

TRAVEL  
WISCONSIN

2025 CO-OP





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# 2025 TRAVEL WISCONSIN CO-OP OVERVIEW

Want to create buzz for your destination and attract a wider audience without breaking the bank? Discover endless growth potential by taking advantage of Travel Wisconsin's Co-op program, which offers exciting marketing and public relations opportunities. The Co-op is a powerful and cost-effective way to promote your destination and engage key audiences with these strategic and affordable programs. By pooling your resources with Travel Wisconsin, you can maximize the value of your dollars and access opportunities that might otherwise be unattainable with your budget. The Co-op also provides guided experimentation with new tactics, reducing potential risks. Co-op programs can help you reach your audience across a variety of platforms, including email marketing, special offers, media familiarization trips, content creators and more. So why wait? Let's collaborate. Sign up for the 2025 Co-op today!

You can sign up for Co-op opportunities by filling out and submitting the reservation form. After submitting your reservation, you will receive an email acknowledging your submission. Then, a representative from Travel Wisconsin or one of our agencies will follow up after the initial acknowledgment email to inform you if your submission has been accepted based on availability and eligibility. TURNER PR, Laughlin Constable or Madden Media will be the main points of contact for all Co-op programs. **Please note submitting the form is not a contract or a guaranteed spot and placements are on a first-come, first-served basis, subject to availability. Participation is subject to approval and you are not officially signed up for a program until you receive written confirmation of approval.**

**Signup for the 2025 Co-op begins October 10 at 10:00 a.m.** Most opportunities are limited and available on a first-come, first-served basis, so don't wait! 2025 opportunities are available through December 2025 or until sold out.

You can review the details for all available programs below, including cost, eligibility requirements, deadlines to sign up and more. We continually assess opportunities to expand our co-op offerings and may introduce new programs throughout the year, providing additional avenues for your brand to reach engaged audiences.

## Questions on marketing co-op opportunities?

Contact Melissa Sabel at [msabel@travelwisconsin.com](mailto:msabel@travelwisconsin.com)

## Questions on PR co-op opportunities?

Contact Shannon Crosby at [wisconsin@turnerpr.com](mailto:wisconsin@turnerpr.com)

## Questions on publication opportunities?

Contact Tricia Wisbrock at 314-914-7916 or [twisbrock@maddenmedia.com](mailto:twisbrock@maddenmedia.com)



## READY TO SIGN UP?

**SIGN UP NOW**

Signup opens October 10, 2024

**\*\*At the time of this document publication, the public relations agency request for proposal (RFP) is still underway and TURNER PR is the current agency of record. Any contact information changes necessary as a result of the RFP will be communicated as applicable. The PR programming will remain unchanged.**



# MARKETING CO-OP PROGRAMS





# FREE SPECIAL OFFERS LISTINGS

Are you looking for a free and easy way to promote your business or destination, directing potential customers straight to your website? The Special Offer Listings are a FREE opportunity to promote your packages, special offers, discounts or promotions to consumers actively seeking travel deals in Wisconsin.

Register for this FREE opportunity to have your special offer or deal featured on [TravelWisconsin.com/Deals](https://TravelWisconsin.com/Deals). Consumers can learn more and click through to your website to purchase.

## Eligibility

The Special Offers Listings are open to Destination Marketing Organizations (DMOs), associations, tourism-related businesses, attractions and events.

In order to participate you must have a listing for the business or event associated with the special offer. Listings on TravelWisconsin.com are FREE and you can create them [here](#).

Special offer submissions must contain a package, discount or promotion for travelers with a specific and compelling offer. All special offers must have a start and end date and be of monetary value.

All participants and content submitted are subject to Travel Wisconsin approval.

## What You Provide

To submit your FREE offer to be listed on TravelWisconsin.com/Deals, simply submit your reservation through the form on [Industry.TravelWisconsin.com](https://Industry.TravelWisconsin.com). Your offer includes a headline, description, offer specifics/value, date range, photo and URL.

Materials must be submitted using the form Travel Wisconsin provides in order to participate.

*\*Images need to be high-quality, compelling and engaging. Travel Wisconsin will use our image library to find an acceptable photo if you are unable to provide suitable imagery. If imagery is unable to meet the necessary quality standards, the ad will not run. Please see the [image standards guide at the end of this document](#) for more guidance on selecting an image.*

## What We Deliver

After submitting your reservation, you'll receive a confirmation email containing your placement details with a link to a form to submit your content/materials.

Travel Wisconsin will use the materials you submit to create your free listing on TravelWisconsin.com/Deals during the provided date range.

## Cost

The Special Offers Listings are **FREE** and there is no limit to how many partners can participate.

## Deadlines & Timing

You can sign up and submit your special offers **through December 31, 2025**. Once approved, your special offer listing will be created and published within 10 business days.


Reservations must be submitted at least two weeks prior to the start date of the special offer.

## Questions on marketing co-op opportunities?

Contact Melissa Sabel at  
[msabel@travelwisconsin.com](mailto:msabel@travelwisconsin.com)



🕒 Offer Ends: Aug 30, 2024



**20% Off**

**Stay Longer & Save - 20% Off Resort Stays**

📍 Wild Rice Retreat  
Bayfield



# SPECIAL OFFERS EMAIL

Want to publicize your special promotion or deal to more interested travelers? In addition to the Special Offers Listing, Travel Wisconsin deploys a monthly Special Offers Email, that reaches 63 thousand opt-in subscribers.

With an impressive 51% average open rate, the Special Offers Email places your promotion, discount or package directly in the inboxes of consumers seeking Wisconsin travel deals.

## Eligibility

The Special Offers Email is open to Destination Marketing Organizations (DMOs), associations, tourism-related businesses, attractions and events. Submissions should contain a package, discount or promotion for travelers with a specific and compelling offer. All special offers must have a start and end date and be of monetary value.

In order to participate you must have a listing for the business or event associated with the special offer. Listings on TravelWisconsin.com are FREE and you can create them [here](#).

All participants and content submitted are subject to Travel Wisconsin approval.

This program requires a minimum of four partners per email and is limited to a maximum of six per email. If the minimum requirement is not met, the ads will not run, and partners will not be charged.

## What You Provide

To feature your deal, package or promotion in the Special Offers Email, select your desired deployment date(s) and submit your reservation through the form on [Industry.TravelWisconsin.com](https://Industry.TravelWisconsin.com). After submitting your reservation, you'll receive a confirmation email containing your placement details.

The month before your chosen deployment, you will receive an email requesting your content, including a headline, description, offer specifics/value, date range, photo and URL.

The deal must be live at least one day prior to the email deployment date and must run at least one day after the email deployment date.

Materials must be submitted using the form Travel Wisconsin provides in order to participate.

*\*Images need to be high-quality, compelling and engaging. Travel Wisconsin will use our image library to find an acceptable photo if you are unable to provide suitable imagery. If imagery is unable to meet the necessary quality standards, the ad will not run. Please see the [image standards guide at the end of this document](#) for more guidance on selecting an image.*

## What We Deliver

Travel Wisconsin will use the materials you submit to create your listing in the Special Offers Email deployment you chose. After your ad runs, you'll receive a performance report.

## Cost

The cost to participate in the Special Offers Email is **\$200**.

You will be invoiced for your reservation at the end of the month in which your ad runs.

## Deadlines & Timing

Reservations must be submitted **at least six weeks prior to the chosen deployment date**. Materials must be submitted via the link provided in the month leading up to your chosen deployment date. If materials are not provided via the form by the deadline or aligned with the noted image standards, the ad will not run and the partner will be charged for incurred expenses.



Emails are deployed monthly.

## 2025 Special Offers Email Planned Deployment Dates

January 15  
July 16

February 12  
August 13

March 12  
September 17

April 16  
October 15

May 14  
November 12

June 18  
December 17

### Questions on marketing co-op opportunities?

Contact Melissa Sabel at [msabel@travelwisconsin.com](mailto:msabel@travelwisconsin.com)

## TRAVEL WISCONSIN



These deals make planning your next trip even easier. Make lasting vacation memories with your crew while exploring unique attractions, wow-worthy restaurants and one-of-a-kind lodging!

Check out these featured deals:



10% Off

#### 10% Off Your Order at Point Burger Bar

Special offer for Travel Wisconsin only: Receive 10% off your entire bill at Point Burger Bar in Waukesha! Show this deal when you visit to claim this offer.

[Buy Deal >](#)

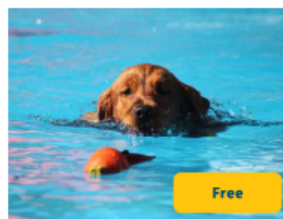


20% Off

#### Stay Longer and Save at Wild Rice Retreat

Dive deeper into relaxation and enjoy savings when you extend your Bayfield getaway this summer. Stay 3 nights or more and save 20% on resort stays!

[Buy Deal >](#)

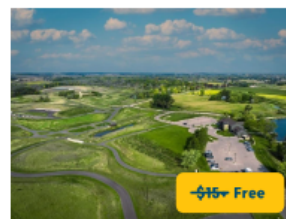


Free

#### Free Gift at WKC Summer Splash Dog Shows

Waukesha Kennel Club's Summer Splash Dog Show at the Waukesha County Expo Center from July 26-28 is the largest outdoor, full spectrum dog show in Wisconsin. Visit the information table at the show and show this promotion to receive a free gift!

[Buy Deal >](#)



\$45 Free

#### Walk and Run 5k Trails for Free

Explore Arien's Nordic Center in the summer and walk or run our 5k of paved and grass trails for free. Aside from the free pass, check out additional outdoor activities, including a swimming pond with a beach, pickleball and biathlon programs!

[Buy Deal >](#)



# WISCONSIN TRAVELER EMAIL

Purchase a space in Travel Wisconsin's most popular email, the Wisconsin Traveler! A "Destination Spotlight" feature showcases your area or business with a photo, text and link to your landing page.

More than 152 thousand opt-in subscribers are waiting to learn about your destination. With an average open rate of nearly 40%, sign up and invite thousands of highly engaged consumers to your destination!

## Eligibility

The Wisconsin Traveler Email is open to Destination Marketing Organizations (DMOs), associations, tourism-related businesses, attractions and events.

All participants and content submitted are subject to Travel Wisconsin approval.

## What You Provide

To feature your destination in the Wisconsin Traveler Email, select your desired deployment date(s) and submit your reservation through the form on [Industry.TravelWisconsin.com](https://Industry.TravelWisconsin.com). After submitting your reservation and being approved, you'll receive a confirmation email containing your placement details.

The month before your chosen deployment, you will receive an email requesting your content, including a headline, description, high-quality image and landing page URL.

- Headline (40-character limit)
- Description (140-character limit)
- Image\* (1200 x 800 pixels, horizontal, in alignment with Travel Wisconsin image guidelines)
- URL

*\*Images need to be high-quality, compelling and engaging. Travel Wisconsin will use our image library to find an acceptable photo if you are unable to provide suitable imagery. If imagery is unable to meet the necessary quality standards, the ad will not run. Please see the [image standards guide at the end of this document](#) for more guidance on selecting an image.*

## What We Deliver

Travel Wisconsin will use the materials you submit to create your feature in the "Destination Spotlight" section of the email. After your ad runs, you'll receive a report showing how many clicks your links received.

## Cost

Pricing is tiered and is dependent on the placement within the email.

- **1st Row: \$450**
- **2nd Row: \$400**
- **3rd Row: \$350**

You will be invoiced for your reservation at the end of the month in which your ad runs.

## Deadlines & Timing

Reservations must be submitted **at least six weeks prior to the chosen deployment date** and are accepted on a first-come, first-served basis. Materials must be submitted via the link provided. If materials are not provided by the deadline or aligned with the noted image standards, the ad will not run and the partner will be charged for incurred expenses.

This program is limited to six partners per bi-weekly deployment. **Limit of one deployment per month, per partner.** Space fills quickly, so we suggest signing up early.



## 2025 Wisconsin Traveler Planned Deployment Dates

January 9	January 23	February 6	February 20	March 6	March 20
April 3	April 17	May 8	May 22	June 5	June 19
July 10	July 24	August 7	August 21	September 4	September 18
October 2	October 16	November 6	November 20	December 4	December 18

### Questions on marketing co-op opportunities?

Contact Melissa Sabel at [msabel@travelwisconsin.com](mailto:msabel@travelwisconsin.com)

## TRAVEL WISCONSIN



### Getaways on Wisconsin's Waterways

Whether you're a beach bum or an adrenaline junkie, Wisconsin's waterways can be enjoyed by every kind of traveler. From stand-up paddleboarding to white water rafting and everything in between, every getaway can be tailored to your crew's favorite kind of fun. Grab your friends and set off on a waterway adventure that will turn this into a summer you'll never forget.

[Plan Your Trip >](#)

### DESTINATION SPOTLIGHT



### DESTINATION SPOTLIGHT



#### Oshkosh Jazz Festival

Join the fun on August 24 for the Oshkosh Jazz Festival featuring headliner John Pizzarelli! OJF is a free afternoon and evening of music in downtown Oshkosh.

[Learn More >](#)



#### Summer Activities in North Central WI

Discover hidden gems amidst towering pines, crystal-clear lakes and vast vistas in North Central Wisconsin! Lace up your boots, grab your fishing rod and let the adventure begin.

[Learn More >](#)



#### Sun Prairie Sweet Corn Festival

Make plans August 14-18 when 80 tons of Wisconsin-grown sweet corn is steamed, buttered and salted to perfection. Enjoy live music, a carnival and more!

[Learn More >](#)



#### Go Hiking in Tomahawk

Immerse yourself in the natural beauty of the Tomahawk area by heading over to some of our best hiking trails! There are a variety of options for different levels of hikers.

[Learn More >](#)



#### Ignite Your Senses Between the Bluffs

Packed with spirited adventure, the La Crosse Region boasts festive flavors, colorful culture, captivating views and diverse attractions.



#### Sweet Time on the Sugar River

Savor the summer season with a sweet trip on the Sugar River in southern Wisconsin's Green County. Kayak, canoe, or tube - whatever floats

# TRAVELWISCONSIN.COM FOOTER ADS

Back for the second year, the TravelWisconsin.com Footer Ads drive engaged traffic from TravelWisconsin.com directly to your website! 2024 footer ads saw an average of 108 thousand impressions per 2-week period. Purchase ad space on the footer of TravelWisconsin.com's home page to promote your destination or attraction!

## Eligibility

The TravelWisconsin.com Footer Ads are open to Destination Marketing Organizations (DMOs) and associations, tourism-related businesses, attractions and events.

All participants and content submitted are subject to Travel Wisconsin approval.

## What You Provide

To participate in the TravelWisconsin.com Footer Ads, simply select your chosen campaign timing and submit your reservation through the form on [Industry.TravelWisconsin.com](#). After submitting your reservation, and being approved, you'll receive a confirmation email containing your placement details.

In the month before your ad is published, you will receive an email requesting your content. This will include:

- Headline (40-character limit)
- Image\* (1966 x 762 pixels, horizontal, in alignment with Travel Wisconsin image guidelines)
- Call to Action
- URL

*\*Images need to be high-quality, compelling and engaging. Travel Wisconsin will use our image library to find an acceptable photo if you are unable to provide suitable imagery. If imagery is unable to meet the necessary quality standards, the ad will not run. Please see the [image standards guide at the end of this document](#) for more guidance on selecting an image.*

## What We Deliver

Travel Wisconsin will use the content you submit to compile and publish your web footer for your chosen two-week campaign.

Upon completion of your campaign, you'll receive a performance report.

## Cost

The cost to participate in the TravelWisconsin.com Footer Ads is **\$600** for the two-week campaign.

## Deadlines & Timing

The footer ad space will be sold in two-week increments. This program is limited to one partner per two-week period. Each partner may only sign up for one period.

Reservations and materials must be submitted **at least four weeks prior to the publish date** and are accepted on a first-come, first-served basis. If materials are not provided by the deadline or aligned with the noted image standards, the ad will not run and the partner will be charged for incurred expenses.

### 2025 TravelWisconsin.com Footer Ad Dates


January 13 - 26	February 10 - 23	March 10 - 23	April 7 - 20	May 5 - 18
June 2 - 15	July 7 - 20	August 4 - 17	September 1 - 14	October 6 - 19



## Questions on marketing co-op opportunities?


Contact Melissa Sabel at [msabel@travelwisconsin.com](mailto:msabel@travelwisconsin.com)

Footer Ad Example



**SHEBOYGAN: A MIDWEST SURFING PARADISE**

CATCH A WAVE



**PLAN YOUR TRIP WITH THE WISCONSIN TRAVELER**

SIGN ME UP!

**DISCOVER THE UNEXPECTED**

**TRAVEL WISCONSIN**

3319 West Beltline Highway  
Madison, WI 53708

Email Us

1-800-432-8747

Send feedback on this page

Update Your Listing



**WISCONSIN**

**ORDER GUIDES**

**SIGN UP FOR NEWSLETTERS**

**MEDIA & PRESS**

#TravelWI



Welcoming All  
Accessible Travel  
About Us  
Privacy & Terms of Use  
Open Records Notice  
Visitor & Information Centers  
State of Wisconsin  
Region Maps  
Media & Press

**USA**

VisitTheUSA.com

Meet in Wisconsin  
Sports Wisconsin  
Circle Wisconsin  
Industry Partners

**NEW!**

## TRAVELWISCONSIN.COM FEATURED LISTINGS

New to the 2025 Co-op, you can purchase ad space on TravelWisconsin.com's category landing pages (Places to Stay, Things to Do, Dining, Events). Maximize visibility of your business or event by featuring it where it matters most and capture the attention of consumers actively planning their next Wisconsin adventure.

Category landing pages averaged more than 410 thousand views in 2023 with an average engagement rate of 46.16%.

### Eligibility

The TravelWisconsin.com Directory Ads are open to Destination Marketing Organizations (DMOs) and associations, tourism-related businesses, attractions and events.

In order to participate, you must have an updated listing for the featured event or business on TravelWisconsin.com. Listings on TravelWisconsin.com are FREE and you can create them [here](#). If you already have a listing, you can update it by logging into the database [here](#).

This program requires at least 2 partners per category landing page. If the minimum requirement is not met, the ads will not run, and partners will not be charged.

All participants and content submitted are subject to Travel Wisconsin approval.

### What You Provide

To participate in the TravelWisconsin.com Directory Ads, simply select your chosen campaign timing and submit your reservation through the form on [Industry.TravelWisconsin.com](#). After submitting your reservation, and being approved, you'll receive a confirmation email containing your placement details.

In the month before your ad is published, you will receive an email requesting your featured listing URL.

*\*Images need to be high-quality, compelling and engaging. Travel Wisconsin will use our image library to find an acceptable photo if you are unable to provide suitable imagery. If imagery is unable to meet the necessary quality standards, the ad will not run. Please see the [image standards guide at the end of this document](#) for more guidance on selecting an image.*

### What We Deliver

Travel Wisconsin will use the business/event listing on TravelWisconsin.com to publish your directory placement on the selected category landing page.

The placement will run for one month. Upon completion of your campaign, you'll receive a performance report.

### Cost

The cost to participate in the TravelWisconsin.com Directory Ads is **\$300** for the one-month campaign.

### Deadlines & Timing

The directory ad space will be sold in one-month increments. This program is limited to three partners per category landing page, per month.

Reservations and materials must be submitted **at least four weeks prior to the publish date** and are accepted on a first-come, first-served basis. If materials are not provided by the deadline or aligned with the noted image standards, the ad will not run and the partner will be charged for incurred expenses.



## Questions on marketing co-op opportunities?

Contact Melissa Sabel at [msabel@travelwisconsin.com](mailto:msabel@travelwisconsin.com)

### Featured Listing Example

## Featured Activities



Sponsored

**Adventure Outfitter, LLC**

📍 Waupaca



Sponsored

**Ding's Dock**

📍 Waupaca



Sponsored

**Pliska's Crystal River Tubing**

📍 Waupaca

# TRAVEL WISCONSIN PUBLICATIONS

## 2025 Wisconsin Traveler Magazines

This bi-annual magazine provides inspiration for the very best seasonal activities across Wisconsin. Be included in the Wisconsin Traveler, Spring/Summer or Fall/Winter edition and showcase the special seasonal highlights your destination or attraction has to offer.

Ads are structured in a similar advertorial-style manner to the Travel Wisconsin Official Travel Guide and allow you to dive deeper into the highlights of your destination or attraction, showcasing your unique seasonal appeal.

**VIEW DETAILS**

### Eligibility

Advertising in the 2025 Travel Wisconsin Publications is open to Destination Marketing Organizations (DMOs) and associations.

### Deadlines & Timing

- **2025 Spring/Summer Traveler Magazine - November 1, 2024**
- **2025 Fall/Winter Traveler Magazine - February 28, 2025**

**For advertising information and to sign up contact:**

Tricia Wisbrock at 314-914-7916 at [twisbrock@maddenmedia.com](mailto:twisbrock@maddenmedia.com)





# PUBLIC RELATIONS CO-OP PROGRAMS





# INDIVIDUAL FAMILIARIZATION TRIPS

Hosting media increases the chance of earned media coverage for your destination. This program leverages TURNER PR's relationships with top-tier media to bring one journalist to your destination to educate them and provide a fully immersive experience, with the goal of resulting coverage that highlights the destination.

## Eligibility

Individual familiarization trips are open to Destination Marketing Organizations (DMOs) and associations.

All participants are subject to Travel Wisconsin approval. This Co-op is limited to one destination and cannot be combined with others. If this Co-op is not completed in the season for which it is scheduled, Travel Wisconsin will either reschedule the opportunity or issue a refund to the partner less Travel Wisconsin's incurred expenses.

## What You Provide

To host an Individual Familiarization Trip, submit your reservation through the form on [Industry.TravelWisconsin.com](https://Industry.TravelWisconsin.com). After submitting your reservation and being approved, you'll receive a confirmation containing information about planning and next steps.

- Participation in one 1-hour exploratory call to discuss target media, FAM themes/pitch angles, and the overall process of the program
- Partner oversees the itinerary, with approval from Travel Wisconsin
- Partner handles booking all elements of the visit including, but not limited to, lodging and meals, media gifts, on-the-ground transportation (if the journalist is flying in) and creation of the final itinerary document in a shareable form for media
- The partner must host the journalist for a minimum of two full days

## What We Deliver

Travel Wisconsin will vet and select one journalist who is a fit for both your destination and Travel Wisconsin's priority media goals. Travel Wisconsin will handle pitching and inviting media, booking and travel to the destination (flight and/or rental car), creating media briefing documents and all follow-ups.

*\*While hosting media greatly increases the chance of earned media stories, immediate coverage is not guaranteed.*

## Cost

**\$3,200** plus on-the-ground expenses (estimated at \$1,100, depending on the itinerary).

## Deadlines & Timing

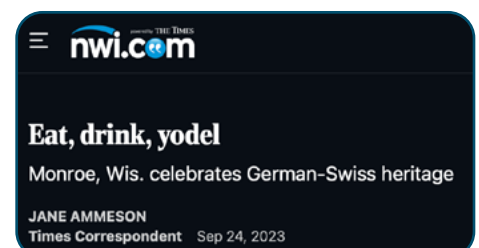
Individual FAMs are limited to 12 per year with three available in spring, four in summer, three in fall and two in winter. Reservations are reviewed on a first-come, first-served basis and are required by the dates listed below.

**Spring & Summer Deadline: December 1, 2024**

**Fall & Winter Deadline: April 1, 2025**

## Questions on PR co-op opportunities?

Contact Shannon Crosby at [wisconsin@turnerpr.com](mailto:wisconsin@turnerpr.com)





# SOCIAL MEDIA CONTENT CREATOR PROGRAM

Let’s work together to bring a social media content creator to your destination. We will thoroughly vet in-demand creators to ensure their audience is engaged and they capture authentic content that aligns with the Wisconsin brand. We will guide you through the partnership, and our goal is to help achieve reach and engagements above industry standards as we increase awareness for your destination through social media content.

## Eligibility

The Social Media Content Creator program is open to Destination Marketing Organizations (DMOs) and associations.

This Co-op is limited to one per partner and cannot be combined with other partners.

## What You Provide

To work with a social media content creator, submit your reservation through the form on [Industry.TravelWisconsin.com](https://www.Industry.TravelWisconsin.com). After submitting your reservation, you will receive an initial acknowledgement email, followed by more information about planning and next steps once our registration deadline passes.

- Participation in one 1-hour exploratory call to discuss target creators, FAM activities and the overall process of the program.
- Partner will handle coordinating itinerary activities, lodging, meals, any gifts and all other on-the-ground expenses.
- The partner must host the social media content creator for a minimum of two full days.

## What We Deliver

We will handle communications, contracts to ensure the partnership adheres to legal requirements, negotiate individual deliverables (including potential rights to repost their content or even purchase imagery/video assets for the partner’s usage), monitor partnership posts, gather assets and deliver final reports. Exact reach and engagement rate will vary per creator.

One content creator will be suggested from a pre-vetted list of creators that are a fit for our current campaigns:

- **Family Fun:** We will find content creators who are experts at showcasing shared moments of joy with their families. Types of families will vary, from two to five total members.
- **Wisconsin Waters:** With more than 15,000 lakes, 84,000 miles of rivers and streams and over 1,000 miles of Great Lakes and Mississippi shoreline, Wisconsin has plenty of offerings for fun in the water. We will partner with travel and outdoor-focused content creators to highlight our best water activities, ranging from kayaking and ice fishing to wellness offerings like forest bathing and hydrotherapy.

Travel Wisconsin will cover travel costs (flight and/or rental car) and a portion of the payment for deliverables. Exact deliverables are negotiable and will vary per content creator.

## Cost

There are two tiers to choose from:

### Family Fun

Tier 1	100-350k followers	\$10,000
Tier 2	40-150k followers	\$5,000

### Wisconsin Waters

Tier 1	150-500k followers	\$10,000
Tier 2	50-200k followers	\$5,000

## Deadlines & Timing

This program is limited to a total of eight participants for the year, with a maximum of two partners per season. Reservations are accepted on a first-come, first-served basis with final confirmation/approval up to the discretion of Travel Wisconsin.

To showcase diverse offerings throughout the state, the team will prioritize accepting partners based on geographical diversity.

Signing up for this partnership does not guarantee your entrance, and you'll have an option to opt-out if the content creator does not align with your goals.

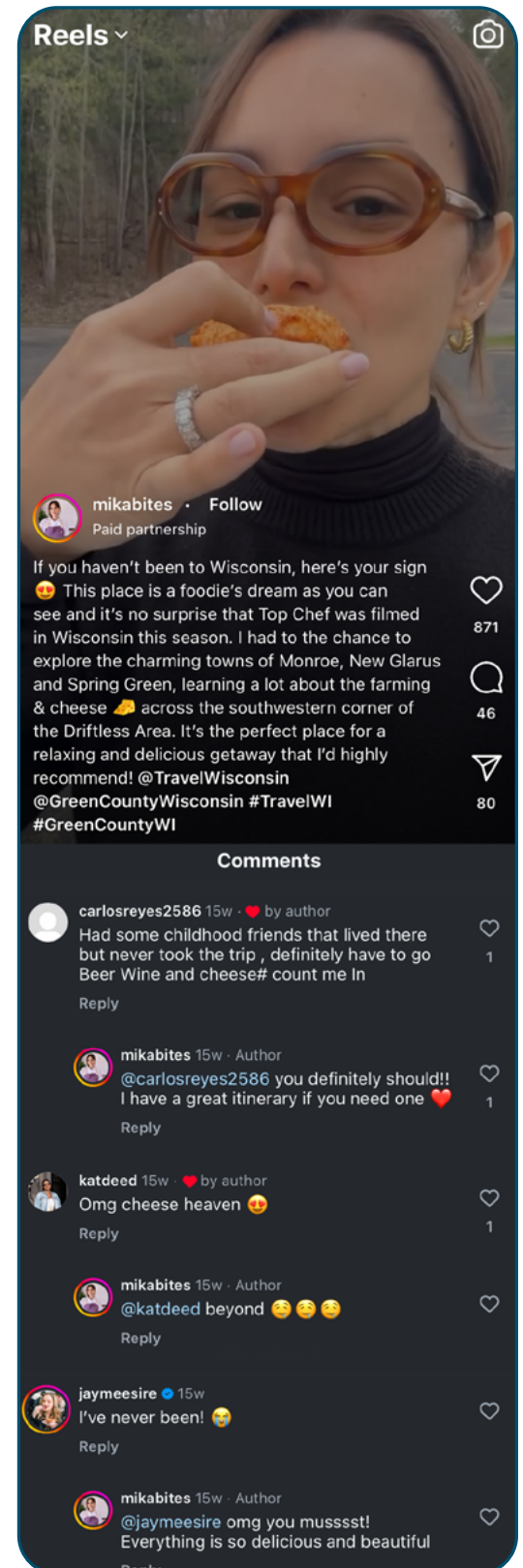
If this Co-op is not completed in the season for which it is scheduled, Travel Wisconsin will either reschedule the opportunity or issue a refund to the partner less Travel Wisconsin's incurred expenses.

**Spring & Summer Deadline: December 1, 2024**

**Fall & Winter Deadline: April 1, 2025**

### Questions on PR co-op opportunities?

Contact Shannon Crosby at [wisconsin@turnerpr.com](mailto:wisconsin@turnerpr.com)





# DESTINATION IMMERSION + PR CONSULTATION

This program is an opportunity to host members of the Travel Wisconsin team to experience your destination firsthand. The TURNER PR and Travel Wisconsin teams will adorn their journalist caps for an in-person destination immersion to support story ideation that will inform the team's pitching and media FAM efforts.

This program offers two tired options:

**In-Person Destination Immersion:** This program consists of 10 hours of in-person immersion, over 1-2 days in your destination. This allows the TURNER PR and Travel Wisconsin teams to experience your destination's key offerings firsthand. We will send four team members to your destination to learn, ask questions and ideate stories to support upcoming media relation efforts.

**PR Consultation Add-On:** This optional program add-on gives you an additional two hours of professional public relations consultation from TURNER PR. Topics to choose from include strategic plan development, media training, crisis communication, itinerary development and more.

## Eligibility

Destination Immersion + PR Consultation is open to DMOs, associations and any tourism-related businesses.

The program is designed to accommodate two partners within the same region (northern/southern) per immersion, per season- offering the program to four destinations in total throughout the year.

All participants are subject to Travel Wisconsin approval.

## What You Provide

To host a destination immersion and participate in a PR consultation, submit your reservation through the form on [Industry.TravelWisconsin.com](https://www.industry.travelwisconsin.com). After submitting your reservation, you'll receive a confirmation email containing information about planning and next steps.

- Attend two 30-minute calls with the TURNER PR team.
  - One 30-minute exploratory call to discuss key experiences, dates, deadlines and PR consultation needs, if applicable.
  - One 30-minute call at least one week out from the immersion to review the itinerary and discuss any questions regarding the trip.
- Partner is responsible for all on-the-ground expenses during the visit, including securing lodging and any activities arranged on the itinerary.
- Partner must provide immersion itinerary at least two weeks ahead of the visit; this deadline will be agreed upon by all stakeholders involved in the exploratory call.

## What We Deliver

Travel Wisconsin will provide the availability of at least four team members (two TURNER PR and two internal Travel Wisconsin representatives) for the in-person immersion.

Travel Wisconsin's team will dedicate 10 hours of immersion time per destination to experience key offerings firsthand for consideration in upcoming media relations efforts.

Please note, the immersion serves as an opportunity to showcase and pitch your destination to those on the Travel Wisconsin team who most often speak with key members of the press. However, this does not guarantee immediate coverage.

Travel Wisconsin will be responsible for their team's transportation costs to and from your destination.

## Cost

- **Tier 1: \$3,000**
- **Tier 2: \$3,800** (includes PR consultation)

Fees associated with this opportunity will not be used to offset Travel Wisconsin's internal staff time.

## Deadlines & Timing

This program is limited to four participants for the year: two spring - southern region and two fall - northern region. Reservations are accepted on a first-come, first-served basis with final approval up to the discretion of Travel Wisconsin.

**Spring Deadline: December 1, 2024**

**Fall Deadline: April 1, 2025**

### Questions on PR co-op opportunities?

Contact Shannon Crosby at [wisconsin@turnerpr.com](mailto:wisconsin@turnerpr.com)



MidwestLiving

SUBSCRIBE

Sweetie Pies sources all their Door County cherries locally. PHOTO: COURTESY OF SWEETIE PIES

### Sweetie Pies, Fish Creek, Wisconsin

Summer in [Wisconsin's Door County](#) means sand, sun and of course, those incredible cherries. Few places on the peninsula honor them better than [Sweetie Pies](#) in Fish Creek. Their fruit-forward fillings (featuring tart cherries from nearby Hyline Orchard) skip any fillers or stabilizers, and each crust is hand-rolled; in fact, the staff here like to tout that the only machine in the kitchen is an 8-cup mixer. But if cherries aren't your jam, don't fret: Other popular flavors include chocolate chess, rhubarb, custard and blueberry.

**Pro Tip:** Can't handle a whole pie? Check out the 5-inch Cutie Pies—minis scaled to serve two (or one a very hungry one).

WHEREVERFAMILY

Q

Select Destination

+

## DOOR COUNTY, WISCONSIN: THE PLACE TO BE THIS JULY

by **Eugenia Lazaris**  
JUL 1, 2024

© James Jahn | Dreamstime.com

DESTINATIONS / NORTH AMERICA



# VIRTUAL DESTINATION 101 + PR CONSULTATION

The Virtual Destination 101 is an opportunity to educate our pitching team with key information about your destination or offering. The more information our pitching team has about you, the better we'll be able to support telling your stories to our trusted media contacts. This information will be utilized for consideration for proactive and reactive pitching efforts, as well as FAM trip development.

This program offers two tiered options:

1. **Virtual Destination 101:** A 1.5-hour virtual immersion where the partner will provide the TURNER PR and internal Travel Wisconsin teams with a destination 101 overview - an opportunity to inform the pitching team about top highlights of your destination to support with story ideation and consideration in upcoming media relations efforts.
2. **PR Consultation Add-On:** This is a program add-on where you have 1.5 hours of professional public relations consultation from TURNER PR. These topics can include strategic PR plan development, media pitching, PR measurement, media training, crisis communication, itinerary development and more.

## Eligibility

Virtual Immersion + PR Consultation is open to Destination Marketing Organizations (DMOs), associations and any tourism-related business, attractions and events.

All participants are subject to Travel Wisconsin approval.

This Co-op is limited to one partner and cannot be combined with others.

## What You Provide

To participate in a virtual immersion and PR consultation, submit your reservation through the form on [Industry.TravelWisconsin.com](https://www.industry.travelwisconsin.com). After submitting your reservation, you'll receive a confirmation email containing information about planning and next steps.

The partner will guide the discussion during the destination 101. If applicable, the partner will determine their PR consultation topic based on the partner's needs.

## What We Deliver

Travel Wisconsin will provide the availability of at least four team members (two TURNER PR and two Travel Wisconsin representatives) for the virtual immersion.

Travel Wisconsin's team will dedicate 1.5 hours of immersion time per destination to experience key offerings firsthand for consideration in upcoming media relations efforts. Please note, the immersion serves as an opportunity to showcase and pitch your destination to those on the Travel Wisconsin team who most often speak with key members of the press. However, this does not guarantee immediate coverage.

## Cost

- **Tier 1: \$800**
- **Tier 2: \$1,600** (includes PR consultation)

## Deadlines & Timing


This program is limited to one partner per quarter and four total per year. Reservations are accepted on a first-come, first-served basis and subject to approval by Travel Wisconsin.

**Spring Deadline: December 1, 2024**

**Fall Deadline: April 1, 2025**

### Questions on PR co-op opportunities?


Contact Shannon Crosby at [wisconsin@turnerpr.com](mailto:wisconsin@turnerpr.com)

 [SUBSCRIBE](#)

## Check out summer theater at these five Midwest venues



The region offers a range of alfresco options, both in St. Louis and within driving distance.


BY JEN ROBERTS   JUNE 25, 2024   1:37 AM



**American Players Theatre** | Spring Green, Wisconsin

The American Players Theatre is a 110-acre property set in the rolling hills just outside of Spring Green, Wisconsin. There are two theaters on the property: a large outdoor amphitheater with 1,075 seats, and a smaller indoor theater with 201 seats. Annually, the theater attracts an audience of more than 100,000 people from all across the United States. This summer, audience members can choose from *Wolf at the Door*, *August Wilson's Ma Rainey's Black Bottom*, *Ring Round the Moon*, and *Much Ado About Nothing*. The plays run throughout the summer; check the [calendar](#) for dates.







 



## 24 Adventures for Your 2024 Summer Calendar

[UNITED STATES](#) | [ROAD TRIPS](#) | [OUTDOOR](#)

by JACQUELINE KEHOE

### 8. Uncover Wisconsin's architectural delights.

An hour from Madison, WI, an inexplicable sea of world-class culture has coalesced in the hamlet of Spring Green (pop: 1,500). Once in town, explore Taliesin, the home and studio of Frank Lloyd Wright; American Players Theatre, the premier classical theatre in the nation; and House on the Rock, a pseudo-Frank Lloyd Wright hallucination and Meow Wolf-like experience.

# DESKSIDE APPOINTMENTS + VIRTUAL IMMERSION

This is your opportunity to engage directly with top-tier media in Chicago! During this time, you can share story ideas, updates and news from your destination. Additionally, ahead of time, you have the opportunity to provide a virtual immersion for key members of our PR team to tell them all about your destination, and what makes it stand out from the rest!

## Eligibility

Deskside Appointments + Virtual Immersion is open to Destination Marketing Organizations (DMOs), associations and any tourism-related business.

All participants are subject to Travel Wisconsin approval.

## What You Provide

To participate in the Deskside Appointments and Virtual Immersion, submit your reservation through the form on [Industry.TravelWisconsin.com](https://www.industry.travelwisconsin.com). After submitting your reservation, you'll receive a confirmation email containing information about planning and next steps.

- Partners must provide an overview of news and highlights to share with media to help evaluate program participation.
- Partner handles drafting talking points (to be reviewed by Travel Wisconsin) and attendance to the deskside where they are expected to join the conversation and share story ideas and news with the journalist.
- Partner will also cover the cost of media gifts, your activation at deskside appointments, travel to the target market and on-the-ground expenses (including hotel, dining, transportation, etc.).

## What We Deliver

Partners will join Travel Wisconsin for individual deskside meetings and a media dinner with attendance from regional and national travel/lifestyle media.

These in-person deskside appointments and media dinner allow the opportunity to connect with journalists one-on-one (pending media availability) to share news and story ideas about your destination. You will also be joined by a TURNER PR team member to help guide conversations during the deskside appointments.

Prior to your appointments, key members of our PR team will join partners for a virtual immersion (1-2 hours) to learn more about your destination.

## Cost

**Chicago: \$7,500** Fall 2025

## Deadlines & Timing

This program is limited to one partner and the deadline is **April 1, 2025**.

## Questions on PR co-op opportunities?

Contact Shannon Crosby at [wisconsin@turnerpr.com](mailto:wisconsin@turnerpr.com)



## Past Deskside Examples

### 8 romantic trips for couples in the US


From California wine country to Nantucket, these spots are packed with things to do for two.

By Perri Ormont Blumberg, Sahar Khan, and Kimberly Peiffer • Feb 12, 2024 • 6 minutes read

[Calistoga, CA](#)
[New York City](#)
[Door County, WI](#)
[Nashville, TN](#)  
[Bozeman, MT](#)
[Chicago](#)
[Oahu, Hawaii](#)
[Nantucket, MA](#)

#### Door County, WI

For small-town charm



Fragrant Isle Lavender Farm • Image: Management/Tripadvisor

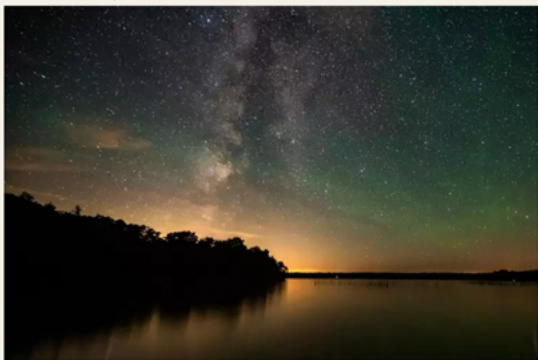
Located on a peninsula in northeastern Wisconsin, around four hours from Chicago, [Door County](#) is an all-season romantic destination thanks to an abundance of quaint bed and breakfasts. In the summer, spend the long days on Lake Michigan soaking up the sun—and be sure to visit [Fragrant Isle Lavender Field & Farm](#) on Washington Island, which is at peak bloom in July and August. In the fall, spend afternoons cherry-picking and shopping your way through the region's top-tier boutiques and antique shops. And in winter, embrace the postcard-worthy snow globe outside by cross-country skiing or snowshoeing through [Peninsula State Park](#), before cozying up at a historic inn and grab a glass of pinot noir while warming up by the fire.

TRAVEL

### Lesser-Known U.S. Destinations to Add to Your 2024 Itineraries

Anything but tourist traps.

By Perri Ormont Blumberg  
Published on Dec 12, 2023 at 2:09 PM



Dan Eggert

#### Door County, WI

Is your crew all about kayaking? Well, in “the Door,” you can paddle along limestone bluffs and through protected estuaries. Fun fact: Schoolhouse Beach claims to be one of five beaches in the world with all white limestone “polished” rocks. Cheeseheads? You’re in Wisconsin, after all, but opportunities to indulge shine here,

# BROADCAST / PODCAST + MEDIA TRAINING

Reach your targeted regional audiences via broadcast or podcast segments that showcase your destination through authentic editorial content! Opportunities vary from radio and podcasts to TV features. Media training will be provided for each program that includes an interview.

## Round Trip with Colleen Kelly (Chicago, IL)

Travel Expert Colleen Kelly and Co-Host Christina Paull take listeners to destinations near and far, with “Round Trip with Colleen Kelly,” a radio show that reaches Chicago plus 38 states to over 197 thousand listeners as well as a podcast streamed on Apple podcasts, Amazon Music, Audible and iHeartPodcasts. Feature includes a 10-minute radio and podcast segment where an expert is interviewed to discuss a topic/theme (ie: fall camping). Six episodes are available for the year: one spring, two summer, two fall and one winter.

## Let’s Go with Catie Keogh (Chicago, IL)

Catie Keogh is an Emmy Award-Winning Host and Executive Producer. The opportunity includes a 5-minute TV segment (approx. 2 minutes per partner) on WGN’s Daytime Chicago program, which reaches 40,450 households. This opportunity also includes social media exposure, a shared Wisconsin-focused blog post on [catiekeogh.com](http://catiekeogh.com) and a shared article in Chicago Star. Maximum two participants.

## Twin Cities Live (Saint Paul, MN)

This five-minute segment (approx. 2 minutes per partner) features a live interview on KSTP-TV. It includes verbal and logo mentions throughout the segment and a call-to-action or special offer. This broadcast segment has a viewership of 29.5 thousand. Additionally, the segment will be posted on the Twin Cities Live website (example: [view the Door County segment](#)), which garners about 1.3 million unique monthly visitors. This opportunity can also include a takeaway item for the studio audience (55 guests/day) in the form of printed collateral. Maximum two participants.

## Eligibility

Broadcast/Podcast + Media training is open to Destination Marketing Organizations (DMOs), associations and any tourism-related businesses.

All participants are subject to Travel Wisconsin approval.

## What You Provide

To participate, submit your reservation through the form on [Industry.TravelWisconsin.com](http://Industry.TravelWisconsin.com). After submitting your reservation, you’ll receive a confirmation email containing information about planning and next steps.

- Partner handles drafting talking points with review and approval by Travel Wisconsin.
- Partner appoints a spokesperson for the segment.
- Partner oversees the itinerary for Let’s Go with Catie Keogh, with approval from Travel Wisconsin.
- Partner responsible for providing language, B-roll and logo required for mention on Twin Cities Live.

If a visit to the destination is required (Let’s Go with Catie Keogh), the price includes transportation (flight and/or rental car) for the broadcast team. Partners are responsible for all on-the-ground expenses once the crew is in the destination (including lodging, meals, experiences, etc.).



## What We Deliver

Travel Wisconsin handles the coordination of each opportunity and acts as point of contact with the station. This includes compiling any assets from the partners, outlining schedules, as well as media training of each participant who will appear on-air (if the program includes).

## Cost

- **Round Trip with Colleen Kelly (Chicago, IL) - \$900**

No additional travel costs are associated with this opportunity.

- **Let's Go with Catie Keogh (Chicago, IL) - \$7,500**

Partners are responsible for travel costs and on-the-ground expenses for up to three people (up to two days), including lodging, meals, transportation, etc.

- **Twin Cities Live (Saint Paul, MN) - \$2,500**

No additional travel costs are associated with this opportunity.

## Deadlines & Timing

**Spring & Summer Deadline: December 1, 2024**

**Fall & Winter Deadline: April 1, 2025**

### Spring

Round Trip with Colleen Kelly (1)

### Summer

Round Trip with Colleen Kelly (2)

Let's Go with Catie Keogh (2)

### Fall

Round Trip with Colleen Kelly (2)

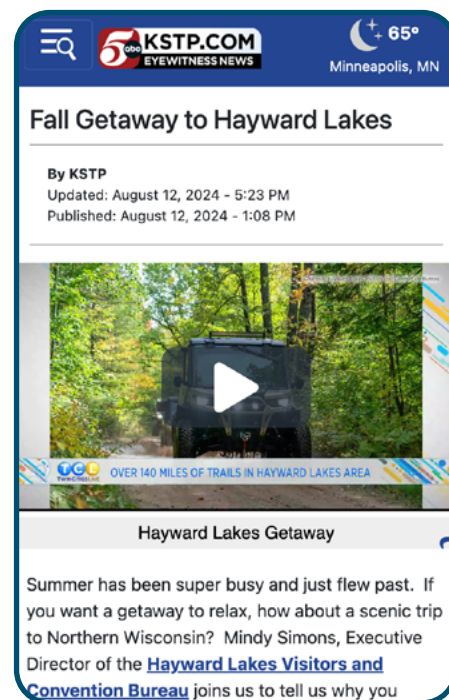
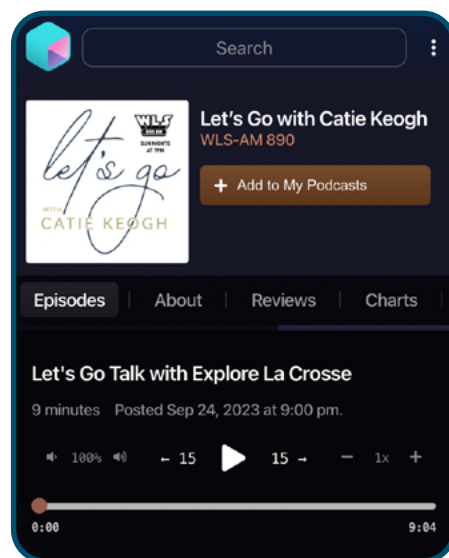
Twin Cities Live on KSTP-TV (2)

### Winter

Round Trip with Colleen Kelly (1)

## Questions on PR co-op opportunities?

Contact Shannon Crosby at [wisconsin@turnerpr.com](mailto:wisconsin@turnerpr.com)





## TRAVEL WISCONSIN IMAGE GUIDELINES

The impact of a photo is immediate. At one glance, viewers can sense the thrill of a waterslide, the wonder of a winterscape, the vibe of a brewery surrounded by friends. Our photography captures those feelings and more, proving how great it feels to explore Wisconsin.

When selecting images, look for images that communicate shared moments of connection - be it a connection to place or new experiences, to meaningful moments and especially to one another.

**Movement:** Include movement whenever possible. Avoid static poses and touristy finger pointing in favor of natural reactions and spontaneous moments of joy and revelry. The talent should feel like they are in motion - walking, discovering a new attraction, splashing in water. Incorporating movement is possible in even the smallest of ways, the micro-moments, such as conversation, hands gently parting at an art museum, excitement from food being brought to the table.

**Framing:** Aim to make a viewer feel like they are with the people in the photo. Remember to include framing options that leave ample room left or right of your subject to lay type over the image.

**Lighting and Editing:** Using natural light is always preferred, but when in situations that don't have good light conditions, make the light feel as natural as possible. All images should look natural with good contrast and avoid overly edited or color corrected treatments to images.

**Photographing People:** Bring an immersive perspective to the image. Put the viewer there in the moment as a fellow traveling companion. Capture real moments and real emotion with real people - intimacy, discovery, joy, laughter, wonderment, adventure, reminiscing.

**Detailed Close Ups:** Details help tell the story. Be sure to key in the little things that make the experience more complete. Images of food and drink should be shown in context with optimum natural light.

**Wide Scenic Shots:** When capturing a sense of place and wide scenic beauty, keep people at the center of the story. Strive to communicate their experience and let everything else serve as the backdrop.

**Aerial Images:** Consider drone photography to dramatize a sense of place and scale.





**Images should be compelling and engaging and follow the guidelines above as best as possible.**

Travel Wisconsin will use our image library to find an acceptable photo if you are unable to provide suitable imagery.



TRAVEL  
**WISCONSIN**