



Wisconsin's Great Outdoors Campaign

Wisconsin Great Outdoors Campaign:

In 2024, Dodgeville committed \$5000 to the WI Great Outdoors campaign. The package included 100,000 commercials on OTT (streaming video). Here's what you received:

- ❑ **OTT:** 117,000 commercials aired on OTT throughout the year.
 - ❑ Over 98% of your commercials were watched from beginning to end.
 - ❑ 100% of your commercials were viewed on a Connected TV.
 - ❑ Top Publishers include Roku, Samsung, Direct TV, Warner Bros, Tubi, Philo, AMC, A&E.

- ❑ **TV:** 62 \$0 commercials ran on FOX47 TV in various programs
 - ❑ Fox 47 news at 9, National Desk News, Modern Family and more

- ❑ **Web:** Dodgeville had 6 posts on the Great Outdoors online page.
 - ❑ Total views of Dodgeville posts: 2,693 views
 - ❑ The top posts were Dodgeville Camping and Dodgeville Cross Country Skiing.
 - ❑ Followed by Ice Fishing and Ice Cliffs.

- ❑ **Creatives:** we produced 4 Great Outdoors Spotlights.
 - ❑ Winter Recreation, Golf, Camping and American Players Theatre.

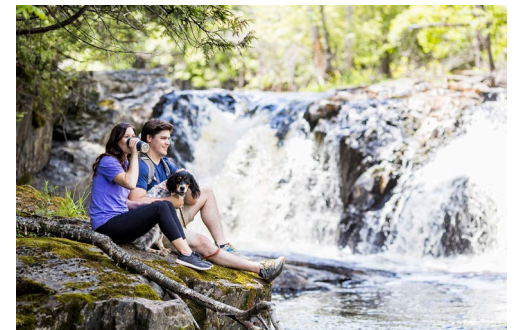
Let's build on our momentum and keep the campaign going in 2025!

Wisconsin Great Outdoors Campaign:

Fox 47 wants to spotlight some of the best outdoor destinations, communities, resorts and activities in Wisconsin.

- Best places to Bike
- Best places to Hike
- Best places to Kayak
- Best place for Camping
- Best places for Exploring
- Best places for Fishing Trips
- Best places for Golf
- Best places for Family Vacations
- Best places for Boating
- Best places for Outdoor Adventures

We want to encourage our viewers to get out and explore the Wisconsin Great Outdoors throughout the year!



Wisconsin Great Outdoors Campaign

Here's how the campaign will work.

- **CAMPAIGN:** This campaign will run for 5 months (any months).
- **SPOTLIGHT:** Fox 47 will produce a :30 commercial spotlighting outdoor activities in the Dodgeville area.
- **FORMAT:** Each commercial will be formatted like this:
 - 5 second Wisconsin Great Outdoors open
 - 20 second Dodgeville area Spotlight
 - 5 second tag (sponsored by Dodgeville Area Chamber)
- **SPOTLIGHT COMMERCIAL:** Clients will get a copy of the Wisconsin Great Outdoors spotlight to use for social media, website or other marketing.

The Goal of this Wisconsin Great Outdoors spotlight is to drive interest in visiting the Dodgeville area throughout the year.



Campaign Sponsorship #1: TV, OTT & WEB

- **SPOTLIGHT PROMOS ON TV:** Run 50 commercials per month in various programs (Fox 47 News at 9, Big Bang Theory, Modern Family, etc.)
 - That's at least 250 commercials over the 5-month campaign.
- **SPOTLIGHT PROMOS ON OTT:** Run 20,000 commercials on OTT per month (tv shows, movies and sporting events that stream via devices like Roku, services like Sling or APPs like HGTV).
 - That's 100,000 commercials over the campaign!
 - Commercials are non-skippable.
 - Get your commercials in front of a specific target market:
 - Fisherman or Hunters
 - Outdoors Enthusiasts
- **GREAT OUTDOORS ONLINE:** Your Great Outdoors Spotlight commercial will live on the Wisconsin Great Outdoors page on Fox47.com.
 - You can post about new outdoor activities or events each month.
 - Fox 47 will run promos that drive viewers to the Wisconsin Great Outdoors page throughout the summer.
- **CAMPAIGN REACH:** 1,756,000 impressions with Adults over the campaign.
- **CAMPAIGN INVESTMENT:** \$2,400 per month
 - \$12,000 for 5-month campaign



Campaign Sponsorship #2: TV & WEB

- **SPOTLIGHT PROMOS ON TV:** Run 50 commercials per month in various programs (Fox 47 News at 9, Big Bang Theory, Modern Family, Family Feud, etc.)
 - That's at least 250 commercials throughout the 5-month campaign.
- **GREAT OUTDOORS ONLINE:** Your Great Outdoors Spotlight commercial will live on the Wisconsin Great Outdoors page on Fox47.com.
 - You can post about new outdoor activities or events each month.
 - Fox 47 will run promos that drive viewers to the Wisconsin Great Outdoors page throughout the summer.
- **CAMPAIGN REACH:** 1,656,000 impressions with Adults over the campaign.
- **CAMPAIGN INVESTMENT:** \$1,500 per month
 - \$7,500 for 5-month campaign



Campaign Sponsorship #3: OTT & WEB

- **SPOTLIGHT PROMOS ON OTT:** Run 20,000 commercials on OTT per month (tv shows, movies and sporting events that stream via devices like Roku, services like Sling or APPs like HGTV).
 - That's 100,000 commercials over the 5-month campaign!
 - Commercials are **non-skippable**.
 - Get your commercials in front of a specific target market:
 - Parents with kids at home
 - Fisherman or Hunters
 - Outdoors Enthusiasts
- **GREAT OUTDOORS ONLINE:** Your Great Outdoors Spotlight commercial will live on the Wisconsin Great Outdoors page on Fox47.com.
 - You can post about new outdoor activities or events each month.
 - Fox 47 will run promos that drive viewers to the Wisconsin Great Outdoors page throughout the campaign.
- **CAMPAIGN REACH:** 100,000 targeted impressions with Adults over the campaign.
- **CAMPAIGN INVESTMENT:** \$1,000 per month
 - \$5,000 for 5-month campaign



Campaign Sponsorship #4: OTT & WEB

- **SPOTLIGHT PROMOS ON OTT:** Run 20,000 commercials on OTT per month (tv shows, movies and sporting events that stream via devices like Roku, services like Sling or APPs like HGTV).
 - That's 160,000 commercials over the 8-month campaign!
 - Commercials are **non-skippable**.
 - Get your commercials in front of a specific target market:
 - Parents with kids at home
 - Fisherman or Hunters
 - Outdoors Enthusiasts
- **GREAT OUTDOORS ONLINE:** Your Great Outdoors Spotlight commercial will live on the Wisconsin Great Outdoors page on Fox47.com.
 - You can post about new outdoor activities or events each month.
 - Fox 47 will run promos that drive viewers to the Wisconsin Great Outdoors page throughout the campaign.
- **CAMPAIGN REACH:** 160,000 targeted impressions with Adults over the campaign.
- **CAMPAIGN INVESTMENT:** \$1,000 per month
 - \$8,000 for 8-month campaign



ADVERTISING AGREEMENT:

CLIENT: Dodgeville Area Chamber of Commerce

CONTACT: Jenna Vondra

- ___ Great Outdoors Campaign Sponsorship #1: \$2,400 per month/\$12,000 total for 5 months)
- ___ Great Outdoors Campaign Sponsorship #2: \$1,500 per month/\$7,500 total for 5 months)
- ___ Great Outdoors Campaign Sponsorship #3: \$1,000 per month/\$5,000 total for 5 months)
- ___ Great Outdoors Campaign Sponsorship #4: \$1,000 per month/\$8,000 total for 8-months)

Notes: Production of WI Great Outdoors spotlight commercial is included.

CLIENT SIGNATURE

DATE

*TV campaign has a 2 week cancel policy. OTT campaign has a 4 week cancel policy.
