 Gold Sponsor

Includes all benefits of Silver Sponsor, plus

- Name on all printed material
- Logo and link on event website page

\$200 Silver Sponsor

- Free listing as an Elf Scavenger Hunt Participating Business
- Name and link on event website page

In-Kind Candy Sponsor

- Name and link on event website page

Prize Drawing Donation

\$30 Participant Only

- Listed as an Elf Scavenger Hunt Participating Business

BANNER AD CAMPAIGN

Place your banner ads across Google's network of more than 35 million websites and apps – targeted to the Minocqua Area's ideal audience and key markets (Chicago, Milwaukee, Madison, Green Bay–Appleton, La Crosse–Eau Claire, Minneapolis–Saint Paul).



OPTION 1

Estimated Deliverables: 1M+ impressions
Timeframe: 3 months
In-Zone Investment: \$6,000*
Out-of-Zone Investment: \$6,200*

Static Banner Specs: 160 × 600 | 300 × 600 | 300 × 250 | 728 × 90 | 970 × 90 | 970 × 250
Acceptable Formats: JPG, GIF, HTML5*
Max Size: 150kb

OPTION 2

Estimated Deliverables: 500k impressions
Timeframe: 6 weeks
In-Zone Investment: \$3,000*
Out-of-Zone Investment: \$3,200*

*Design services available for additional fee

CONTACT INFORMATION

Contracts are to be submitted to MAVB. Contracts must include signature and date to be considered valid. By filling out and signing a contract you agree to the full cost of the program item(s) you sign up for. You also agree to the guidelines as laid out in this document for each advertising option.

MAVB will send you an invoice that you are expected to pay in full prior to the run of any ads. Failure to do so will result in your advertising messages being pulled. Space is available on a first come, first serve basis.

Reporting will be provided for opportunities and campaigns with performance metrics available.

All contracts and materials must be submitted directly to:

Barb Wagoner, Managing Director (715) 356-5266 • barb@minocqua.org

NOTES



Minocqua.org

Minocqua Area Visitors Bureau, Inc