

BOUNDLESS



WIGCOT

LA CROSSE 2025



SPONSORSHIP OPPORTUNITIES

March 9 - 11, 2025

La Crosse Center

La Crosse, WI

Explore tourism's boundless potential at the **Wisconsin Governor's Conference on Tourism (WIGCOT) 2025**

You're invited to **WIGCOT 2025** to blaze a trail with us — a trail intersected with paths of possibilities for everyone — because the future for Wisconsin tourism is Boundless.

What is WIGCOT?

The **Wisconsin Governor's Conference on Tourism (WIGCOT)** is one of the nation's leading state tourism conferences, pairing education and networking to uplift Wisconsin's powerful tourism industry. This renowned annual conference brings together people and organizations from throughout the state who have the common goal of keeping Wisconsin's tourism industry on the cutting edge of research, trends and tools. Each year, we also honor and celebrate the Governor's Tourism Award winners and nominees.

With approximately 700 participants annually, WIGCOT is one of the largest state tourism conferences in America and provides boundless opportunities for participants to become more effective tourism leaders. Conference programming includes marketing, public relations, data and trends, economic outlook, grant writing, organization management, strategic leadership and so much more.

Who Will Be Attending?

- Destination Marketing Organizations
- Trade Associations
- Chambers of Commerce
- Vendors & Consultants
- Tourism Attractions
- Large-Scale Events
- Resorts & Lodging Partners
- Restaurants & Hospitality Groups

Benefits of Sponsoring WIGCOT 2025

Your conference sponsorship will go directly toward conference costs, helping make WIGCOT affordable for conference participants. Sponsorship offers a unique opportunity to connect and align with decision makers, develop business leads and nourish existing relationships.

Sponsors will receive special recognition through a variety of channels, including the opportunity to engage with participants and showcase your brand with an interactive display at the Marketplace. All sponsorships include logo placement on conference signage, website and app. Additional recognition, including mentions from the podium, gifts to attendees and speaking engagements are outlined below.

Sponsorship Opportunities

	PLATINUM LEVEL	GOLD LEVEL	SILVER LEVEL	BRONZE LEVEL
Pricing	\$20,000	\$15,000	\$10,000	\$5,000
Sponsorships Available	2 available	3 available	4 available	Unlimited
Recognition as the sponsor of a special event: includes logo presence (signage & conference schedule), mention from the podium, and option to brand the event with your organization's banners, gifts, etc.	Choose one: Sunday Opening Reception Tuesday Awards Dinner	Choose one: Monday Welcome Breakfast and Keynote Presentation Tuesday Governor's Tourism Awards Nominee Breakfast and Keynote Presentation Registration	Choose one: Monday Tribal Recognition Lunch Monday Boundless Brands General Session Tuesday Networking Lunch Tuesday Tourism Trends General Session	
Opportunity to address the attendees at the sponsored event	5 minutes maximum	5 minutes maximum	3 minutes maximum	
Digital promotional static ad in rotating placement during programming	✓	✓	✓	
Reserved sponsor table for up to 10 people	All scheduled meal functions	All scheduled meal functions	Tuesday Awards Dinner	Tuesday Awards Dinner
Exhibit booth at the Marketplace	Up to 320 sq. ft. and preferential placement	Up to 160 sq. ft. and preferential placement	Up to 160 sq. ft. and preferential placement	Preferential placement
Scrolling logo on main landing page of conference app	✓	✓	✓	✓
Personalized sponsor page in conference app (includes ability to upload documents)	✓	✓	✓	✓
Lead retrieval (ability to scan attendee leads)	✓	✓	✓	✓
Push notification through conference app (you provide the message content and we'll schedule the push notification)	2 push notifications	1 push notification		
Complimentary conference registration(s) for your organization's representatives	4	3	2	1

[CLICK HERE TO SECURE YOUR SPONSORSHIP](#)

A La Carte Sponsorship Opportunities

Marketplace & Networking Hub - \$10,000

This is where attendees go to network and generate new ideas for resources available to them in the tourism industry. We'll have an exhibitor bingo game with your company logo on each bingo card, special drink tickets featuring your company logo, branded cocktail napkins and even a bit of live entertainment.

This opportunity also includes your logo prominently displayed on conference signage, website and app. In addition, this sponsorship entitles you to two complimentary conference registrations.

WIGCOT After Party - \$5,000

Send WIGCOT attendees off with a fun and memorable after party! Your logo will be prominently displayed on conference signage, website and app. We'll also have special drink tickets with your company logo and branded cocktail napkins. In addition, this sponsorship entitles you to one complimentary conference registration.

Public Relations Mixer - \$5,000

Join us for Monday's invitation-only public relations mixer, which will include travel journalists, public relations agencies and in-house PR practitioners. Your logo will be prominently displayed on the event signage and on the conference website and app. We'll offer special drink tickets featuring your company logo, as well as branded cocktail napkins and magnets for the bottoms up beer pouring system. This sponsorship also includes one complimentary conference registration.

Conference App - \$2,500

You will be recognized as the sponsor of the conference app on the main landing page of the app. This sponsorship also includes a banner ad on the main landing page of the app, as well as your company logo prominently displayed on all signage and the conference website. You'll have a personalized sponsor page in the app as well.

WIGCOT 5K (run, hike) - \$2,500

This optional fun run will put you front and center with participants who not only love the outdoor recreation theme of the conference but embody it in their daily lives. In addition to exposure to a niche group of conference participants Monday morning, your company logo will be prominently displayed on conference signage, website and app.

Refreshment Break - \$1,500

There are several refreshment breaks scheduled throughout the conference. Your sponsorship will give you the opportunity to brand a refreshment break and even a chance to work with our team to develop a specific theme for your sponsored break, such as using locally made products, etc. Your company logo will be prominently displayed on conference signage, website and app.



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Marketplace Exhibit Booths

There's no better way to connect with those seeking products and services at WIGCOT than by having a presence in the **Marketplace**. The Marketplace will take place on Monday, March 10 from 3:30 PM - 5:30 PM.

Booths include:

- 8'x10' exhibit space with 8' high back drape and 4' high side drape
- One 110V electrical outlet
- Draped table with two chairs
- One marketplace-only credentials for booth staff

Standard Booth Price: \$1,000

Nonprofit Booth Price: \$500

CLICK HERE TO RESERVE YOUR BOOTH

Who Exhibits?

- Tourism attractions
- Media sellers
- Production companies
- Marketing and public relations agencies
- State agencies
- Web vendors
- Data providers
- Television shows
- Tour operators
- Trade associations
- ...and more!



For more information please contact Kristi Chuckel, Operations Director, Travel Wisconsin at kchuckel@travelwisconsin.com or (608) 264-6150.

CLICK HERE TO VIEW CONFERENCE AGENDA