



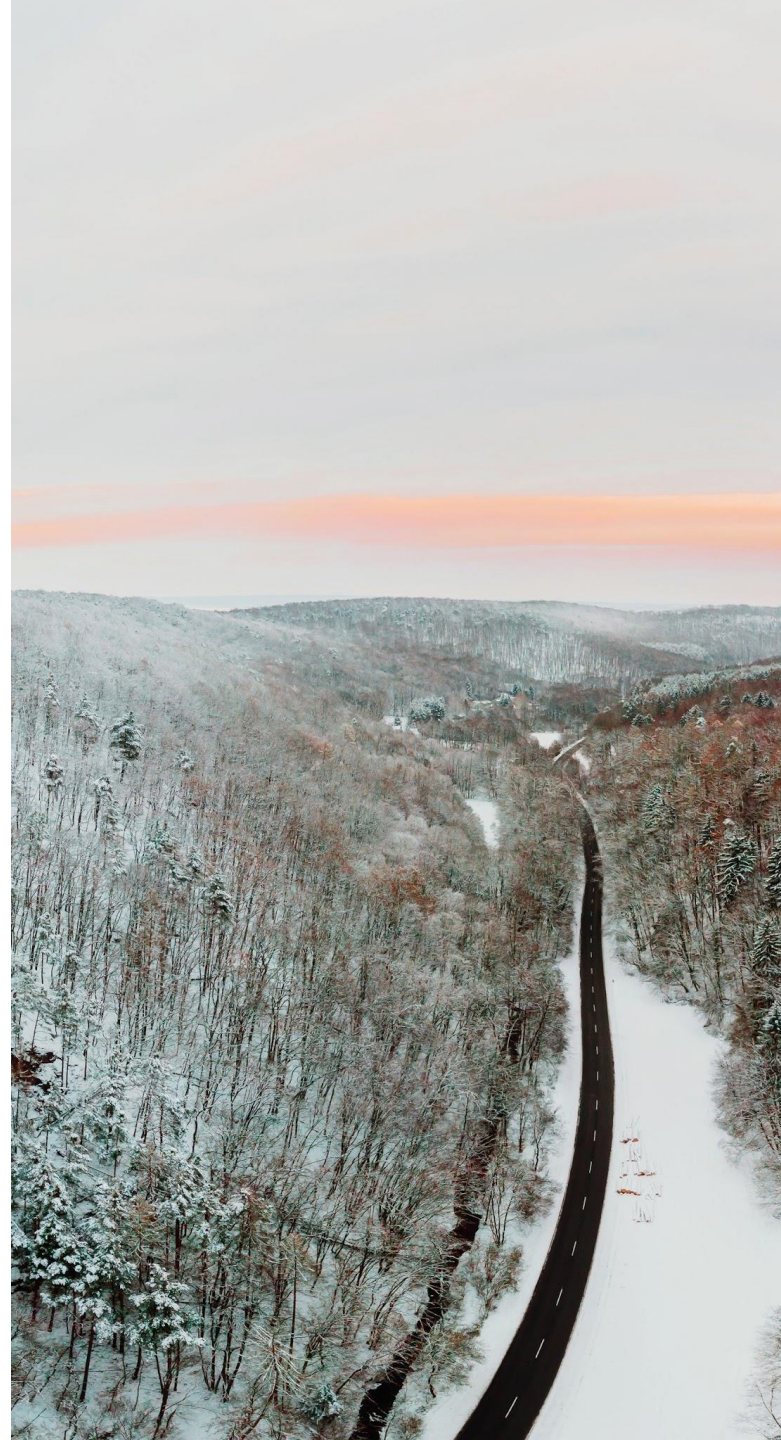
Discover Wisconsin Partnership Proposal June 2024

“Hello and Welcome to Discover Wisconsin”

In 1986, Dick Rose created the idea of showcasing Wisconsin’s many great vacation treasures on a television show dedicated to Wisconsin tourism – appropriately named *Discover Wisconsin*.

About Discover Mediaworks

Discover Mediaworks is a strategic communications & media production company rooted in the heart of the Midwest. Headquartered in Madison, our crew of 30+ storytellers produce three award-winning video brands: Discover Wisconsin, Into the Outdoors & Boondock Nation, as well as Uniquely Wisconsin.





WATVA Marketing Campaign

The Concept

Broadcast:

Discover Wisconsin is the longest tourism show in the nation and broadcasts in six states. In this WATVA episode, they will invite viewers to experience the natural beauty of Wisconsin from the seat of a Utility Terrain Vehicle (UTV). The show combines adventure, stunning landscapes, safety tips, and local culture, taking audiences on a journey through the state's picturesque network of trails and routes. Along the way, viewers will discover charming attractions, dining hotspots, and vibrant communities, all while emphasizing the importance of safety in power sports. Four partners/destinations will be chosen for the broadcast campaign.

Additional Opportunities for Destinations to Expand their Reach:

We offer alternative avenues to partake in the Discover Wisconsin marketing campaign for Wisconsin destinations or businesses opting not to participate in the episode production of our UTV/ATV series. These opportunities include co-branded social media ads, contest, a dedicated website landing page, an e-Newsletter article, and the Bobber Blog.

About Discover Wisconsin

Centered in the heart of the Midwest, Discover Wisconsin, an Emmy Award-winning series, delves into the natural landscapes, destinations, events, culture, and people of Wisconsin. As the nation's longest-running tourism program, it remains dedicated to engaging diverse audiences across multiple platforms, inviting all who are eager to explore and experience the hidden gems of Wisconsin.



Television

- *590 Episodes*
- *Commercial Spots, featured segments, etc.*
- *23 Emmy Nominations, 3 Wins (2012, and 2 in 2023)*

Podcast

- *1,000,000+ podcast downloads*
- *Weekly Production*
- *54% Listenership - Wisconsin*

Social Media

- *Facebook*
- *Twitter*
- *Instagram*
- *Pinterest*

Digital Streaming

- *Digital series (shorts)*
- *OTT Channels for streaming distribution*
 - *YouTube*
 - *Roku*
 - *Amazon Fire TV*
 - *Apple TV*
 - *Chromecast*

discoverwisconsin.com

- *12-month placement in Calendar of events*

The Bobber - Blog

- *Dedicated editorials*

eNewsletter

- *Monthly e-Newsletters*
- *24,000+ email recipients*





Discover Wisconsin Audience Profile

Delivery of Messaging

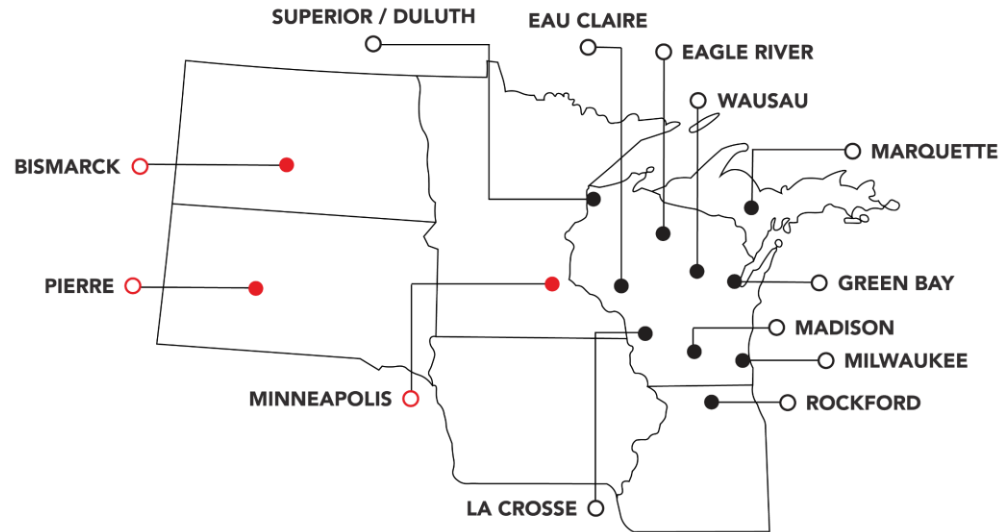
	Facebook	Instagram	YouTube	TV	Podcast
Stats	193,000+ Followers	129,000+ Subscribers	19,000+ Subscribers	232,508+ weekly viewers 7,750,000+ 2023 Broadcast Viewers	1,000,000+ podcast downloads 250,000+ unique listeners 4,000 – 6,000 downloads/week
Gender	30.9% Male 69.1% Female	30.9% Male 69.1% Female	67.3% Male 32.7% Female	54% Female 46% Male	
Age	Age 18-34: 14.1% Age 35-54: 46.1% Age 55-64: 21.0%	Age 18-34: 26.2% Age 35-44: 32.0% Age 45-54 : 21.3%	Age 18-34: 35.9% Age 35-44: 21.8% Age 45-54 : 15.6% Age 55+: 26.0%	Core demo: Adults 35-54 & Adults 55+	
Top Locations	1. Milwaukee 2. Madison 3. Janesville 4. Appleton 5. Green Bay	1. Madison 2. Milwaukee 3. Appleton 4. Green Bay 5. Chicago	1. Milwaukee 2. Chicago 3. Madison 4. Minneapolis 5. Green Bay	1. Green Bay 2. Milwaukee 3. Madison 4. Wausau	1. Wisconsin (54%) 2. Illinois (10%) 3. Minnesota (5%)

Regional Television Network

Capitalize on an audience that has followed Discover Wisconsin for 37 years and has built reputation as a reliable and authentic source for Wisconsin destinations, businesses and culture.

Discover Wisconsin Episode Marketing

- Full broadcast episode marketing consists of two (2) show airings across Discover Wisconsin Television Network
 - 4-segment, 20-minute full broadcast episode
 - Documentary style, destination marketing or magazine-style show
 - Current availability: Fall 2024 & Spring 2025



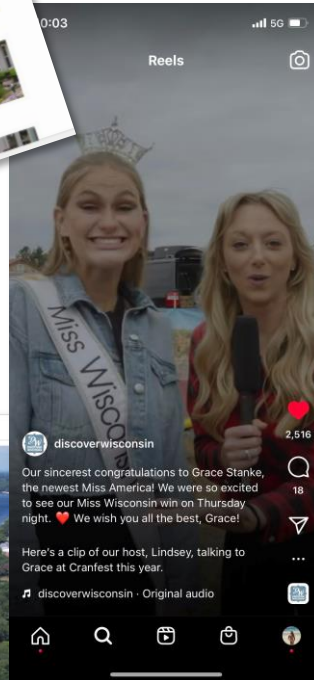
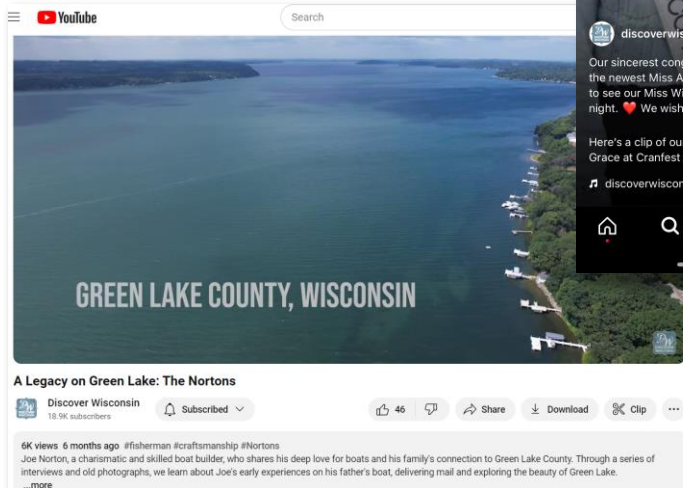
WISCONSIN

FOX	WITI – Milwaukee	SAT 9:30 AM
abc	WKOW – Madison	SAT 6:30 PM
CBS	WFRV – Green Bay	SAT 6:30 PM
abc	WAOW – Wausau	SUN 11 AM
abc	WQOW – Eau Claire	SUN 5 PM
abc	WXOW – La Crosse	SUN 5 PM
abc	WMOW – Eagle River	SAT 6:30 PM
CBS	CBS 3 – Superior/Duluth	SAT 6:30 PM
NBC	KBJR 6 – Superior/Duluth	SAT 5:30 AM
Bally Sports Wisconsin	Bally Sports Wisconsin	SAT 10 AM

OTHER

	WJMN – Marquette	SAT 7:30 PM EST
CBS	WIFR – Rockford, IL	SAT 6:30 PM
Bally Sports North	Bally Sports North	SAT 10 AM

Streaming - Distribution



Binging Discover Wisconsin

Discover Wisconsin videos are also released on all the Discover Wisconsin streaming and digital platforms.

- Video content will air and live on OTT platforms and discoverwisconsin.com
 - **Available on DW App for up to five (5) years**
 - **Available on discoverwisconsin.com for up to two (2) years**
- Video content will also air and live on Discover Wisconsin YouTube channel and Discover Wisconsin Facebook & Instagram page
 - **Available on YouTube into perpetuity**
 - **Available on Facebook & Instagram into perpetuity**



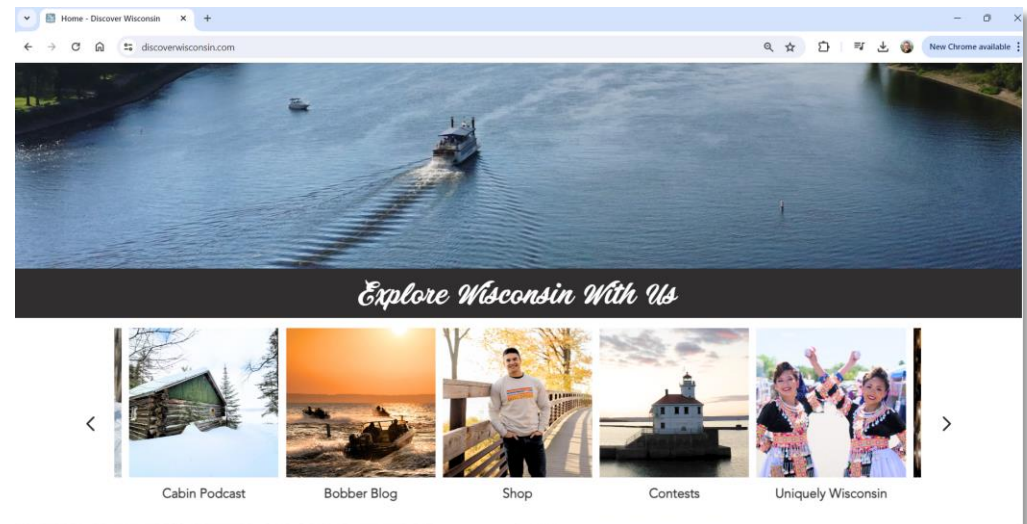
|| Social & Media

Discover Wisconsin Social Posts

- Posts across Discover Wisconsin social platforms based on guaranteed impressions and episode promotions
 - Average eight (8) – ten (10) total posts per episode promotion (includes video releases, blogs, etc.)

Discoverwisconsin.com

- Ability to reach thousands of Discover Wisconsin fans per month with a dedicated landing page for the full episode on discoverwisconsin.com



Digital Media

The Bobber Blogs

- Editorials written by the Discover Wisconsin team that align with client-focused information. Shared across social and digital platforms
 - Bobber Blog editorials also include a separate release on the new audio podcast “The Bobber Podcast” (audio version of blog editorial)
 - You will receive one (1) “The Bobber” Blog highlighting the episode

Discover Wisconsin E-Newsletters

- Ability to reach thousands of engaged Discover Wisconsin fans monthly, with blog editorials, video stories, logo placement, etc.
 - e-Newsletter subscribers: 24,695
 - Average open rate: 24.4%
 - You will receive three (3) e-Newsletter promotions (features or mentions) per episode



The Cabin Podcast

Trending
“Places & Travel” Podcast
on Apple Podcasts

Welcome to The Cabin, a weekly 35–45-minute podcast produced by the crew that brings you the nation’s longest-running tourism TV show, Discover Wisconsin. Joined by producers, travel experts and tourism leaders, Eric, Ana and Guests take you behind-the-scenes to the heart of the Midwest.

The Cabin Episodes

Broadcast Episode Promotion

- **Full TV Episode “BTS”:** Broadcast episodes **receive 5-10** minutes for a “Behind the Scenes” with the show producer during a podcast episode that airs close to broadcast airing



Podcast By The Numbers

- **1,000,000+** total downloads
- 250,000+ total unique listeners
- 4,000 – 6,000 downloads per week
- 60,000+ impressions per week on Discover Wisconsin Facebook & Instagram on average
 - Top listeners by state:
 - Wisconsin (54%), Illinois (10%), Minnesota (5%)

*Data updated April 2024



Press – Earned Media

Traditional Promotional Release

- Discover Wisconsin issues a press release for upcoming episodes to all Wisconsin newspapers and key publications



'We see a surge in our website activity each time the episode shows on TV'

► **DISCOVER** from page 1
Discover Wisconsin has directly had on communities across the state is truly remarkable." Discover Wisconsin has profiled Plattville three times, and Plattville has been included in three other episodes. "We see a surge in our website activity each time the episode shows on TV," said Kopp, who noted that Mineral Point had a 400-percent increase in city website traffic after "Mineral Point – An Artful Queso" premiered April 14-15. "Plattville – Where Rota Run Deep" includes the Balla Jamison and Mining Museum, the Plattville Farmers' Market, and the Kiehl and Dugan family farms, closing with UW-Plattville, Plattville's city parks and trails, fishing and recreational opportunities, and the annual Fall Harvest Table Dinner at Dugan Grain Farm. The

episode also features Potosi Brewing Co. and the National Brewery Museum, Spooner Vineyards & Winery in the Town of Castle Rock, Sunjipe Valley Vineyard & Winery in Janesville, and Rural Route 1 Popcorn in Montfort. "Our theme of art tourism fits us perfectly in a region," said Kopp. "I think people are going to be impressed with this particular show." Discover Wisconsin is hosted by Mariah Flaberman, Eric Paulsen, Marie Justice, Collin Greaghy and Jake Zimmerman, five of the 35 employees that include producers, editors and marketing specialists. Discover Wisconsin is on Fox Sports Wisconsin Saturdays at 10 a.m., WKOW-TV (channel 27) in Madison Saturdays at 6:30 p.m., KFXA-TV (channel 26) in Cedar Rapids Saturdays at 6:30 p.m. and Sundays at 6 a.m., and WKOW-TV (channel 19)

in La Crosse Sundays at 5 p.m. The radio Discover Wisconsin Minute is on WPVL (1590 AM) in Plattville weekdays at 12:20 p.m. Kopp used the occasion of National Tourism Week this week to announce an 11 percent increase in tourism spending from 2011 to 2017, to \$43.9 million last year. "We had another great year here in Southwest Wisconsin," said Kopp. "This is such a beautiful corner of the state and with the wide variety of outdoor recreation possibilities, festivals and attractions, it is no wonder we continue to see our economy benefit from tourism promotion. Our

emphasis on promoting art tourism will certainly bode well for future years. We truly enjoy our relationship with the Wisconsin Department of Tourism who provide such great leadership. "I am convinced that the impact of these Discover Wisconsin episodes plays significantly into these numbers." "It's a tremendous credit to the tourism industry in all 79 counties and the work they do to create fun vacation experiences, market their destinations, and provide great customer service that makes travelers want to return to Wisconsin each year," said state Tourism Secretary

Stephanie Klett, a former Discover Wisconsin host. Research shows that tourism advertising goes beyond just promoting vacations. It also influences the state's overall image as a place to live, find a job, open a business, attend college or retire. "We've found success in marketing Wisconsin under the brand of fun and our tourism industry is leveraging the brand in their own advertising efforts," said Klett. "These results let us know what we are doing is working and that investing in tourism not only benefits the economy, it also influences the way people think about Wisconsin."

Tourism Economics shows the impact of tourism on the state's economy reached \$80.6 billion in 2017, an increase of 3.2 percent from the previous year and a nearly 40 percent increase since 2011. "Stated differently, the tourism industry generated \$1.5 billion in state and local revenue and \$1.2 billion in federal taxes. "It's a tremendous credit to the tourism industry in all 79 counties and the work they do to create fun vacation experiences, market their destinations, and provide great customer service that makes travelers want to return to Wisconsin each year," said state Tourism Secretary

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'Discover Wisconsin' episode will feature Beloit this week

CLINT WOLF
Senior Reporter

BELOIT — Some of Beloit's favorite dining spots, outdoor events and entertainment venues will be featured in a new **Discover Wisconsin** television episode this week. The **Discover Wisconsin** episode about Beloit will have an early debut on Wednesday at 4 p.m. on many streaming services. It will be available at discovery.wisconsin.com as well as Roku, Apple TV, Smart TV, Google Chromecast, Amazon Fire and YouTube. The episode will air statewide on Saturday at 10 a.m. on Bally Sports Wisconsin and at varying times across local affiliates of the **Discover Wisconsin** Regional Television Network. Visit Beloit paid for the **Discover Wisconsin** episode thanks to a marketing grant the Beloit area tourism agency received, according to Tracy Bliss. Visit Beloit director of marketing and public relations.



PHOTO PROVIDED BY LUCY'S BURGER BAR
Discover Wisconsin crews film at Lucy's 7 Burger Bar in downtown Beloit in this file photo from a previous episode featuring Beloit.

It was important that we showcase as many of the different attractions and businesses in the Beloit area that we could that make Beloit an extraordinary place to live," Bliss said. The episode will feature attractions such as a Beloit Sky Carp baseball game, the Music at Harry's Place outdoor music series, the Downtown Beloit Association Street Dance, Friday in the Park and even a visit south of the state line to Old Settlers Days in Rockton, Illinois.

Bliss explained that Visit Beloit promotes activities not only in Beloit and the Town of Beloit, but in the Illinois communities of Rockton and South Beloit, so Visit Beloit officials convinced the camera crews to make a stop at Old Settlers Days to film music, food and family fun. The episode also features a guest appearance by NASCAR racing star Ryan Vargas, who was filmed visiting the Autorama classic car showcase at Preservation Park in the

Town of Beloit. A sneak peek of the **Discover Wisconsin** Beloit episode was presented during the Beloit International Film Festival in February. "We sold out the first night when we had a showing at the Visit Beloit office," Bliss said of the film festival showing. "So we had a second sneak peek showing, and then a third showing at 58AR." Beloit has been featured numerous times by **Discover Wisconsin**. Bliss said Visit



Total Cost & Marketing



Discover Wisconsin Episode Deliverables



Production for Partnered Episode:

- Pre-production & post-production
- Up to Two (2) days of field production per Partner (filming)
- Discover Wisconsin on-air talent
- 4 segments, 4-5 minutes (in full, 20-minute show)
- Video shared with featured partners via an embedded link for any additional marketing

Episode/Segment Release Schedule:

- Traditional broadcast media, YouTube & OTT placement
 - Two airings on traditional broadcast
 - Bally Sports, Regional Network affiliates
 - Lives on discoverwisconsin.com for a minimum of two (2) years
 - Lives on OTT platforms (Amazon Fire, Roku, etc., for up to five (5) years)
 - Lives on Facebook & YouTube in perpetuity
- Episode edited down to four separate segments for placement on YouTube throughout two years (secondary release)

Marketing:

- Show promotion across all Discover Wisconsin social media platforms (Facebook, Instagram, Twitter, etc.) with an estimated exposure of 350,000 – 500,000 impressions
- One (1) “The Bobber” Blog highlighting show
- Three (3) e-Newsletter promotions (features or mentions) for the episode
- One (1) traditional news release - Episode announcement to all Wisconsin newspapers and key publications
- Show premier/discussion “Behind the Scenes” segment on The Cabin podcast during a mutually selected timeframe
- Each Partner will be listed on the UTV/ATV dedicated landing page for WATVA
- Access to the Events Page on discoverwisconsin.com
- One (1) clip of segment (:60) for use on other marketing platforms (*embedded link*)
- Use of Choice Destination logo and opportunity to host a Premiere Party



Episode Investment

Partnered Episode Campaign Investment: \$60,000
Spring or Fall Release

Four partners (\$15,000 each – can be paid over two years)

Summary of Campaign Deliverables:

- TV Broadcast Airings: **2**
- Streaming Videos Released: **6**
(1 – episode, 4 – segments, 1 – teaser)
- Social & Digital Impressions: **350k – 500k**
- Social Posts: **8-10**
- Blog: **1**
- E-Newsletters: **3**
- Podcast: **1**
- Presence on Dedicated WATVA Landing Page



ATV/UTV Destination Marketing Opportunities (Non-Broadcast)



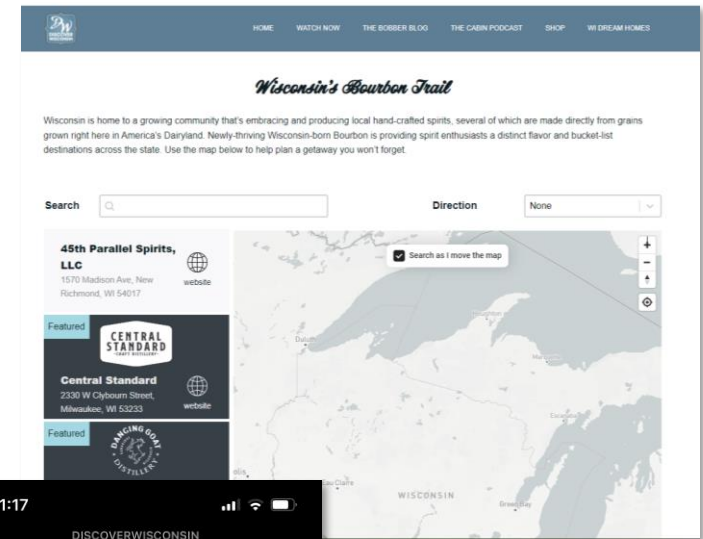
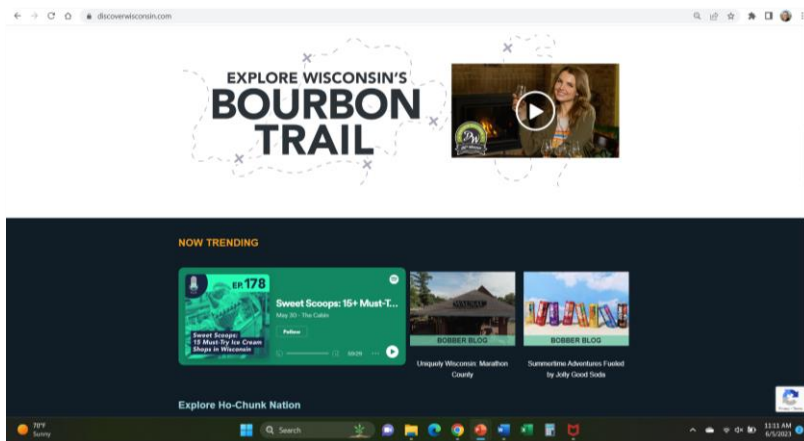
This is an alternative avenue to partake in the Discover Wisconsin marketing campaign for Wisconsin destinations or businesses **opting not to participate in the episode production** of our UTV/ATV broadcast series.

Official Discover Wisconsin Page

Discover Wisconsin Featured Partner Page

• Discoverwisconsin.com Landing Page

- Build and host a WATVA Destination landing page with an interactive map and direct links to your destination/business on Discoverwisconsin.com
- Link Placement on WATVA.com to DiscoverWisconsin.com map





Digital Marketing

Social Contest:

- One (1) giveaway contest to run on Discover Wisconsin social and digital platforms for thirty (30) days
- Social media platforms include Facebook, Instagram, X/Twitter, and promoted on Discoverwisconsin.com
- 100,000 impressions (organic page post), promotion and data acquisition included
- Landing page and data acquisition included
- Giveaways provided by sponsor

Social Media Co-Branded Ad Placement:

- Ability to focus on co-branded marketing and run ads on Discover Wisconsin social media (Facebook & Instagram)
- Each co-branded ad runs for 1-month, 150,000 guaranteed impressions, and includes data acquisition
- Options include either video (:15 - :60 seconds in length) or still graphics (provided by the client)
- Co-branded social media ad shared in collaboration with Discover Wisconsin to key demographics on Discover Wisconsin Meta platforms with specific targeting available
- Impressions will be delivered as a co-branded ad with Discover Wisconsin (not appearing on page – but in feed) over a month's time

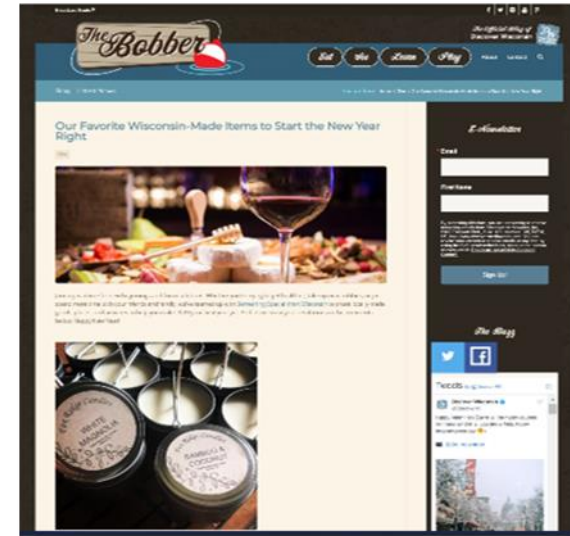
Digital Marketing

Bobber Blog Editorials

- Professionally written editorial featuring destination, business, or association.
- All blog editorials have a second life when shared on The Bobber Podcast

E-Newsletters:

- Video, Blog, Contest, or traditional marketing shared with monthly e-newsletters
- 24,000+ monthly subscribers



Where in Wisconsin? 10 Wisconsin Facts You Didn't Know!

by Hailey Rose | May 20, 2024

In honor of National Tourism Week, May 19 through 25, 2024, we've got a fun-filled round of trivia, with 10 Wisconsin facts, dedicated to our great and beautiful state. Will you know where in Wisconsin? Test your knowledge, answer the questions, and tell us your...

[read more](#)



Wisconsin's Coastal Byways: Door County, Bayfield County, & Douglas County

by Hailey Rose | May 17, 2024

Wisconsin is brimming with beauty, especially on the Great Lake coasts of Lake Michigan and Lake Superior. In today's blog, we're taking the scenic route along Wisconsin's coastal byways that lead into unique, untouched terrain and vibrant, picturesque communities....

[read more](#)



Quintessential Lake Geneva: Must-Dos, Must-Dines, & Must-Stays!

by Hailey Rose | May 13, 2024

Calling all first-timers or frequent flyers! It's time to explore the quintessential Lake Geneva, home to first-time experiences and things you absolutely NEED to do! Look no further! We've got the ultimate bucket list to Lake Geneva, covering everything from what to...

[read more](#)



Why Wisconsin Cranberry Country is #1 in the World

Did you know that Wisconsin cranberry growers supply more than sixty percent of the nation's cranberries, making Wisconsin the number one producer of cranberries in the world? It's true! In the video we join Discover Wisconsin host Jack Taylor on a cranberry farm in Wisconsin Rapids to learn all about Wisconsin's state fruit: the cranberry!

Jack learns about some common misconceptions about cranberries (they actually do NOT grow in water!), how sustainable cranberry crops are, the industry's significant economic impact, as well as the many health benefits! This tiny fruit packs a big punch, both in flavor and in homegrown Wisconsin pride!

This is a sweet (and dirty) episode that you won't want to miss!



WATVA Partnership Campaign Cost & Deliverables



Develop a full marketing campaign on Discover Wisconsin platforms that promotes WATVA and UTV/ATV family-friendly destinations throughout key timeframes, Spring, Summer, and Fall.

Each Destination Partner will Receive:

Social Media Co-Branded Ad

- Co-branded ad campaign with Discover Wisconsin Meta platforms
- One (1) month ad campaign
- Campaign includes 150,000 guaranteed social impressions to targeted demographic

Social & Digital Media Giveaway Contest

- One (1) giveaway contest to run on Discover Wisconsin social and digital platforms for one (1) month
- 100,000 impressions, promotion, and data acquisition

Discoverwisconsin.com Featured Partner

- Creation of a landing page for WATVA partners with an interactive map on Discoverwisconsin.com (2 years)
- Featured partner on landing page promoting UTV/ATVing in Wisconsin with a clickable link to your destination
- Link embedded on WATVA.org directed to the interactive map on DiscoverWisconsin.com

Bobber Blog Editorials

- Professionally written editorial featuring destination, business, or association.
- All blog editorials have a second life when shared on The Bobber Podcast

E-Newsletters:

- Video, Blog, Contest, or traditional marketing shared with monthly e-newsletters
- 24,000+ monthly subscribers

Total Campaign Investment

Per Partner - \$7,000

**WATVA will be included in each partner messaging*

Lisa Meier
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Destination Marketing Manager
LisaM@discovermediaworks.com

