

How to Sign Up for a Travel Wisconsin Co-op Program

Step 1: Review the Co-op Sell Sheets

Before starting, check out the [Co-op Sell Sheets](#). This document provides an overview of all the available programs, including eligibility requirements, timelines, costs and deliverables.

Co-op Program

Want to create buzz for your destination and attract your target audience without breaking the bank? Travel Wisconsin's Co-op program offers strategic and cost-effective marketing and public relations opportunities to promote your destination. By pooling your resources with Travel Wisconsin, you can maximize the value of your dollars and access opportunities that might otherwise be unattainable with your budget. The Co-op also provides guided experimentation with new tactics, reducing potential risks. Co-op programs can help you reach your audience across a variety of platforms, including newsletter features, special offers and deals, social media, media familiarization trips and more. So why wait? Let's collaborate. Join our Co-op and start reaching your audiences!

2025 Co-op Offerings

Learn more about the programs being offered as part of Travel Wisconsin's 2025 Co-op with the [sell sheet](#) or the webinar.

Step 2: Find the Program Sign-Up Form

After the Co-op program launches on Thursday, October 10 and you've selected the program you're interested in, visit the Co-op page on Industry.TravelWisconsin.com.

Marketing Co-op Programs

Wisconsin Traveler Email

Reserve space in Travel Wisconsin's most popular email, the Wisconsin Traveler! Showcases your area or business with a photo, text and link to your landing page.

[Register for a Wisconsin Traveler Email Co-op! →](#)

TravelWisconsin.com Footer Ads

Reserve space on the footer of TravelWisconsin.com's home page to promote your destination or attraction. 2024 footer ads saw an average of 108 thousand impressions per 2-week period!

[Register for a TravelWisconsin.com Footer Ad Co-op! →](#)

TravelWisconsin.com Featured Listings

New in 2025, reserve ad space on TravelWisconsin.com's category landing pages! Maximize visibility of your business or event featuring it where it matters most and capture attention of consumers!

[Register for a TravelWisconsin.com Featured Listing Co-op! →](#)

Publications

Travel Wisconsin partners with Madden Media to develop a variety of guides throughout the year. These publications provide visitors with inspirational content about Wisconsin, our activities and destinations.

[Wisconsin Traveler Rate Card →](#)

FREE Special Offers Listings

The Special Offer Listings are a FREE opportunity to promote your packages, special offers, discounts or promotions to consumers actively seeking travel deals in Wisconsin.

[Register for a Special Offer Co-op! →](#)

Special Offers Email

Publicize your special offer to more interested travelers through Travel Wisconsin's monthly Special Offers Email, that reaches 63 thousand opt-in subscribers.

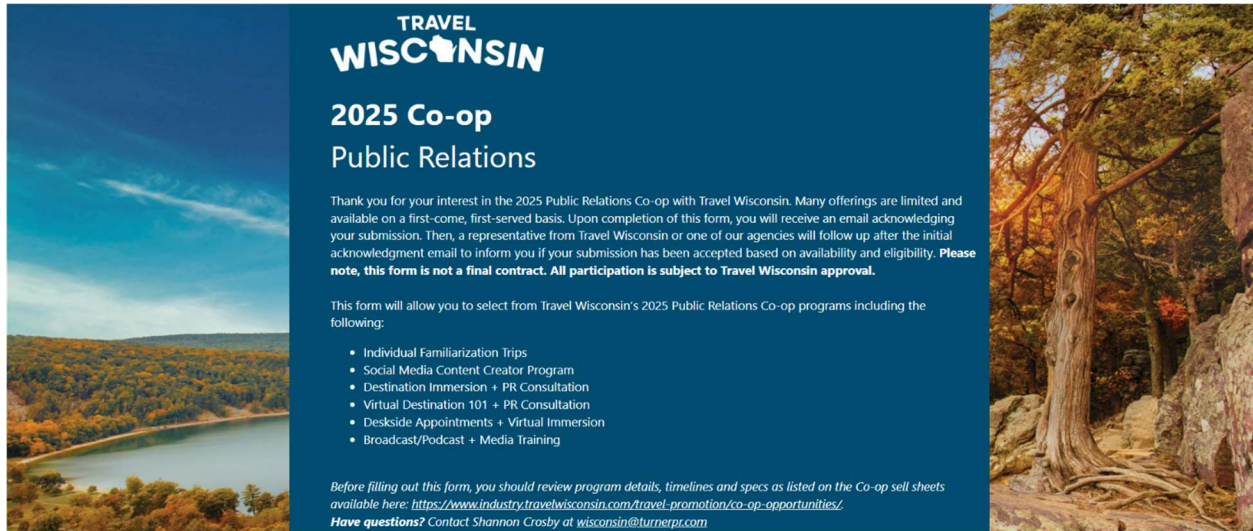
[Register for a Special Offer Co-op! →](#)

There's no need to sign in to access the forms. You'll find individual forms for programs with limited availability, so prioritize your top choices and fill those forms out first once they're live, since programs are available on a first-come, first-served basis. *Remember, submitting an interest form is not a final contract. Program participation is limited, subject to availability and requires Travel Wisconsin's approval.*

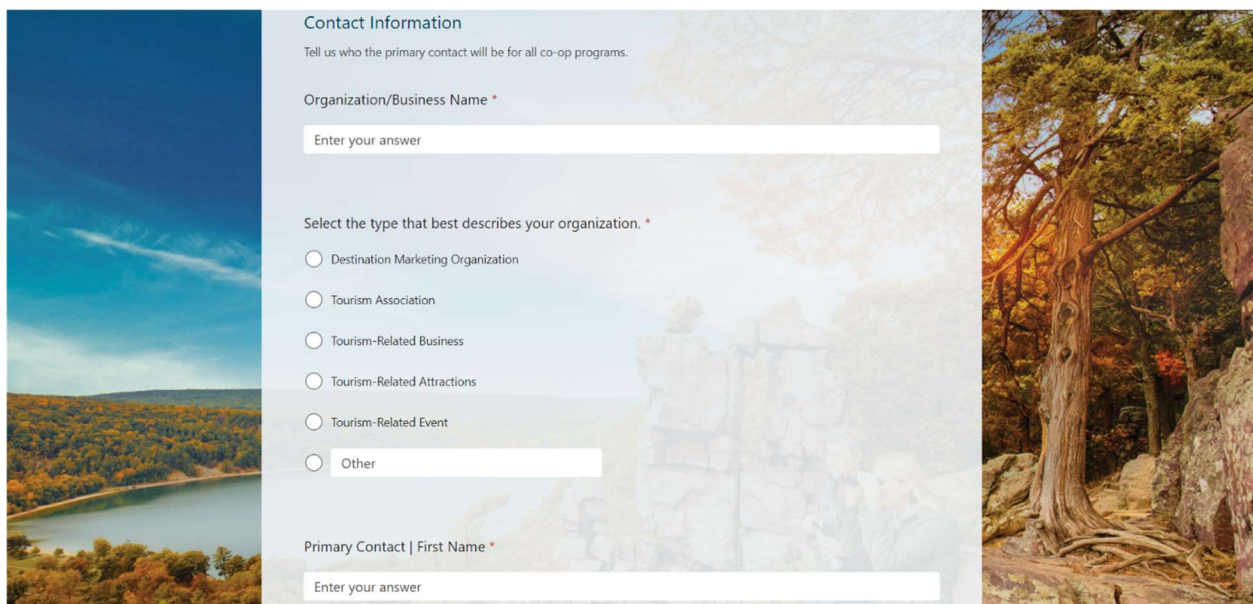
Step 3: Complete the Form(s)

After selecting the program and finding the corresponding form, you'll be guided through the following steps to complete the form:

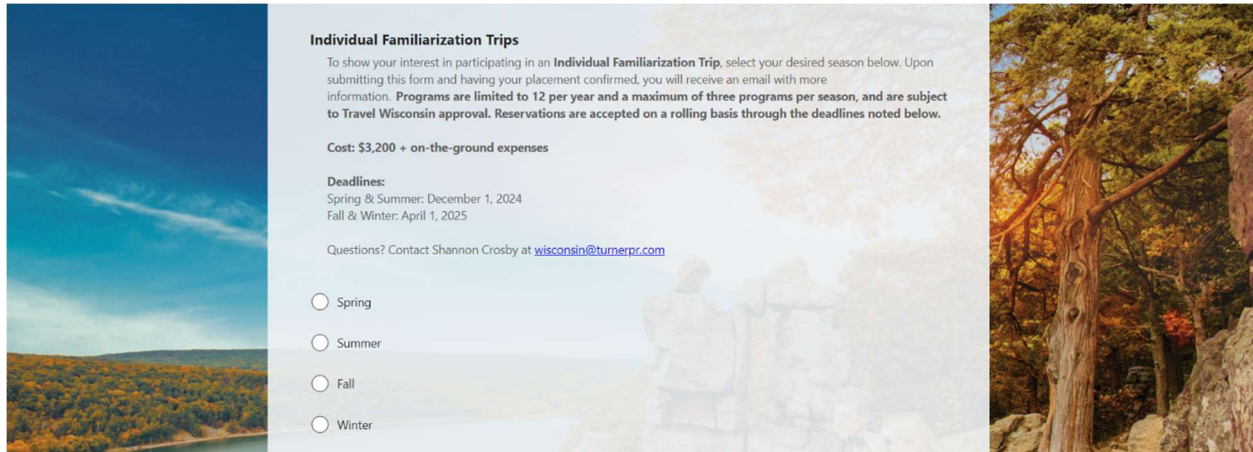
- Overview:** Each form starts with a brief description of the programs available to sign up for through the form and a reminder that submitting does not guarantee placement in any program.



- Contact Information:** Here, you'll provide your organization or business name, business type and primary contact details (name, title, email and address). You'll also have the option to specify a different billing contact or billing address if needed.



- **Program-Specific Fields:** Depending on the program you've chosen, the form will ask for specific details like program dates, placements and tiers. You'll also see important program details, deadlines and costs for your reference.



Individual Familiarization Trips

To show your interest in participating in an **Individual Familiarization Trip**, select your desired season below. Upon submitting this form and having your placement confirmed, you will receive an email with more information. **Programs are limited to 12 per year and a maximum of three programs per season, and are subject to Travel Wisconsin approval. Reservations are accepted on a rolling basis through the deadlines noted below.**

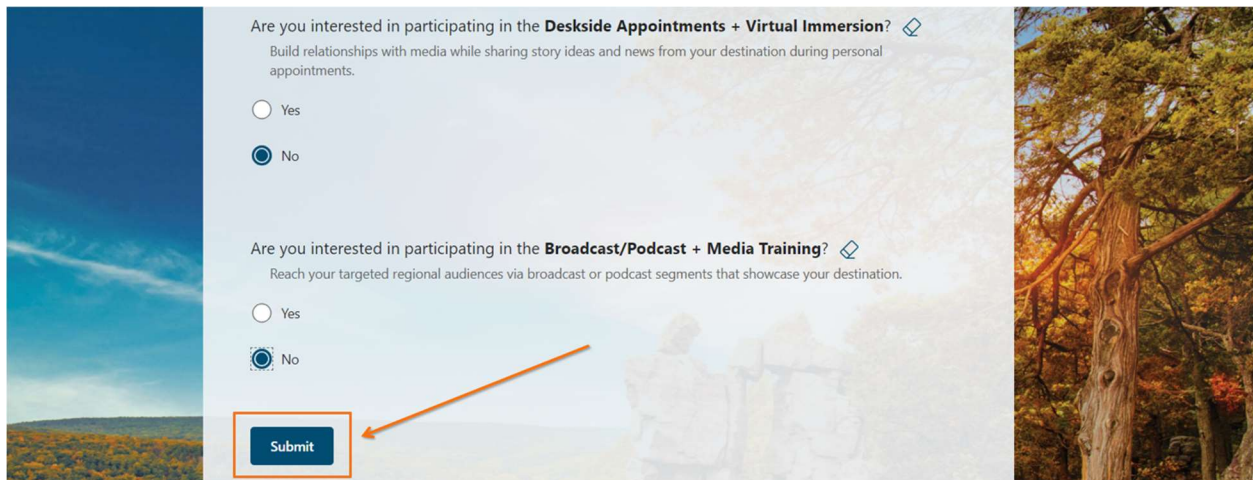
Cost: \$3,200 + on-the-ground expenses


Deadlines:
Spring & Summer: December 1, 2024
Fall & Winter: April 1, 2025

Questions? Contact Shannon Crosby at wisconsin@turnerpr.com

Spring
 Summer
 Fall
 Winter


After completing the form, click “Submit.” You can repeat this process for additional programs as necessary.



Are you interested in participating in the **Deskside Appointments + Virtual Immersion?** 

Build relationships with media while sharing story ideas and news from your destination during personal appointments.

Yes
 No

Are you interested in participating in the **Broadcast/Podcast + Media Training?** 

Reach your targeted regional audiences via broadcast or podcast segments that showcase your destination.

Yes
 No

Submit

Step 4: After Submission

Once your form is submitted, you'll see a message acknowledging your submission. From here, you'll see a link back to the Co-op page on the industry website to help you repeat this process for additional programs as necessary.





Thank you for submitting your interest in Travel Wisconsin's 2025 Co-op Programs. Our team will be in touch soon to confirm the available opportunities.

Want to register for another opportunity? Find them here: <https://www.industry.travelwisconsin.com/travel-promotion/co-op-opportunities/>

What happens next?

After submitting any form, you **will also receive an email** that includes a copy of your submission. Later a representative from Travel Wisconsin or one of our agency partners (TURNER PR, Laughlin Constable or Madden Media) will reach out to confirm if your submission has been accepted based on availability and eligibility.

Again, **submitting a form doesn't guarantee placement.** Many programs are offered on a first-come, first-served basis and subject to availability.

Billing Process

Our agency partners will manage billing, and details will be included in the final contracts sent after signing up and confirming space availability.