

# LET'S RIDE PROPOSAL

February 2026



## *Objective:*

Promote the Mauston Area at the Let's Ride Expo in Oshkosh, May 1-2, 2026, to *drive* ATV riders and outdoor sports enthusiasts to plan a trip to Mauston.

## *Strategy:*

- Utilize our inviting exhibit to educate about the Mauston Area.
- Use our Chicken Fling game to engage event goers to further discuss the Mauston Area and allow them to earn Mauston-branded swag (buffs, lanyards).
- Leverage the Discover Wisconsin TV segment to enhance visibility and excite the audience.
- Provide a giveaway/raffle opportunity to gain buy-in on our social media and email to reinforce the Mauston message.

## *Exhibit Cost*

*\$21,695*

- 10'x20' Booth Space
- Expo Sponsorship (suggested level: Trail Blazer \$3000)
  - GMTA Name on Major Signage
  - Listed on Expo Website
  - Medium-sized advertisement placement on the planning map
  - Booth location in the major exhibitor area
- Chickens for Chicken Fling gam
- Printed handouts
- Will use up buffs, lanyards, and pens purchased last year
- Branded Stickers (waterproof/weather resistant) \*a popular item at the previous show
- Giveaway/raffle prize
- Project management
  - Create Marketing material
  - Purchases as needed
  - Booth set up and dismantled
  - Travel to/from the show & stay in Oshkosh
  - Workers for the booth



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