

VISIT WAUSAU PARTNERSHIP PROGRAM



Visit
WAUSAU

VISITWAUSAU.COM



WAUSAU • RIB MOUNTAIN • SCHOFIELD • WESTON

4 SEASON ADVENTURES



WHAT IS A VISIT WAUSAU PARTNER?

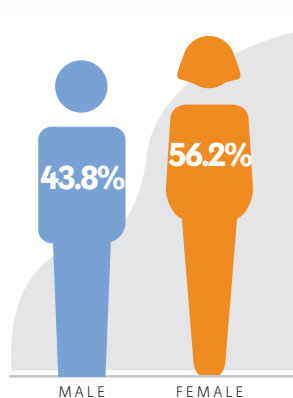
“Partners” are businesses & stakeholders within the Wausau, Weston, Rib Mountain, and Schofield contractual municipalities. Businesses & stakeholders outside the above defined area may pay an annual subscription fee of \$1000 to enjoy the free benefits of contract partners.

Municipalities cannot be considered under the partner/ stakeholder definition of the program.

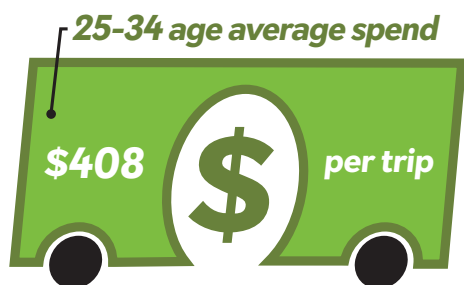
Benefits of Partnership:

- Cost effective: Fits any budget
- Quick support staff response
- We are local and know the area
- **Honesty** - We won't overpromise
- **Integrity** - We say what we do
- **Flexible** - We are willing to pivot

Top Markets and Demographics



In 2022
1.3 Million Visitors
to Marathon County



53% of all Visitors
experience outdoor recreation



- 26,000 new viewers monthly on website
- 10,000 local viewers weekly on website
- 17,300 followers on Facebook
- 2700 followers on Twitter
- 1400 followers on Instagram
- 110 followers on new TikTok

PARTNER LEVELS

Select the level that best fits your business model.
The benefits increase the more you invest.

FREE LISTING on VisitWausau.com which includes:

- Business name
- Business address
- Map geolocation
- Business description
- Two high resolution images
- Blogging exposure (non-exclusive)
- Referrals from Visit Wausau visitors office
- Inclusion on the visitwausau.com event calendar
- Online and Visitors Magazine brochure/menu listing

BRONZE:

\$400 a year

(\$200 a year for eligible non-profits)

- All benefits listed in Free Listing
- Social Media icons
- Referrals from Visit Wausau Visitors office
- Listing in the annual Visit Wausau Visitors Guide
- Brochure distribution to 30 locations (subject to availability and fees)
- Two tickets to annual Visit Wausau State of Tourism luncheon
- 15% discount for ad in Visitors Guide
- Inclusion in our weekly, bi-monthly and quarterly e-newsletter

SILVER:

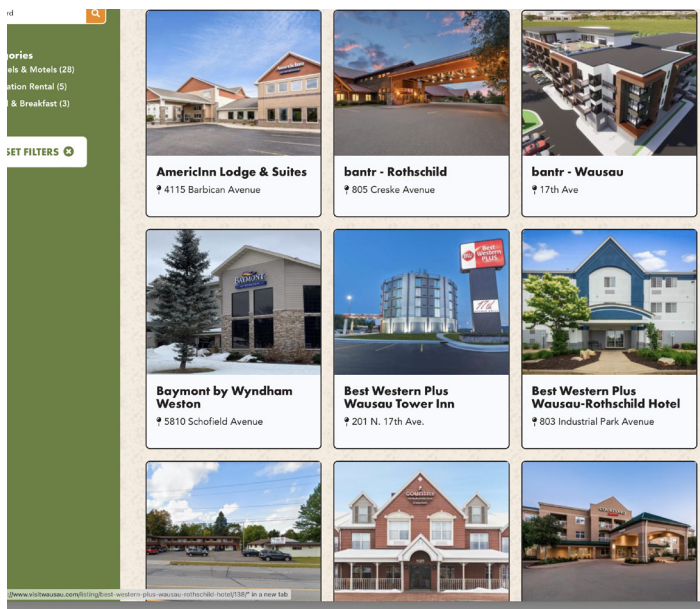
\$750 a year

- All benefits listed in above packages
- Discounted rates on Creative Packages (10%)
- Discounted rates on Web Advertising (10%)
- Discounted annual snapshot data report for your POI (point of interest) (10%)
- 20% discount for ad in Visitors Guide

GOLD LEVEL:

\$1500 a year

- All benefits listed in above packages
- Discounted Rates on customized Data Reports of targeted visitation geolocation data and cc spend (15%)
- Discounted rates on Creative Packages (15%)
- Discounted rates on Web Advertising (15%)
- Discounted rates on Visitor Data packages (15%)
- 25% off ad in Visitors Guide
- Co-branding opportunities with regional ad campaigns (subject to availability and fees)
- Visit Wausau staff will post your events on calendar for you
- Marketing Plan and StoryBrand assessment of business (two hours)



VISIT WAUSAU CREATIVE & AD PACKAGES



Let our crew of professional videographers and photographers help you showcase your business or organization with on-location shoots using pro equipment that help with polished visual content.

VIDEO PRODUCTION

Sizzle Reel\$1500*

- Up to 2 hours of on-location production
- The total final video length is 15 seconds
- Professional camera equipment and lighting
- Partner is responsible for any extras or talent needed in the video i.e., people shopping, eating at a table, employees working at the checkout, waitstaff

About VideoStarting at \$2500*

- Up to 5 hours of production
- The total final video length is 30 seconds
- A fast-paced video featuring footage of your business and operations
- Crafted script and story from interviews combined with footage from the business
- Professional camera equipment and lighting
- Interviews with subjects using professional sound equipment
- Partner is responsible for any extras or talent needed in the video, i.e., people shopping, eating at a table, employees working at the checkout, waitstaff

PHOTOGRAPHY

Photoshoot\$750*

- Up to 2 hour on-location or in-studio photo session
- Receive 20 edited images (raw images not included) for use on social media posts and website postings
- Professional camera equipment with minimal lighting equipment



* Additional Charges May Apply

WEB ADVERTISING

Run of Site Banner - \$250 month

- Be seen on the top pages on VisitWausau.com with title, image, tagline and website link
- Photo (596 x 353 pixels)
- Headline (25 characters)
- Body (135 characters)
- Clickthrough URL

Premium Page Sponsor - \$150-250 month

- Secure targeted placement on category -specific pages for premium visibility
- Photo (968 x 488 pixels)
- Copy (140 Characters)
- Clickthrough URL

Spotlight Text Link - \$175 month

- Highlight unique offers with *run of site visibility* that is easily updated seasonally
- Photo (268 x 179 pixels)
- Headline (25 characters)
- Body (65 characters)
- Clickthrough URL

Home Page Sponsor - \$380 month

- Showcase your business to visitors on the *entry page*
- Photo (968 x 488 pixels)
- Copy (140 characters)
- Clickthrough URL

Featured Listing - \$125-150 month

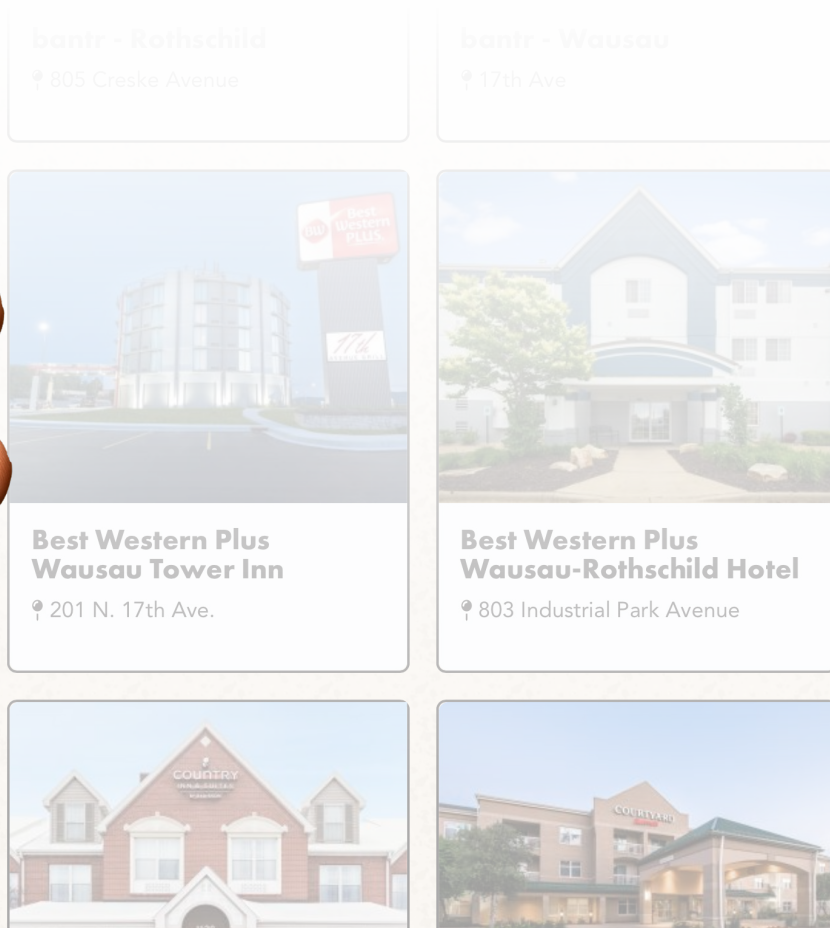
- Stand out from the crowd
- Put your company listing at the top of your industry category
- Featured heart icon
- Pulls content from your existing listing detail page

Mobile Banner - \$250 month

- Give *ready-to-spend* visitors one-click mobile access to your business NOW
- Photo (75 x 50 pixels)
- Headline (25 characters)
- Call-To-Action (25 characters)
- Clickthrough URL

Additional Information:

- Responsive website design allows advertisements to display on all devices
- All placements are templated and designed to match the visual aesthetic of VisitWausau.com
- Images should be single photographs without any overlaid elements, including logos
- All character count specs include spaces and punctuation.
- We recommend using a character count tool such as www.charactercountonline.com to track copy length
- Customized packages are available with adjusted rates



VISIT WAUSAU DATA PACKAGES

Visit Wausau is layering NEAR, GPS, Affinity, STR, AirDNA, Google Analytics, PHQ, Social Media, and PredictHQ on the Zaritco platform.

Data benefits

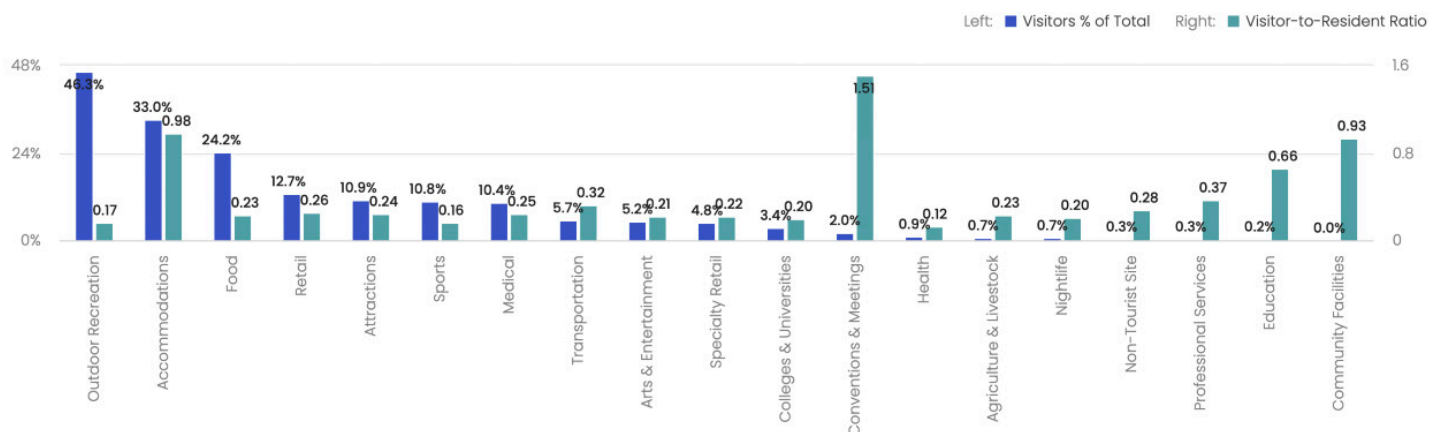
- Reinforces your marketing efforts
- Data brings your true customer in focus
- Shows where customers are coming from (down to zip code)
- Know where, when and how to promote to your customers
- Shows where customers are going and spending in destination
- With online advertising, you can accurately show your ROI

This includes weekly data from a variety of sources, including:

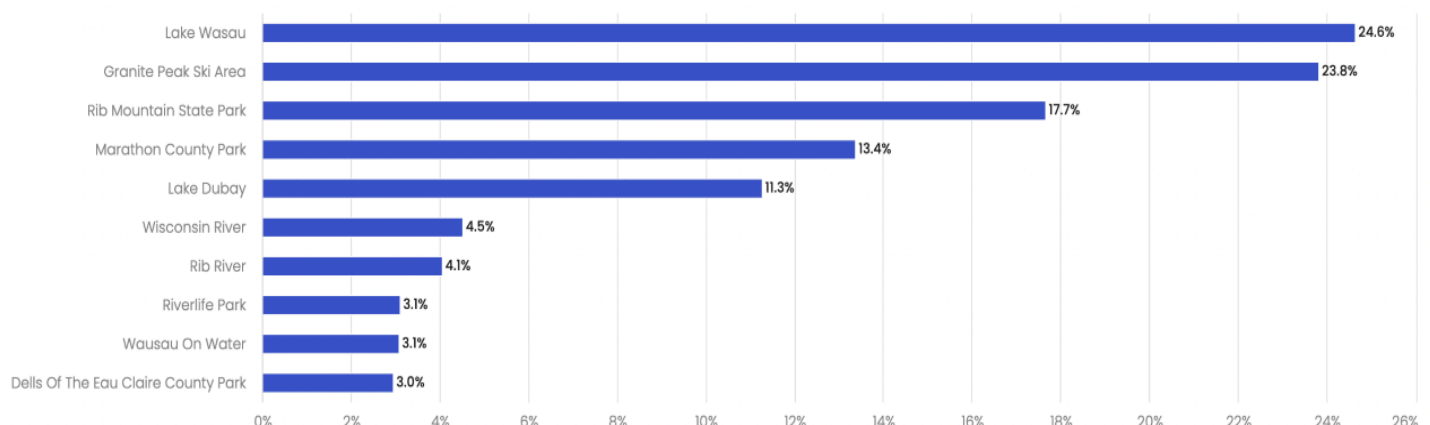
- NEAR data: Powerful tourism data for destinations to analyze tourist profiles, build audience segments and prove ROI on media spend, includes visitor flow and seasons.
- GPS shows origin of visitors, visitor-to-resident ratio, POI (Points of Interest) they are visiting, overnight visitation.
- Affinity Data: Affinity's proprietary datasets that can be leveraged to gain additional insights on people and organizations in your network, including credit card spend.
- Credit Card Spend
- Smith Travel Research: STR report lodging data.
- AirDNA: Short Term Rental Data of Entire Place Only.
- Google Analytics: Paid and Organic Search Traffic is an indicator of how prominently our site appears in Search Engine ranking, like Google, and how much of our total website traffic results from search engines.
- PHQ: School Breaks and holidays
- Social Media: Facebook, Instagram, Twitter, Tik Tok
- PredictHQ: Future Events include Conferences, Expos, Festivals, Concerts, Sports and Performing-Arts only

Examples

Percent Visitors & Visitor-to-Resident Ratio by POI Category



Top 10 Points Of Interest



VISIT WAUSAU DATA PACKAGES CON'T

Visit Wausau will work with you to create a plan around the data you need to increase your ROI, target new customers/clients, create new products/events or future planning based on trends. Our trained staff will help you interpret the data with additional input from your organization. Eligible Non-Profits can contact Visit Wausau for special rates.

Annual Report \$1200

- Once a year report customized for your specific organization's needs.
- One revision based on additional data points.
- Annual meeting with Visit Wausau staff to assist in data interpretation and planning.

Quarterly \$2500/year

- Report every quarter based on your dates (back data goes to Jan/2019).
- Four revisions based on additional data points.
- Quarterly meeting with Visit Wausau staff to assist in data interpretation and planning.

Monthly \$6000/year

- Monthly reports based on your unique data points.
- Monthly meeting with Visit Wausau staff to assist in data interpretation and planning.
- Revisions and modifications at no charge.



Visit
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If you would like more information on partnering with Visit Wausau,
call Tim at 715-355-8788 or email twhite@visitwausau.com