



WDT Match Co-op Marketing Program

The Wisconsin Department of Tourism (WDT) is excited to offer industry partners the opportunity to participate in an exclusive co-op marketing program where every dollar invested by you is matched by the Department of Tourism at a minimum rate of 1:1 - because in these unprecedented times, **our priority is helping you achieve your goals.**

We have developed a tiered media offering that allows you to leverage Wisconsin Department of Tourism media placements and refreshed Travel Wisconsin branding in order to promote your destination within the context of the Travel Wisconsin summer brand campaign. You may choose to purchase a package for your destination alone or to cooperate with other industry partners in your campaign investment. Included with each offering is the development of advertising assets by Hiebing, our advertising agency partner, to carry the look, voice and tone of the Travel Wisconsin brand campaign while simultaneously promoting your destination.

This tiered match program provides marketing opportunities at three budget levels:

\$12.5K investment tier
where every dollar you invest is
matched at a 1:1 rate by WDT

\$35.5K investment tier
where every dollar you invest is
matched at a 1.25:1 rate by WDT

\$70K investment tier
where every dollar you invest is
matched at a 1.5:1 rate by WDT

Each tier indicates the specified market(s), media tactics and estimated impressions achieved by your plan. Once you select a tier and a market option, Hiebing will buy the media for your campaign. A final report of results will be provided upon the completion of your campaign.

Tier Option Pricing:

<u>Tier</u>	<u>Partner Investment*</u>	<u>WDT Match Investment</u>	<u>Total Investment</u>	<u>Packages Available</u>
1	\$70,000	\$105,000	\$175,000	2
2	\$35,500	\$44,375	\$79,875	4
3	\$12,500	\$12,500	\$25,000	8

*Pricing includes media costs and creative development

Tier Option Details:

Tier 1: \$175K Total - Large Chicago/Minneapolis

<u>Tactic</u>	<u>Market</u>	<u>Timing</u>	<u>Est. Impressions</u>	<u>% of Media Spend</u>
Connected TV	Chicago OR Minneapolis	8 weeks total	2.1 M Imps	47%
Pre-Roll	Chicago AND Minneapolis	8 weeks total	2.5 M Imps	23%
Native In-Feed	Chicago AND Minneapolis	8 weeks total	2.7 M Imps	12%
Social In-Feed & Stories	Chicago AND Minneapolis	8 weeks total	2.25 M Imps	12%
Banner Ads	Chicago AND Minneapolis	8 weeks total	2.25 M Imps	6%

Tier 2: \$79,875 Total - Small Chicago/Minneapolis

<u>Tactic</u>	<u>Market</u>	<u>Timing</u>	<u>Est. Impressions</u>	<u>% of Media Spend</u>
Fun Times Inclusion	Chicago AND Milwaukee	1 drop	230K Imps	12%
Native Article	Chicago AND Minneapolis	2 articles - 8 weeks total	350K Imps	31%
Social In-Feed & Stories	Chicago AND Minneapolis	8 weeks total	2.25 M Imps	28%
Banner Ads	Chicago AND Minneapolis	8 weeks total	4.75 M Imps	29%

Tier 3: \$25K Total - Wisconsin

<u>Tactic</u>	<u>Market</u>	<u>Timing</u>	<u>Est. Impressions</u>	<u>% of Media Spend</u>
Fun Times Inclusion	Milwaukee	1 drop	180K Imps	20%
WTMJ Radio (Brand + Tag)	Wisconsin	3 weeks total	45 spots	35%
Social In-Feed & Stories	Madison & Milwaukee	6 weeks total	1.2 M Imps	45%

Who is eligible for the WDT Match Co-op Program?

This program is available for Destination Marketing Organizations and their partners. A Destination Marketing Organization must be the primary organization purchasing the program and entering into the co-op contract agreement with Hiebing on behalf of Wisconsin Department of Tourism.

When will our campaign run?

The anticipated campaign launch date will be between June 22 and July 13, however the timing of all co-op marketing campaigns will be at the discretion of the Department of Tourism.

What kind of creative do we need to provide?

As a participant in this program, you'll leverage Travel Wisconsin branding in order to promote your destination within the context of the Travel Wisconsin brand campaign. Advertising assets will be developed by Hiebing and will carry the look, voice and tone of the Travel Wisconsin brand campaign while incorporating photography and video assets, as appropriate, from you in order to promote your destination.

What is the refreshed Travel Wisconsin brand?

Travel Wisconsin's newest commercial, Perfect Summer, is part of the refreshed brand campaign and can be viewed [here](#). To learn more about the recently revitalized brand strategy for Travel Wisconsin, visit [here](#).

May I use JEM grant funds to purchase a WDT Co-op Match campaign package?

Because this program is funded by matched dollars provided by WDT, this program is not eligible for purchase with JEM Grant funds.

I'm interested! How do I sign up?

Tiers will be available for purchase starting at 10:00 a.m. on April 28, 2020 at this [link](#). Tiers will be sold on a first-come, first-served basis, with a final deadline of **May 13, 2020**.

Questions?

Contact Emily Lorenz at elorenz@travelwisconsin.com.

Watch for a link to sign up April 28th!

TRAVEL
WISCONSIN