

TRAVEL  
WISCONSIN

# 2024 CO-OP



# TABLE OF CONTENTS

2024 Travel Wisconsin Co-op Overview	3
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## Marketing Co-op Programs

<b>FREE</b> Special Offers Listings	5
Special Offers Email	7
Wisconsin Traveler Email	9
Social Media Sponsored Ad	11
<b>NEW!</b> Pandora Streaming Audio Ads	13
<b>NEW!</b> TravelWisconsin.com Footer Ads	14
2024 Travel Wisconsin Publications	16

## PR Co-op Programs

Individual Familiarization Trips	18
Social Media Content Creator Program	20
<b>NEW!</b> Destination Immersion + PR Consultation	22
<b>NEW!</b> Virtual Immersion + PR Consultation	24
Deskside Appointments + Virtual Immersion	26
Broadcast/Podcast + Media Training	28

Travel Wisconsin Image Standards	31
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## OVERVIEW

Want to create buzz for your destination and attract a wider audience without breaking the bank? Discover endless growth potential by taking advantage of Travel Wisconsin's Co-op program, which offers exciting marketing and public relations opportunities. The Co-op is a powerful and cost-effective way for you to promote your destination. Engage and attract key audiences to your destination with these strategic and affordable programs. 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!

Registration for all Co-op opportunities can be found on the [Travel Wisconsin extranet marketplace](#). After submitting your reservation through the marketplace, a representative from Hiebing, Travel Wisconsin's marketing agency of record, or TURNER, Travel Wisconsin's PR agency of record, will reach out with a confirmation email and provide information on next steps. TURNER and Hiebing will be the main points of contact for all Co-op programs.

Most opportunities are limited and available on a first-come-first-serve basis - so sign up starting on October 10 to leverage these Travel Wisconsin resources and secure your spot! Review the sell sheets linked below to see eligibility and specifics for each program. These opportunities are available through December 2024.

New this year, all Co-op participants will be asked to participate in a brief survey following participation in a Co-op program. The survey will help us gather insights and feedback to help us continue to improve the programs in the future.

### **Questions on marketing Co-op opportunities?**

Contact Brianna Woller at [witourismcoop@hiebing.com](mailto:witourismcoop@hiebing.com).

### **Questions on PR Co-op opportunities?**

Contact Kate Davis at [wisconsin@turnerpr.com](mailto:wisconsin@turnerpr.com).

### **Questions on Publication opportunities?**

Contact Tricia Wisbrck at 314-914-7916 or [twisbrock@maddenmedia.com](mailto:twisbrock@maddenmedia.com).

## READY TO SIGN UP?

**SIGN ME UP**

*Sign up starts October 10*

# MARKETING CO-OP PROGRAMS







## FREE SPECIAL OFFERS LISTINGS

Are you looking for a free and easy way to promote your business or destination, directing potential customers straight to your website? 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 this FREE opportunity to have your special package or deal featured on [TravelWisconsin.com/Deals](https://TravelWisconsin.com/Deals). Consumers can learn more and click through to your website to purchase.

### Eligibility

The Special Offers Listings are open to Destination Marketing Organizations (DMOs), associations, tourism-related businesses, attractions and events. Submissions must contain a package, discount or promotion for travelers with a specific and compelling offer.

All participants and offers are subject to Travel Wisconsin approval.

### What You Provide

To submit your FREE offer to be listed on [TravelWisconsin.com/Deals](https://TravelWisconsin.com/Deals), simply submit your reservation through the [Travel Wisconsin extranet marketplace](#). Your offer includes a headline, description, offer specifics/value, date range, photo and URL.

### What We Deliver

After submitting your reservation via the extranet marketplace, you'll receive a confirmation containing your placement details with a link to submit your content/materials.

Travel Wisconsin will use the materials you submit to create your free listing on [TravelWisconsin.com/Deals](https://TravelWisconsin.com/Deals) during the selected date range.

## Cost



The Special Offers Listings are FREE and there is no limit to how many partners can participate.

## Deadlines/Timing

Reservations must be submitted at least four weeks prior to your offer start date.

### Questions on marketing Co-op opportunities?

Contact Brianna Woller at [witourismcoop@hiebing.com](mailto:witourismcoop@hiebing.com).

 <p>Offer Ends: Sep 30, 2023</p> <p>Varies</p> <p><b>Come Out and Play!</b></p> <p>📍 Driftless Wisconsin Prairie du Chien</p>	 <p>Offer Ends: Sep 30, 2023</p> <p>\$2 Off</p> <p><b>\$2 off Racine Zoo Admission!</b></p> <p>📍 Racine Zoological Gardens Racine</p>
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## SPECIAL OFFERS EMAIL

Want to promote your special promotion or deal to even more interested travelers? In addition to the Special Offers Listing, Travel Wisconsin deploys a monthly Special Offers Email, that reaches an additional 30K opt-in subscribers.

With an impressive 54% average open rate, the Special Offers Email places your promotion, discount or package directly in the inboxes of consumers seeking Wisconsin travel deals.

### Eligibility

The Special Offers Email is open to Destination Marketing Organizations (DMOs), associations, tourism-related businesses, attractions and events. Submissions should contain a package, discount or promotion for travelers with a specific and compelling offer.

All participants and offers are subject to Travel Wisconsin approval.

### What You Provide

To feature your deal, package or promotion in the Special Offers Email, select your desired deployment date(s) and submit your reservation through the [Travel Wisconsin extranet marketplace](#). After submitting your reservation via the marketplace, you'll receive a confirmation containing your placement details.

The month before your chosen deployment, you will receive an email requesting your content, including a headline, description, offer specifics/value, date range, photo and URL.

### What We Deliver

Travel Wisconsin will use the materials you submit to create your listing in the Special Offers Email deployment you chose. After your ad runs, you'll receive a report showing how many clicks your links received.

## Cost

The cost to participate in the Special Offers Email is \$200.

You will be invoiced for your reservation at the end of the month in which your ad runs.

## Deadlines/Timing

Reservations must be submitted at least six weeks prior to chosen deployment. Materials must be submitted via the link provided in the month leading up to your chosen deployment date.

### 2024 Special Offers Email Planned Deployment Dates

- January 17
- February 14
- March 13
- April 17
- May 15
- June 12
- July 17
- August 14
- September 18
- October 16
- November 13
- December 11

### Questions on marketing Co-op opportunities?

Contact Brianna Woller at [witourismcoop@hiebing.com](mailto:witourismcoop@hiebing.com).



Sarah,

These deals make planning your next trip even easier. Make lasting vacation memories with your crew in Wisconsin's open spaces, activities and unique accommodations!

Check out these featured deals:



**Corn Fest - Stay for the weekend!**  
The 70th Annual Sun Prairie Corn Fest line-up is so good, you should stay for the weekend! Live music, carnival, midway, food & our famous steamed Sweet Corn is worth the drive. The Hilton Garden Inn is just minutes from Corn Fest, offering a reduced festival rate of \$139!

[Buy Deal >](#)



**Come Out & Play in Driftless Wisconsin**  
August 1 - September 30, enjoy special deals at area businesses and attractions while experiencing all the fun activities that make Driftless Wisconsin an outdoor recreation haven. Enjoy hiking, biking, fishing, boating, canoeing, sightseeing, and more.

[Buy Deal >](#)



**30% Off Rounds of Golf**  
We're treating guests to 30% off rounds of golf. Take on The Brutez or The Highlands course at the Grand Geneva Resort & Spa from June 26 - July 11 using promo code LOCALGOLF to access your 30% off.

[Buy Deal >](#)





# WISCONSIN TRAVELER EMAIL

More than 90K highly engaged consumers are waiting to learn about your destination via email. The Wisconsin Traveler bi-weekly email has an average open rate of nearly 40%!

Purchase a space in Travel Wisconsin's most popular communication, the Wisconsin Traveler! The "Destination Spotlight" section can help promote your destination, showcasing your area or business with a photo, text and link to your landing page, highlighting outdoor recreation opportunities, seasonal attractions and more.

## Eligibility

The Wisconsin Traveler Email is open to Destination Marketing Organizations (DMOs), associations, tourism-related businesses, attractions and events.

All submissions are subject to Travel Wisconsin approval.

## What You Provide

To feature your destination in the Wisconsin Traveler Email, select your desired deployment date(s) and submit your reservation through the [Travel Wisconsin extranet marketplace](#). After submitting your reservation via the marketplace, you'll receive a confirmation containing your placement details.

The month before your chosen deployment, you will receive an email requesting your content, including a headline, description, high-quality image, and landing page URL.

- Headline (40-character limit)
- Description (140-character limit)
- Travel Wisconsin Brand-centric Image\* (1200 x 800 pixels, horizontal)
- URL

*\*Images need to be compelling and engaging. Travel Wisconsin will use their image library to find an acceptable photo if you are unable to provide suitable imagery. Please see the image standards guide at the end of this document for more guidance on selecting an image.*

# What We Deliver

Travel Wisconsin will use materials you submit to create your listing in the "Destination Spotlight" section of the email. After your ad runs, you'll receive a report showing how many clicks your links received.

## Cost

New this year, pricing will be dependent on location within the email.

- 1st Row: \$450
- 2nd Row: \$400
- 3rd Row: \$350

You will be invoiced for your reservation at the end of the month in which your ad runs.

## Deadlines/Timing

Reservations must be submitted at least six weeks prior to chosen deployment and are accepted on a first-come-first-serve basis. Materials must be submitted via the link provided. Space fills quickly, so we suggest signing up early.

This program is limited to six partners per bi-weekly deployment. Limit of one deployment per month, per partner.

### 2024 Wisconsin Traveler Planned Deployment Dates

January 11	January 25
February 8	February 22
March 7	March 21
April 4	April 18
May 9	May 23
June 6	June 20
July 11	July 25
August 8	August 22
September 5	September 19
October 3	October 17
November 7	November 21
December 5	December 19

### Questions on marketing Co-op opportunities?

Contact Brianna Woller at [witourismcoop@hiebing.com](mailto:witourismcoop@hiebing.com).



*\*Email layouts are for sample purposes only and subject to change.*





# SOCIAL MEDIA SPONSORED AD

Tap into Travel Wisconsin's following and promote your destination through a paid Facebook and Instagram partnership.

Whether you're a social media pro or brand new to the social media ad space, Social Media Sponsored Ads will help you reach potential travelers by leveraging the Travel Wisconsin brand and creative resources.

## Eligibility

Social Media Sponsored Ads are open to Destination Marketing Organizations (DMOs), associations, tourism-related businesses, attractions and events.

All submissions are subject to Travel Wisconsin approval.

Images submitted need to be compelling and engaging. Travel Wisconsin will use their image library to find an acceptable photo if you are unable to provide suitable imagery. Please see the image standards guide at the end of this document for more guidance on selecting an image.

Ads will only run in Wisconsin.

## What You Provide

To participate in the Social Media Sponsored Ads, select the month(s) you'd like your ad to run, social platform(s), and submit your reservation through the [Travel Wisconsin extranet marketplace](#). After submitting your reservation via the marketplace, you'll receive a confirmation containing your placement details.

In the month before your ad publishes, you will receive an email requesting your content. This will include the ideal ad start date (to run for a 3-day window), basic content direction, any interest-based targeting parameters, a clickthrough URL and a high-resolution photo.

## What We Deliver

Hiebing handles ad copy development on behalf of Travel Wisconsin, which you will have the opportunity to review and approve. Once approved, the ad will be published with a \$100 media budget according to the targeting parameters of Travel Wisconsin advertising, with your interest-based targeting suggestions incorporated.

After your ad runs, you'll receive a performance report.

## Cost

Program cost is \$500 per ad, which includes the \$100 media spend. You will be invoiced for your reservation at the end of the month in which your ad runs.

## Deadlines/Timing

Reservations must be made at least two months prior to desired ad timing. Reservations are accepted on a first-come, first-serve basis. Space fills quickly, so sign up early.

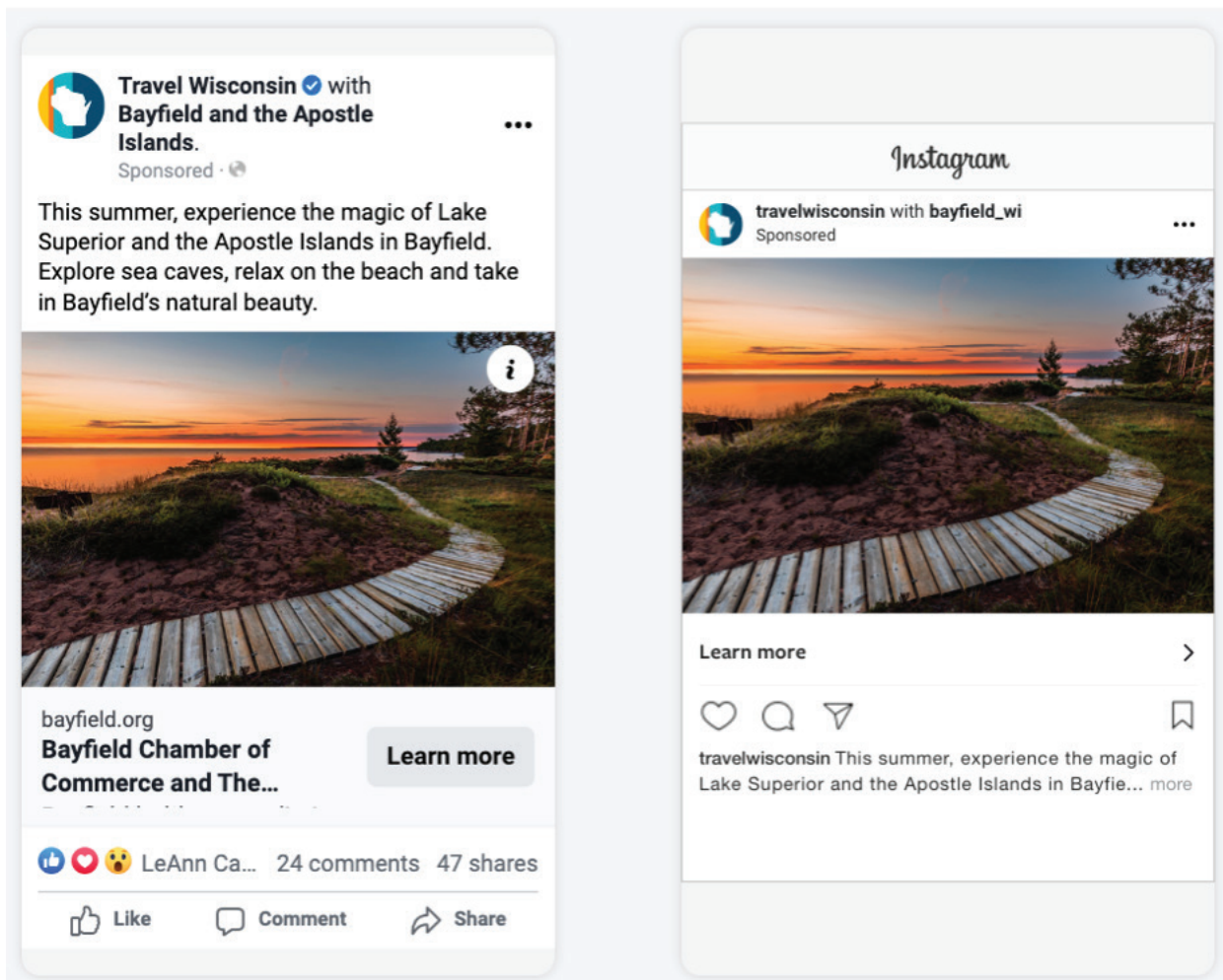
This program is limited to 10 partners per month.

Each partner is limited to two ads per season.

**Summer:** June - August | **Fall:** September - November | **Winter:** December - February | **Spring:** March - May

### Questions on marketing Co-op opportunities?

Contact Brianna Woller at [witourismcoop@hiebing.com](mailto:witourismcoop@hiebing.com).





**NEW!**

## **PANDORA STREAMING AUDIO ADS**

Are you ready to turn up the volume on your marketing and reach consumers interested in traveling to Wisconsin? Partner with Travel Wisconsin for the Spring/Summer 2024 streaming audio ads with a co-branded Pandora audio spot! The four-week campaign, which will align with the Travel Wisconsin spring/summer campaign, will deliver approximately 500K audio impressions per partner.

The :30 spot will feature a :15 Travel Wisconsin brand message, followed by a custom :15 message to support your destination.

Production is included, and costs have been greatly reduced by Travel Wisconsin's 1:1 media match.

### **Eligibility**

Pandora Streaming Audio Ads is open to Destination Marketing Organizations (DMOs) and associations. All submissions are subject to Travel Wisconsin approval.

This program requires at least 6 partners and accepts up to 8 partners. If the minimum requirement is not met, the ads will not run, and partners will not be charged.

### **What You Provide**

To participate in the Pandora Streaming audio ads, submit your reservation through the [Travel Wisconsin extranet marketplace](#). In early 2024, you'll receive an email requesting specific information about what you'd like to promote in your :15 spot.

### **What We Deliver**

Hiebing will create a script for your approval. Once the script is approved, the spot will be recorded, and you will receive an audio file. No changes can be made after the recording is completed. Once the campaign is finished, you will be provided with a proof-of-performance report, indicating total audio impressions delivered.

### **Cost**

The cost to participate is \$5,000 per partner after Travel Wisconsin's 1:1 media cost match. This cost includes the production, recording and approximately 500K audio impressions. You will be invoiced for this program in February 2024.

### **Deadlines/Timing**

Reservations for this program will be accepted until **December 29, 2023** and are first-come, first-served.

#### **Questions on marketing Co-op opportunities?**

Contact Brianna Woller at [witourismcoop@hiebing.com](mailto:witourismcoop@hiebing.com).





**NEW!**

## TRAVELWISCONSIN.COM FOOTER ADS

How would you like to drive traffic from TravelWisconsin.com directly to your website? We've heard your requests to advertise on TravelWisconsin.com, so for the first time ever, purchase ad space on the footer of TravelWisconsin.com's home page to promote your destination or attraction!

The footer ad space will be sold in two-week increments.

The average number of link clicks is estimated around 2,000 for a two-week period.

### Eligibility

The TravelWisconsin.com Footer Ads are open to Destination Marketing Organizations (DMOs) and associations, tourism-related businesses, attractions and events.

All participants and content submitted are subject to Travel Wisconsin approval.

### What You Provide

To participate in the TravelWisconsin.com Footer Ads, simply select your chosen campaign timing and submit your reservation through the [Travel Wisconsin extranet marketplace](#). After submitting your reservation via the marketplace, you'll receive a confirmation containing your placement details.

In the month before your ad publishes, you will receive an email requesting your content. This will include:

- Headline (40-character limit)
- Travel Wisconsin Brand-centric Image\* (1966 x 762 pixels, horizontal)
- Call to Action
- URL

*\*Images need to be compelling and engaging. Travel Wisconsin will use their image library to find an acceptable photo if you are unable to provide suitable imagery. Please see the image standards guide at the end of this document for more guidance on selecting an image.*

### What We Deliver

Travel Wisconsin will use the content you submit to compile and publish your web footer for your chosen two-week campaign.

Upon completion of your campaign, you'll receive a performance report.

## Cost

The cost to participate in the TravelWisconsin.com Footer Ads is \$600 for the two-week campaign.

## Deadlines/Timing

### TravelWisconsin.com Footer Ad Dates

January 15-28

February 12-25

March 11-24

April 8-21

May 6-19

June 3-16

July 1-14

August 5-18

September 2-15

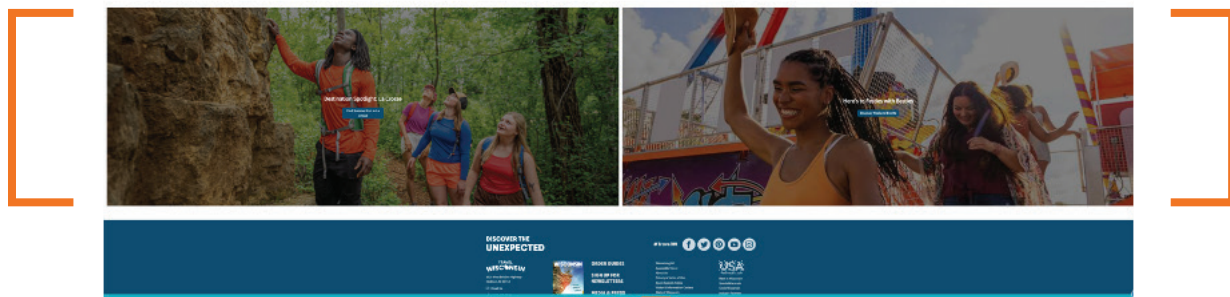
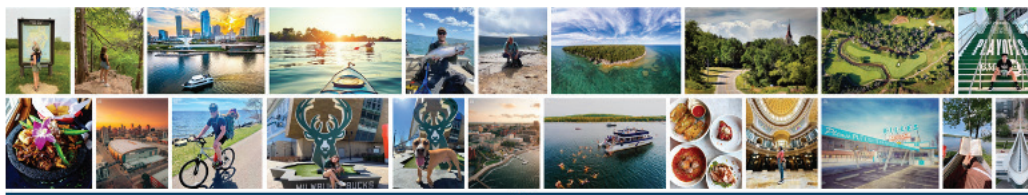
October 7-20

This program is limited to one partner per two-week period. Each partner may only sign up for one period.

Reservations and materials must be submitted at least four weeks prior to publish date and are accepted on a first-come, first-served basis.

### Questions on marketing Co-op opportunities?

Contact Brianna Woller at [witourismcoop@hiebing.com](mailto:witourismcoop@hiebing.com).





# 2024 TRAVEL WISCONSIN PUBLICATIONS

## 2024 Travel Guide

Make sure your destination stands out in the eyes of travelers by advertising in the award-winning *Travel Wisconsin Official Travel Guide*. The guide features advertorial-style sponsored content ads that are designed to showcase the unique experiences that your destination has to offer through innovative storytelling. The stunning design includes images captured by local photographers and is available in both print and online formats to ensure a cohesive marketing strategy. Secure your spot today and take advantage of this great opportunity to reach a wider audience.

New this year, partners can also purchase space on 10,000 protective polybags covering the *Travel Wisconsin Official Travel Guide*! Five partners will be allowed 10,000 polybags each, of the total 50,000 annually distributed.

## 2024 Traveler Magazines

This bi-annual magazine provides inspiration and insights to the very best seasonal activities throughout the state of Wisconsin. Be included in the *Wisconsin Traveler*, Spring/Summer or Fall/Winter edition and showcase the special seasonal highlights your destination or attraction has to offer.

Ads are structured in a similar advertorial-style manner to the *Travel Wisconsin Official Travel Guide* and allow you to dive deeper into the highlights of your destination or attraction, showcasing your unique seasonal appeal.

## Eligibility

Advertising in the 2024 Travel Wisconsin Publications is open to Destination Marketing Organizations (DMOs), associations, tourism-related businesses, attractions and events.

## Deadlines/Timing

**2024 Travel Guide** - Ad close October 6, 2023

**2024 Spring/Summer Traveler Magazine** - Ad close November 10, 2023

**2024 Fall/Winter Traveler Magazine** - Ad close March 29, 2024

### **For advertising information and to sign up contact:**

Ticia Wisbrock at 314-914-7916

or [twisbrock@maddenmedia.com](mailto:twisbrock@maddenmedia.com).





# PR CO-OP PROGRAMS







## INDIVIDUAL FAMILIARIZATION TRIPS

Hosting media increases the chance of earned media coverage for your destination. Leverage TURNER Public Relations' relationships with top-tier media to bring a single journalist to your destination.

### Eligibility:

Individual familiarization trips are open to Destination Marketing Organizations (DMOs) and associations.

All participants are subject to Travel Wisconsin approval. This Co-op is limited to one destination and cannot be combined with others. If this Co-op is not completed in the season for which it is scheduled, Travel Wisconsin will either reschedule the opportunity or issue a refund to the partner less Travel Wisconsin's incurred expenses.

### What You Provide:

To host an Individual Familiarization Trip, submit your reservation through the [Travel Wisconsin extranet marketplace](#). After submitting your reservation, you'll receive confirmation containing information about planning and next steps. Partner oversees the itinerary, with approval from Travel Wisconsin. The partner handles booking all elements of the visit including, but not limited to, lodging and meals, media gifts, on-the-ground transportation (if the journalist is flying in), and creation of the final itinerary document in a shareable form for media. The partner must host the journalist for a minimum of two full days.

### What We Deliver:

Travel Wisconsin will handle inviting media, booking and travel to the destination (flight or rental car), creating media briefing documents and all follow-up. While hosting media greatly increases the chance of earned media stories, immediate coverage is not guaranteed.

## Cost:

\$3,000 plus on the ground expenses.

## Deadlines/Timing:

Individual FAMs are limited to 12 per year and a maximum of three programs per season. Reservations are accepted on a first-come-first-serve basis and are required by the dates listed below.

**Spring deadline:** January 1, 2024

**Summer deadline:** March 8, 2024

**Fall deadline:** June 7, 2024

**Winter deadline:** September 8, 2024

### Questions on PR Co-op opportunities?

Contact Kate Davis at [wisconsin@turnerpr.com](mailto:wisconsin@turnerpr.com).

**MATADOR NETWORK**




Discover 'America's Little Switzerland' in Green County, Wisconsin

**AD**  
ARCHITECTURAL DIGEST

### Frank Lloyd Wright's Home State Had a Surprising Significance in His Work

The origin story of New York's Guggenheim Museum or Pennsylvania's Fallingwater can be traced back to the architect's time in Wisconsin



The fireplace stretches vertically, commanding the viewers' attention in the home. Photo: Courtesy of Wingspread


**Thrillist**

TRAVEL • THINGS TO DO

## Cozy Cabins and Magical Shorelines Await in This Midwest State

And by Midwest we mean Mid-best.

By Cassandra Brooklyn  
Published on 11/23/2021 at 11:15 AM



Devils Island is one of Wisconsin's Apostle Islands. Photo: iStock/Getty Images





## SOCIAL MEDIA CONTENT CREATOR PROGRAM

Want to cultivate relationships with in-demand content creators to highlight your destination? Let us do the vetting for you to find creators with an engaged audience who will capture authentic content to share on their social channels, deliver assets for your owned channels and increase national awareness.

Building off the momentum of Bravo's Top Chef elevating Wisconsin's culinary story, Travel Wisconsin will launch an engaging campaign to encourage visitors to travel by fork across the state by collaborating with a diverse array of content creators specializing in the culinary arts, such as renowned chefs, accomplished bakers and passionate food enthusiasts. From top-tier restaurants to immersive foodie adventures and the artisans who imbue Wisconsin's flavors with unparalleled talents, this campaign will embody the epitome of culinary greatness in your community.

### Eligibility:

Social Media Content Creator Program is open to Destination Marketing Organizations (DMOs) and associations.

All participants are subject to Travel Wisconsin approval. This Co-op is limited to one per partner and cannot be combined with other partners. Signing up for this partnership does not guarantee you entrance, and you'll have an option to opt-out after the content creator is vetted.

If this Co-op is not completed in the season for which it is scheduled, Travel Wisconsin will either reschedule the opportunity or issue a refund to the partner less Travel Wisconsin's incurred expenses.

### What You Provide:

To work with a social media content creator, submit your reservation through the [Travel Wisconsin extranet marketplace](#). After submitting your reservation, you'll receive confirmation containing information about planning and next steps. Partner will handle coordinating itinerary activities (minimum two-day stay), lodging, meals, any gifts on-the-ground transportation (if the creator is flying in) and all other on-the-ground expenses.

### What We Deliver:

Travel Wisconsin will vet and contract creators for the program, handle communications, negotiate individual deliverables, monitor partnership posts, gather assets and deliver final reports while ensuring the partnership adheres to legal requirements.

## Cost:

Costs vary per opportunity depending on each creator's fees and deliverables, ranging between \$2,500 - \$15,000. Our team will select from a meticulously curated pool of creators with audiences between 10k - 500k+ followers, who will expertly capture the essence of Wisconsin's rich culinary scene.

**Tier 1:** Mega/celebrity caliber content creators of 500k+ followers  
Partner Est. Cost: \$15k

**Tier 2:** Macro caliber content creators of 100k - 500k followers  
Partner Est. Cost: \$10k

**Tier 3:** Micro caliber content creators of 10k-100k followers  
Partner Est. Cost: \$2,500

## Deadline/Timing:

This program is limited to eight partners for the year, a maximum of two partners per season, and applications are subject to Travel Wisconsin's approval. To showcase diverse offerings throughout the state, the team will prioritize accepting partners based on geographical diversity.

Sign up by the dates listed below to learn more about hosting opportunities during your preferred season:

**Spring deadline:** January 1, 2024

**Summer deadline:** March 8, 2024

**Fall deadline:** June 7, 2024

**Winter deadline:** September 8, 2024

## Questions on PR Co-op opportunities?

Contact Kate Davis at [wisconsin@turnerpr.com](mailto:wisconsin@turnerpr.com).





**NEW!**

## DESTINATION IMMERSION + PR CONSULTATION

The more information our pitching team has about your destination or offering, the better we'll be able to pitch your stories to media. Host members of the Travel Wisconsin team to showcase your region and its key offerings to help inform pitching and organizing media visits. Additionally, take advantage of two hours of professional public relations consultation from TURNER, our PR agency of record.

Partners will host members of Travel Wisconsin's team (internal Travel Wisconsin team and TURNER) for eight hours of immersion to learn more about the destination. Partners have the option to use up to two hours of the immersion for professional PR consultation with the TURNER and Travel Wisconsin teams. If partners wish to utilize up to two hours of public relations consultation, partners will determine the area(s) of focus and topics, which can include strategic plan development, media training, crisis communications, narrative development or itinerary development.

### Eligibility:

Destination Immersion + PR Consultation is open to Destination Marketing Organizations (DMOs), associations and any tourism-related businesses located in **Southeast** and **Southwest Wisconsin**.

All participants are subject to Travel Wisconsin approval. This Co-op is limited to one partner and cannot be combined with others. Fees associated with this opportunity cover real costs for all participants and TURNER'S billable hours and will not be used to offset Travel Wisconsin's internal staff time.

### What You Provide:

To host a destination immersion and participate in a PR consultation, submit your reservation through the [Travel Wisconsin extranet marketplace](#). After submitting your reservation, you'll receive confirmation containing information about planning and next steps. Partner is responsible for all on-the-ground expenses during the visit, including securing lodging and arranging the itinerary. Partner may optionally select one two-hour PR consultation from the list above based on their needs.



## What We Deliver:

Travel Wisconsin will provide the availability of at least four team members (two TURNER and two Travel Wisconsin representatives) for immersion.

Please note the immersion serves as an opportunity to showcase and pitch your destination to those on our team who most often speak with key members of the press. However, this does not guarantee coverage.

## Cost:

\$2,500 plus on the ground expenses.

## Deadlines/Timing:

Limit two partners per region, four total per year. All participants are subject to Travel Wisconsin approval and reservations are required by the dates listed below. Regions are selected to accommodate previously scheduled travel and pending interest in this offering, they will rotate annually. For regions where an in-person immersion is not available this year, virtual immersions are available (see next page).

**Southeastern Wisconsin immersion deadline:** January 1, 2024 (For spring execution)

**Southwestern/Driftless immersion deadline:** June 7, 2024 (For fall execution)

### **Questions on PR Co-op opportunities?**

Contact Kate Davis at [wisconsin@turnerpr.com](mailto:wisconsin@turnerpr.com).



**NEW!**

## **VIRTUAL IMMERSION + PR CONSULTATION**

The more information our pitching team has about your destination or offering, the better we'll be able to pitch your stories to media. Reserve dedicated time to showcase your region virtually and talk through its key offerings to help inform pitching and organizing media visits. Additionally, take advantage of two hours of professional public relations consultation from TURNER, our PR agency of record.

Partners will host a virtual immersion (1-2 hours) where members of Travel Wisconsin's team (internal Travel Wisconsin team and TURNER) will deeply dive into your destination and its key offerings.

Partners have the option to use up to two hours of the immersion for professional PR consultation with the TURNER and Travel Wisconsin teams. If partners wish to utilize up to two hours of public relations consultation, partners will determine the area(s) of focus and topics, which can include strategic plan development, media training, crisis communications, narrative development or itinerary development.

### **Eligibility:**

Virtual Immersion + PR Consultation is open to Destination Marketing Organizations (DMOs), associations and any tourism-related business.

All participants are subject to Travel Wisconsin approval. (This Co-op is limited to one partner and cannot be combined with others.)

Please note the immersion serves as an opportunity to showcase and pitch your destination to those on our team who most often speak with key members of the press. However, this does not guarantee coverage.

Fees associated with this opportunity cover real costs for all participants and TURNER'S billable hours and will not be used to offset Travel Wisconsin's internal staff time.

## What You Provide:

To participate in a virtual immersion and PR consultation, submit your reservation through the [Travel Wisconsin extranet marketplace](#). After submitting your reservation, you'll receive confirmation containing information about planning and next steps. Partner will guide the discussion during the virtual immersion. If applicable, the partner will determine what their 2-hour PR consultation will cover based on destination needs.

## What We Deliver:

Travel Wisconsin will provide the availability of four team members (two TURNER and two Travel Wisconsin representatives) for immersion.

## Cost:

**Tier 1:** Virtual immersion + PR consultation (3-4 hours): \$1,000

**Tier 2:** Virtual immersion only (1-2 hours): \$500

## Deadlines/Timing:

Limit two partners per season six total per year. Reservations are accepted on a first-come first-serve basis and are required by the dates listed below. Preference goes to those based in Northern or Central Wisconsin where in-person immersion (see previous program) is unavailable this year.

**Spring Execution Deadline:** January 1, 2024

**Fall Execution Deadline:** June 7, 2024

**Winter Execution Deadline:** September 8, 2024

### **Questions on PR Co-op opportunities?**

Contact Kate Davis at [wisconsin@turnerpr.com](mailto:wisconsin@turnerpr.com).





## DESKSIDE APPOINTMENTS + VIRTUAL IMMERSION

Build relationships with media while sharing story ideas and news from your destination during in-person or virtual meetings.

Depending on the market (Tier 1, 2 or 3), partners will join for individual deskside meetings with attendance from top-tier regional and national travel and lifestyle media and Travel Wisconsin. These deskside appointments allow the opportunity to connect with journalists (pending media availability) to learn what they're working on and how your stories can be a fit. Prior to your appointments, key members of our PR team will join partners for a virtual immersion (1-2 hours) to learn more about your destination to better help guide the conversation during the desksides.

### Eligibility:

Deskside Appointments + Virtual Immersion is open to Destination Marketing Organizations (DMOs), associations and any tourism-related business.

All participants are subject to Travel Wisconsin approval and reservations are required by the dates listed below. Partners must apply by providing an overview of news and highlights to share with media and will be notified if selected approximately two months before execution.

### What You Provide:

To participate in a deskside or virtual immersion, submit your reservation through the [Travel Wisconsin extranet marketplace](#). After submitting your reservation, you'll receive confirmation containing information about planning and next steps. Partner handles drafting talking points (to be reviewed by Travel Wisconsin) and attendance to the deskside where they are expected to join the conversation and share story ideas and news with the journalist. Partner will be joined by a TURNER team member and Travel Wisconsin representative to help guide conversation during the deskside appointment. In addition, the partner can provide a media gift for the journalist or organize a virtual event (tasting, cooking class, etc.).

In addition to your investment, the partner will also cover the cost of media gifts, your activation at deskside appointments, travel to the target market and on-the-ground expenses (ie. hotel, dining, transportation, etc.).

## What We Deliver:

Travel Wisconsin will provide the availability of four team members for virtual immersion. For deskside appointments, Travel Wisconsin handles building a target media list, media outreach, scheduling of appointments, media briefing documents, support for talking points top-level media training prior to appointments and attendance to the deskside appointments to help guide the conversation.

Please note that desksides serve as a valuable opportunity to build relationships with media and generate interest in future media hosting or story ideas. However, this does not guarantee coverage.

## Cost:

Program investment varies by market:

**Tier 1:** Toronto market desksides + media dinner (6-8 target journalists): \$6,000

**Tier 2:** Austin/Dallas market desksides (4-6 target journalists): \$4,500

**Tier 3:** Virtual deskside appointments (6-8 target journalists): \$2,500

## Deadlines/Timing:

Limit one partner per date.

**Tier 1 (Toronto) deadline:** March 8, 2024 (For summer 2024 execution)

**Tier 2 (Austin/Dallas) deadline:** January 1, 2024 (For spring 2024 execution)

**Tier 3 (Virtual) deadline:**

- Fall execution: June 7, 2024
- Winter execution: September 8, 2024

*\*Markets and dates are flexible for virtual desksides*

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# BROADCAST / PODCAST + MEDIA TRAINING

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

Partner with Travel Wisconsin to amplify your marketing efforts via paid broadcast opportunities that follow the format of authentic editorial content. Opportunities vary from radio and podcasts to TV features. Media training will be provided for each program that includes an interview.

## Twin Cities Live (Saint Paul, MN)

This five-minute segment (approx. 2 minutes per partner) features a live interview on KSTP-TV, includes verbal and logo mentions throughout the segment and a call-to-action or special offer. Additionally, the segment will be posted on the Twin Cities Live website (example [view the Door County segment](#)), which garners about 1.4k unique monthly visitors. This opportunity can also include a takeaway item for the studio audience (55 guests/day) in the form of printed collateral.

- **Total investment: \$1,750 per partner (maximum 2 partners)**

- No travel costs are associated with this opportunity.
- Media training will be provided prior to live interview.
- Partner responsible for providing language, B-roll and signage required for mention.

## Let's Go With Catie Keogh (Chicago, IL)

Catie Keogh is an Emmy Award-Winning Host and Executive Producer currently hosting her own travel radio show on WLS in Chicago, with an audience of over 47k. Feature includes 50-minute radio and podcast episode (approx. 15-20 mins per partner), 5 minute TV segment (approx. 2 minutes per partner) on WGN's Daytime Chicago program, which reaches 50k households. This opportunity also includes social media exposure, Wisconsin-focused blog post on [catiekeogh.com](#) and a shared article in Chicago Star.

- **Total investment: \$6,750 per partner (maximum two partners)**

- Partners responsible for travel costs and on-the-ground expenses for three people (3-4 days), including lodging, meals, transportation, etc.
- Media training will be provided prior to interviews for podcast/radio (no interviews required for TV segment).



## Round Trip with Colleen Kelly (Chicago, IL)

Travel Expert Colleen Kelly and Co-Host Christina Paull take you on the road and overseas, to destinations near and far, with "Round Trip with Colleen Kelly," a radio show that reaches Chicago plus 38 states to over 197k listeners as well as a podcast streamed on Apple podcasts, Amazon Music, Audible and iHeartPodcasts. Feature includes 10-minute radio and podcast segment where an expert is interviewed to discuss topic/theme (ie: fall camping). Media training and assistance with talking points would be provided.

**· Total investment: \$800 per partner (6 episodes available for the year, two maximum episodes per season until sold out)**

- No travel costs are associated with this opportunity.
- Media training will be provided prior to interview.

## WHO-TV - Hello Iowa! (Des Moines, IA)

Wisconsin Week with Hello Iowa! includes a 3-4 minute virtual interview- for each partner, segment posted to WHO13.com and Facebook, and ad spots throughout the week for each participating partner. Hello Iowa! is a lifestyle show hosted by Megan Reuther, which airs each weekday morning at 11 a.m., reaching over 1 million viewers. The week will include one segment per day for each partner.

**· Total investment: \$2,500 per partner (maximum five partners)**

- No travel costs are associated with this opportunity.
- Media training will be provided prior to virtual interview.

## Eligibility:

This PR Co-op program is open to Destination Marketing Organizations (DMOs), associations and any tourism-related businesses.

If visit to destination is required (Let's Go with Catie Keogh), price includes transportation (flight and/or rental car) for the broadcast team. Partners are responsible for all on-the-ground expenses once crew is in the destination (including lodging, meals, experiences, etc. when applicable).

## What You Provide:

To participate, submit your reservation through the [Travel Wisconsin extranet marketplace](#). After submitting your reservation, you'll receive confirmation containing information about planning and next steps. Partner handles drafting talking points with review and approval by Travel Wisconsin and appoints a spokesperson. Partner oversees the itinerary for Let's Go with Catie Keogh, with approval from Travel Wisconsin.

## What We Deliver:

Travel Wisconsin handles the coordination of each opportunity and acts as point of contact with the station. This includes compiling any assets from the partners, outlining schedules, as well as media training of each participant who will appear on-air (if the program includes).

## Cost:

Program costs vary by station and opportunity, ranging from \$800 - \$6,750. See detailed cost information above.

## Deadlines/Timing:

Travel Wisconsin will execute one (1) broadcast opportunity per season. Reservations are required by the dates listed below. Reservation does not guarantee inclusion in this Co-op offering.

**Spring deadline:** January 1, 2024 (Twin Cities Live and Round Trip with Colleen Kelly)

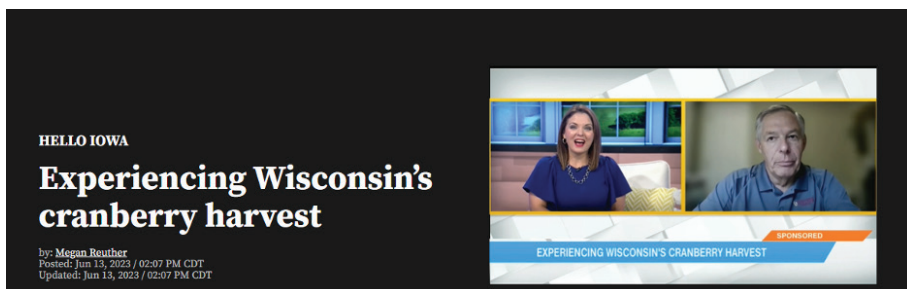
**Summer deadline:** March 8, 2024 (Hello Iowa! And Round Trip with Colleen Kelly)

**Fall deadline:** June 7, 2024 (Let's Go With Catie Keogh and Round Trip with Colleen Kelly)

**Winter deadline:** September 8, 2024 (Round Trip with Colleen Kelly)

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# TRAVEL WISCONSIN IMAGE STANDARDS

The impact of a photo is immediate. At one glance, viewers can sense the thrill of a waterslide, the wonder of a winterscape, the vibe of a brewery surrounded by friends. Our photography captures those feelings and more, proving how great it feels to explore Wisconsin.

When selecting images choose images that communicate shared moments of connection. Be it connection to place or new experiences, to meaningful moments and especially to one another.

**Movement:** Include movement whenever possible. Avoid static poses and touristy finger pointing in favor of natural reactions and spontaneous moments of joy and revelry. The talent should feel like they are in motion - walking, discovering a new attraction, splashing in water. Incorporating movement is possible in even the smallest of ways, the micro-moments, such as conversation, hands gently parting at an art museum, excitement from food being brought to the table.

**Framing:** Aim to make a viewer feel like they are with the people in the photo. Remember to include framing options that leave ample room left or right of your subject to lay type over the image.

**Lighting and Editing:** Using natural light is always preferred, but when in situations that don't have good light conditions, make the light feel as natural as possible. All images should look natural with good contrast and avoid overly edited or color corrected treatments to images.

**Photographing People:** Bring an immersive perspective to the image. Put the viewer there in the moment as a fellow traveling companion. Capture real moments and real emotion with real people - intimacy, discovery, joy, laughter, wonderment, adventure, reminiscing.

**Detailed Close Ups:** Details help tell the story. Be sure to key in the little things that make the experience more complete. Images of food and drink should be shown in context with optimum natural light.

**Wide Scenic Shots:** When capturing a sense of place and wide scenic beauty, keep people at the center of the story. Strive to communicate their experience and let everything else serve as the backdrop.

**Aerial Images:** Consider drone photography to dramatize a sense of place and scale.

**Images should be compelling and engaging and follow the guidelines above as best as possible. Travel Wisconsin will use their image library to find an acceptable photo if you are unable to provide suitable imagery.**