

PROPOSAL #202616

June 2026

Wisconsin State Fair, Milwaukee



Objective:

Introduce the Mauston Area to thousands of potential visitors and inspire future travel by creating a fun, memorable presence at the Wisconsin State Fair.

Strategy:

Utilize the proven crowd-drawing appeal of the Chicken Fling attraction to engage fairgoers, create memorable interactions, distribute promotional materials, collect visitor contact information for future marketing efforts, and encourage potential travelers to learn more about the Mauston Area's outdoor recreation, events, lodging, dining, and attractions.

Project Management

\$6,765.00

Plan, coordinate, and execute GMTA's Wisconsin State Fair marketing presence to maximize visitor engagement and tourism awareness. Services include securing and managing exhibit space, coordinating staffing, transporting and setting up booth materials, operating the Chicken Fling attraction, creating and managing visitor lead-generation opportunities, administering promotional giveaways, overseeing event logistics and budget management, and ensuring a memorable, high-energy experience that encourages future visits to the Greater Mauston area.

Giveaway basket

\$200.00

Prize basket as further encouragement to sign up for emails & further Mauston area promotion.

Booth Space

\$250.00

Cost of shared booth space at State Fair with Wisconsin Tourism Department for one day

Total

\$7,215.00



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