



The New Co-op Marketing Program

Frequently Asked Questions

What is the vision of the co-op program?

Travel Wisconsin's co-op marketing program vision is to establish a variety of opportunities to help the Wisconsin tourism industry utilize combined dollars for greater impact. Leverage state tourism brand, strategy, assets, and insights to offer support and strategic impact for industry partners.

What is this program and how does it work?

This is a program which allows partners to buy into Travel Wisconsin's advertising campaigns. The program will allow you to leverage marketing dollars from the department of tourism, brand and campaign creative and align your messaging through a mix of local and regional media buys.

Why should I participate?

- Increase your impact with state match
- Leverage collective buying power of the industry
- Expand reach with new audiences, markets and media opportunities
- Access to Wisconsin Department of Tourism branding and campaign assets
- Tap into state resources of media buying, creative development and measurable results

Who's eligible?

Campaign opportunities will be available to the following:

- Destination Marketing Organizations
- Tourism-Related Businesses, Attractions & Events

All partnerships are subject to Wisconsin Department of Tourism approval. The Wisconsin Department of Tourism reserves the right to deny partners that do not meet program standards, as outlined at program launch in May 2020.

Can I participate individually or as a group?

Partners may participate individually or with a group. Collaboration as a regional DMO also allows you to invest at a higher price point.

How will the ad creative be developed?

The Department of Tourism's agency of record, Hiebing, will develop creative assets. The creative developed will reflect Travel Wisconsin's brand and campaign strategy. Partnering destinations will have the ability to be highlighted in these advertising campaigns.

When will this opportunity be available?

Opportunities for 2021 will be available May 2020.

What will the cost of the program be?

The Co-op program will be tiered with various cost options to fit industry partners' budgets and goals. Program packages will be released in May 2020.

Will existing co-op marketing programs still be available?

Additional marketing partnership opportunities will be offered throughout the year. These opportunities for 2021 will be available in September 2020.

What if I would like more information on the expanded co-op program?

Please sign up [here](#) to receive more information about the co-op program. More information should be available in May 2020.