

TRAVEL
WISCONSIN

2027 CO-OP



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2027 TRAVEL WISCONSIN CO-OP

Let's achieve more together! The Travel Wisconsin Co-op Program helps maximize your dollars by partnering with Travel Wisconsin on strategic marketing, public relations and group travel opportunities. Through shared investment, you'll gain access to high-value programs that expand your reach, connect with new audiences and help tell your destination's story in impactful and meaningful ways.

Whether your goal is building awareness, increasing visitation or reaching new audiences, the Co-op Program provides flexible opportunities to help you achieve your goals.

Why Participate?

Maximize Your Dollars

Access preferred pricing and collaborative investment opportunities across select programs, making your dollars go farther.

Build Buzz Through Brand Partnership

Tap into the power and recognition of the Travel Wisconsin brand to increase visibility, build traveler confidence and inspire visitation to your destination.

Try Something New

Participate in programs, partnerships and promotional channels that may not be practical or affordable to execute on your own.

Reach More Engaged Audiences

Connect with audiences actively considering Wisconsin through Travel Wisconsin's statewide and regional marketing strategy, national public relations and group travel decision makers.

Sign Up for the 2027 Co-op

Sign-up opens October 8 at 10 a.m. You can sign up for Co-op opportunities by registering to access [Travel Wisconsin's Co-op Portal](#) and requesting the programs and dates you're interested in. Many opportunities have limited availability and are filled on a first-come, first-served basis, so we encourage you to register and sign up early. View step-by-step instructions for [how to sign up here](#).

Questions about marketing opportunities?

Contact BVK at TravelWisconsinCoop@BVK.com

Questions about group travel opportunities?

Contact Sara Brish at sbrish@travelwisconsin.com

Questions about PR opportunities?

Contact TURNER PR at wisconsin@turnerpr.com

Questions about publication opportunities?

Contact Tricia Wisbrock at 314-914-7916 or twisbrock@khm.agency



REGISTER NOW

Pre-Register so you're prepared to sign up on October 8, 2026.

MARKETING CO-OP PROGRAMS



FREE SPECIAL OFFERS LISTINGS

Put your brand in the spotlight and attract more travelers for **FREE** with the Travel Wisconsin Special Offers Listings program.

This program showcases your packages, discounts and/or exclusive promotions on TravelWisconsin.com to consumers who are actively planning their getaway and looking for great deals.

Who Can Participate

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

To participate, the business or event associated with the special offer must have a listing on TravelWisconsin.com and meet our listing criteria. Listings on TravelWisconsin.com are **FREE** and can [be created here](#).

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

What You Provide

Participants must provide a special offer that contains 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.

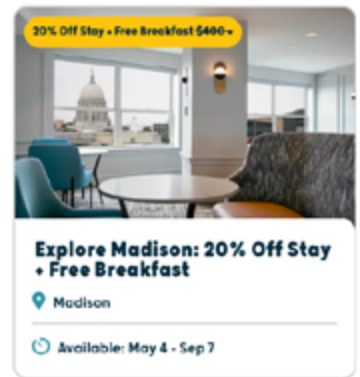
The materials you submit must include a headline, description, value, date range, photo and URL. Alignment with the seasonal themes outlined in the table below is highly encouraged.

All submitted materials will undergo creative and copy review to make sure all materials align with Travel Wisconsin brand standards.

Best practices for effective offers:

- Buy one, get one free or buy one, get one half off
- Free item or experience with purchase (e.g., appetizer, wine/beer tasting, room upgrade, guest ski pass)
- Meaningful discounts (e.g., stay two nights, get one free; free round of golf with stay; \$50 toward dining or spa services)

[Learn more with our Best Practices](#), to set your listing up for success!



THEME

ACTIVITIES

GOOD FOR

January - February	March - April	May - June	July - August	September - October	November - December
Snow Play & Indoor Escapes	Spring Break & Bloom Season	Outdoor Dining & Water Fun	Outdoor Adventures	Leaf Peeping & Fall Festivities	Lights, Lifts & Local Cheer
Skiing, snowboarding, snowshoeing, sledding, spa days, indoor waterparks, cozy stays	Early hiking, family spring break trips, indoor attractions, biking, farmers markets, dining	Patio dining, waterfront dining, hiking, kayaking, biking, camping, fishing, boating, paddleboarding, music festivals, farmers markets	Outdoor concerts, fairs, river tubing, Sunset cruises, ziplining, ATV tours, late-summer hiking	Apple picking, fall hikes, food & beverage trails, corn mazes, ghost tours, pumpkin patches, cider tastings	Pre-holiday shopping, food trails, holiday markets, cozy cooking classes, skiing/snowboarding, holiday lights tours, sleigh rides
Resorts, ski hills, spas, lodging, museums, winter outfitters	Nature centers, family-friendly lodging, museums, restaurants, botanical gardens, bike rentals	Restaurants, outfitters, parks, campgrounds, breweries with patios, Lakeside rentals, festivals, local shops, waterfront dining, marina services	Historic sites, outdoor food vendors, adventure companies, lodging, outdoor attractions, boat tours	Orchards, wineries, hiking guides, culinary events, lodging near trails, farms, breweries, B&Bs, haunted attractions	Downtowns, restaurants, inns, artisan shops, indoor experiences, lodges, ski resorts, local shops, family attractions, light displays

FREE SPECIAL OFFERS LISTINGS

What We Deliver

Participants receive free exposure for your dedicated special offer listing on TravelWisconsin.com/Deals with a direct link to your website to learn more.

Cost

The Special Offers Listings are **FREE**.

Available Offerings & Timing

You can sign up and submit your special offers through **December 31, 2027**. Reservations must be submitted at least two weeks prior to the start date of the special offer.

There are a limited number of spots available every month so make sure you sign up early to secure your deal!

Questions on this Co-op opportunity?

Contact Lindsey Tirnanich at ltirnanich@TravelWisconsin.com

DEALS DIRECTORY EXPLORE TRAVEL DEALS

6 RESULTS

Categories

Regions

City

Reset Filters

**Stay Sunday-Thursday:
Receive 33% Off**

Harshaw

Available: Sep 1 - Nov 1

Midwest Neighbors

Racine

Available: Feb 2 - Dec 31

**Explore Madison: 20% Off Stay
+ Free Breakfast**

Madison

Available: May 4 - Sep 7

**Explore & Save with Best
Western**

Madison

**20% Off Tickets to a Tony
Award Winning Theatre!**

Spring Green

**Admit 1 FREE child with two
Paid General Admission**

Hilbert

SOJERN

Sojern's Traveler Ecosystem is fueled by billions of real-time travel search, booking and intent signals. Using this data and machine learning technology, Sojern can identify high-prospect travelers and engage them at the right moment in their travel planning journey, driving awareness, consideration and bookings for your destination, hotel, attraction or tourism business.

Through this program, partners gain access to sophisticated travel-intent data and AI targeting, programmatic and campaign expertise, as well as added value and matching support only made possible through Travel Wisconsin's partnership with Sojern.

- Campaign options include Display, Native and Meta
- Placements will be focused on Chicago, Minneapolis, Milwaukee and Madison.
- Participants receive customized campaign strategy, real-time optimization and 24/7 access to a dedicated performance dashboard to monitor campaign metrics and ROI.

Who Can Participate

The Sojern Co-op Marketing Program is open to Destination Marketing Organizations (DMOs), hotels, attractions and other eligible tourism businesses. All participants are subject to Travel Wisconsin approval.

What You Provide

Participants must provide an image and copy, along with the website or landing page you would like to promote. Specific creative asset requirements will vary by tier and placement and will be provided by Sojern after sign-up.

Creative assistance is available through Sojern at no additional cost upon request. Sojern pixel placement on partner websites is recommended to support optimal tracking, audience insights and campaign optimization.

What We Deliver

Participants can select from programmatic and Meta advertising opportunities, while receiving:

- Access to Sojern's Traveler Ecosystem and travel-intent audiences
- Audience targeting based on real-time travel search, booking and intent signals
- Display and Native programmatic advertising opportunities, as well as Meta advertising across Facebook and Instagram (varies by tier)
 - Note Meta advertising to run tied to Travel Wisconsin channel
- Real-time campaign optimization and 24/7 access to a Sojern performance dashboard
- Campaign performance and audience insights, as well as market and travel demand insights
- Dedicated campaign support
- Economic Impact Reporting (EIR) for DMO programmatic campaigns, including insights on flight and hotel bookings, foot traffic, estimated economic impact, audience and market insights, travel demand trends and return on ad spend (ROAS)

Cost

Tier	Participant Investment	Channel + Match/Added Value	Total Media Value	Est. Impressions	Flight Length
Tier 1	\$50,750	Display \$10,000 Match Native \$7,500 Match Meta 20% Added Value	\$70,500	7.7M	5 Months
Tier 2	\$25,750	Display \$7,500 Match Native \$5,000 Match	\$37,500	4.6M	4 Months
Tier 3	\$15,750	Display \$3,750 Match Meta 20% Added Value	\$20,250	2.1M	3 Months
Tier 4	\$8,250	Meta 20% Added Value	\$9,000	600K	3 Months
Tier 5	\$5,750	Display \$2,500 Match	\$7,500	1M	3 Months

Deadlines & Timing

Flight length varies by tier

Full Campaign Flight: April 1, 2027 through August 31, 2027

Deadline to sign up: **January 15, 2027**

Questions about this Co-op opportunity?

DMO Contact: Charlie Littlejohns at charlie.littlejohns@sojern.com

Hotel & Attractions Contact: Julianna Bezerra at juliana.bezerra@sojern.com

Questions about Marketing Co-op Opportunities?

Contact BVK at TravelWisconsinCoop@BVK.com

MINNESOTA STAR TRIBUNE DISPLAY

The Minnesota Star Tribune Display program provides an opportunity to build awareness during the peak summer travel planning period and drive qualified traffic to destination websites and landing pages through targeted digital display advertising.

By co-branding participant destinations with Travel Wisconsin, partners gain access to this premium media opportunity with added value made possible through Travel Wisconsin's partnership with the Star Tribune.

The program combines the reach and credibility of the Star Tribune with geo-targeted audiences to deliver messaging to travelers in key Midwest markets such as Chicago and Minneapolis.

Who Can Participate

The Minnesota Star Tribune program is open to Destination Marketing Organizations (DMOs) and associations. All participants are subject to Travel Wisconsin approval.

What You Provide

Participants will provide a logo to be incorporated into Travel Wisconsin co-branded creative, along with a preferred landing page for the campaign. Star Tribune will coordinate creative development and campaign setup directly with participants and will communicate any additional assets or information required prior to launch.

What We Deliver

The program provides participants with targeted digital display advertising designed to build awareness during the key planning period for summer travel. Travel Wisconsin co-branded creative will feature the participant's destination or organization and direct users to the designated landing page.

Participants will receive:

- Co-branded digital display advertising with Travel Wisconsin
- Geo-targeting within the Chicago and Minneapolis markets
- Digital exposure during the peak summer travel planning period
- Traffic-driving creative directed to the participant's landing page
- Campaign performance and impression reporting
- Audience exposure insights
- "Conversion-zone" reporting to identify users exposed to the campaign who subsequently enter a designated radius around the participant's destination

Cost

Tier	Participant Investment	Est. Impressions	Flight	Markets
Tier 1	\$4,250	708K + 250K in Added Value	April-June	Chicago & Minneapolis
Tier 2	\$3,000	428K + 100K in Added Value	April-June	Chicago & Minneapolis

MINNESOTA STAR TRIBUNE DISPLAY

Available Offerings & Timing

Two tiers are available, with no limits on the number of packages offered within each tier.

- Flight length varies by tier
- Full Campaign Flight: April 1, 2027 through June 30, 2027
- Deadline to sign up: **January 15, 2027**

Questions on this Co-op opportunity?

Contact Belle Gallagher

Belle.Gallagher@startribune.com

Questions about Marketing Co-op opportunities?

Contact BVK at TravelWisconsinCoop@BVK.com

EXPEDIA

Building upon the summer 2026 program, Expedia's Co-op Marketing program focuses on lower funnel audiences to drive bookings. Built for Travel Wisconsin partners, this program leverages Expedia's traveler ecosystem - including Expedia, Hotels.com, Orbitz, Travelocity and CheapTickets - with the vast majority of inventory running on Expedia, followed by Hotels.com.

This program will:

- Target audiences who have researched travel to Wisconsin or competitive destinations through a variety of formats.
 - Additional targeting layers will be applied to support higher value audiences (i.e., larger group sizes, longer length of stay), as inventory permits.
- Focus on key in-state and out-of-state markets - Chicago, Minneapolis, Milwaukee and Madison.
- Extend your reach through Travel Wisconsin's investment in the media promotion.
- Drive traffic to a custom landing page highlighting participating partners and their travel offerings.

Who Can Participate

The Expedia Co-op Marketing Program is open to Destination Marketing Organizations (DMOs) and associations. All participants are subject to Travel Wisconsin approval.

Various budget levels are available, with minimum participants required. Participation is available on a first-come, first-served basis and is subject to package availability.

What You Provide

Participants to provide required creative assets in accordance with Expedia's guidelines and specifications, primarily images, headlines and copy.

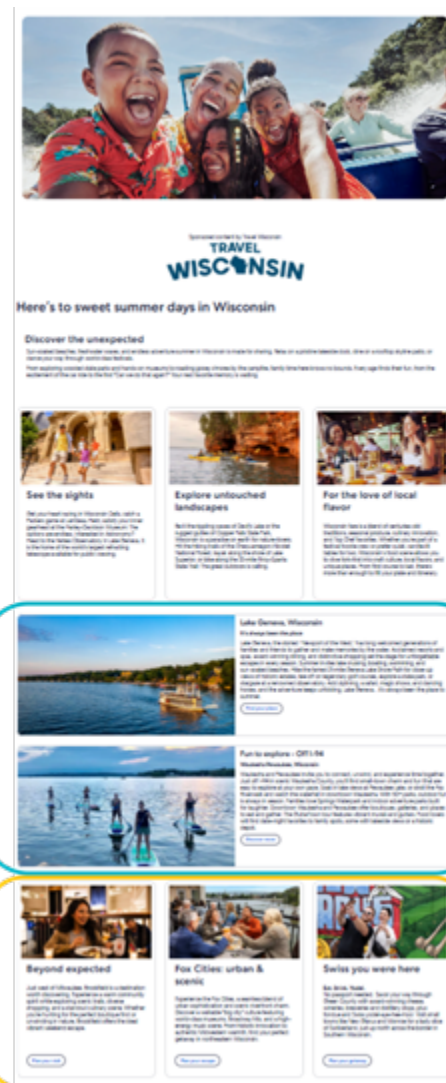
What We Deliver

Co-op campaigns combine display and native advertising with custom landing pages to enable multiple advertisers to extend their marketing spend together, aligning marketing budgets and business objectives. Creative services and reporting are provided as part of the offering.

Once the partners commit to packages, Expedia and Travel Wisconsin will work together to determine the best supporting mix of channels (display, native, video, etc.) to drive traffic to the landing page.

Tier 1

- Eye-catching placement below the header to capture high visibility on the page
- Custom copy to educate travelers about your brand and unique selling points



Tier 2

- Placement below the presenting sponsor tier with a smaller display on the page
- Custom copy to educate travelers about your brand and unique selling points

Participants will receive mid-campaign and end of campaign reporting through Expedia, including key media delivery and booking metrics.

- Standard media metrics for overall campaign
- Room nights
- Gross booking \$
- ROAS

Cost

Tier	Participant Investment	Flight	Landing Page Placement	Supporting Channels	Participant Requirements*
Tier 1	\$8,250	3 Months	Below header	Display, Native, etc.	4 spots available; minimum of 3 participants
Tier 2	\$5,750	3 Months	Below presenting	Display, Native, etc.	12 spots available; minimum of 4-5 participants

**If the minimum number of participants is not met, the program will not run, and participants will not be charged.*

Available Offerings & Timing

This program is limited to a total of four spots for Tier 1 and twelve spots for Tier 2.

Various budget levels are available, with minimum participants required. Participation is available on a first-come, first-served basis and is subject to package availability.

Campaign Flight: April 1, 2027 through June 30, 2027

Deadline to sign up: **December 15, 2026**

Questions on this Co-op opportunity?

Contact Jessica Cleary
jroy@expediagroup.com

Questions about Marketing Co-op opportunities?

Contact BVK at TravelWisconsinCoop@BVK.com

2027 WISCONSIN TRAVEL GUIDE

Make your destination stand out by advertising in Travel Wisconsin's Official Travel Guide, our flagship publication and a key resource for travelers seeking inspiration, ideas and unforgettable experiences. The 2027 guide will feature captivating photography, compelling editorial and a visually stunning layout aligned with the Travel Wisconsin brand. Available in both print and digital formats, this award-winning publication is designed to stay on coffee tables and in travel plans all year long.

The guide features advertorial-style sponsored content ads designed to showcase the unique experiences your destination offers through innovative storytelling. This is a valuable opportunity to connect with an engaged audience of travelers actively planning their next Wisconsin getaway. Secure your spot today and take advantage of this great opportunity to reach a wider audience.

[VIEW DETAILS](#)

Who Can Participate

Advertising in the 2027 Wisconsin Travel Guide is open to Destination Marketing Organizations (DMOs), associations, tourism-related businesses, attractions and events.

Deadlines & Timing

Ad Sales Open: **August 19, 2026**

Ad Sales Close: **November 6, 2026**

Ad Materials Due: **November 13, 2026**

Publishes: **March 2027**

For advertising information and to sign up contact:

Tricia Wisbrock at 314-914-7916 at twisbrock@khm.agency





ENTER CURIOUSLY
JOHN MICHAEL KOHLER ARTS CENTER

Discover two world-class museums and one extraordinary experience in the heart of the Midwest. Located in a historic frame house, the center's architecture, (JMKAC) is a place where art, creativity and community come together.

Explore ever-changing exhibitions, enjoy the JMKAC for a solo and a drink, try out making the JMKAC's art museum and enjoy the museum in the JMKAC while you're in town. Be sure to plan your visit to JMKAC's art museum, which is open to the public every day. The first museum of its kind, the JMKAC is home to the world's largest collection of art and architecture.

- [jmkac.org](#)
- 400 New York Ave., Sheboygan
- 920-556-2000
- [jmkac](#)
- [jmkac](#)





CHEESE CAPITAL OF THE WORLD
PLYMOUTH

- CHEESE HERITAGE ON DISPLAY**
Plymouth, Wisconsin, offers exciting attractions for visitors. The Cheese Capital of the World and historic downtown are the only place where you can see the world's largest collection of cheese and dairy products.
- CULTURE AND ARTS**
An enthusiastic celebration of the Plymouth Cheese Center, featuring exciting exhibits and live performances in a historic building.
- PICTURESQUE DOWNTOWN**
Visitors also love visiting downtown Plymouth, where vibrant music, shopping, and dining are an authentic collection of locally made things, creating a welcoming small-town atmosphere.

- [plymouthcheese.com](#)
- 400 Main St., Plymouth
- 616-835-0071
- [@plymouthcheese](#)



Plymouth Cheese Capital of the World

The image above is an example of a past advertorial template and is provided for reference purposes only. The design and layout of the 2027 template are subject to change.

PUBLIC RELATIONS CO-OP PROGRAMS



INDIVIDUAL FAMILIARIZATION TRIPS

Hosting media on a familiarization trip (FAM) 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 as part of a multi-destination itinerary to educate them and provide a fully immersive experience. The goal is coverage that highlights your destination.

Program Deliverables

Travel Wisconsin will vet and select one journalist who fits 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.

Travel Wisconsin will select a journalist whose interests and coverage align with one of the following themes:

- **Arts and Culture** - Showcase the creative spirit, meaningful stories and rich heritage found in your destination. Itineraries may feature museums, galleries, performing arts, public art, architecture, cultural traditions or hands-on experiences.
- **Culinary** - Tell the stories behind Wisconsin's distinctive food and drink culture. Itineraries may feature restaurants, farms, markets, chefs, makers, breweries, wineries, supper clubs and other flavors rooted in your local community.
- **Family-Friendly Travel** - Highlight your local experiences that help families create shared moments of joy. Itineraries may include kid-friendly attractions, outdoor activities, educational experiences, dining and accommodations for families.
- **Outdoor Recreation** - Invite journalists to experience Wisconsin's spirited outdoors in any season. Itineraries may feature hiking, biking, paddling, fishing, camping, motorsports, snow sports and other adventures across your local trails, waterways and scenic landscapes.

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

Partner Asset/Contribution

- The partner will participate in one 1-hour exploratory call to discuss target media, FAM pitch angles and the overall process of the program.
- The partner creates a draft of the itinerary for Travel Wisconsin to review a minimum of 2-3 weeks prior to the trip. Partner handles booking all elements of the visit, including, but not limited to, lodging and meals, media gifts and on-the-ground transportation (if the journalist is flying in).
- The partner must host the journalist for at least one night and up to two full days.

Deadline for Sign-up

December 4, 2026

To host an Individual Familiarization Trip, sign up through the [Co-op Portal](#). After submitting your reservation and being approved, you'll receive a confirmation containing information about planning and next steps.

INDIVIDUAL FAMILIARIZATION TRIP

Who Can Participate

Individual FAM trips are open to Destination Marketing Organizations (DMOs), associations and any tourism-related businesses, attractions and events. All participants are subject to Travel Wisconsin approval.

Each Individual FAM is limited to one partner (DMO/association or tourism business), pending logistics and Travel Wisconsin's approval.

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.

Available Offerings/Timing

When signing up select your preferred season and theme.

Season	Theme
☐ Spring	☐ Arts + Culture
☐ Summer	☐ Family Friendly
☐ Fall	☐ Outdoor Recreation
☐ Winter (2027-2028)	☐ Culinary

This program is limited to a total of 12 participants for the year, with a maximum of four partners per season.

Cost

\$2,500

 **MATADOR NETWORK**

Where to Play, Eat, and Stay on a Fall Trip to Janesville, WI



Explore Janesville's Public Art Trail



Photo: Sage Cause

Downtown Janesville is incredibly walkable, especially in the fall when the trees lining the streets turn warm shades of amber and gold. Murals and public art fill nearly every corner, telling the story of the city's past and present.

Some of the most striking pieces depict Wisconsin's Indigenous groups — the Ho-Chunk (Winnebago), Potawatomi, and Sauk — their faces painted with a sense of pride and strength as they look out from the high brick walls of downtown buildings. Each mural feels like a bridge between the city's modern energy and its ancestral roots. In Janesville's cool but still walkable fall temps, you could easily spend an afternoon wandering from mural to mural, coffee in hand, with the sound of leaves

SOCIAL MEDIA CONTENT CREATOR PROGRAM

Let's work together to bring a social media content creator to your destination. We will thoroughly vet creators to ensure their audience is engaged and they capture authentic content that aligns with the Wisconsin brand. Our goal is to increase awareness of your destination through a creator's trusted social media network while generating quality social media engagements.

Program Deliverables

Travel Wisconsin will handle communications with the creator, manage contracts to ensure the partnership adheres to legal requirements, negotiate individual deliverables (including potential rights to repost their content or purchase imagery/video assets for the partner's usage, if desired for an additional fee), 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 the below campaigns:

- **Family Fun** - 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.
- **Outdoor Recreation** - Content creators who authentically showcase experiences such as hiking, biking, paddling, fishing, camping, motorsports, snow sports and more. Content will highlight the unexpected stories and shared moments of joy found across Wisconsin's trails, waterways and scenic landscapes.

Partner Asset/Contribution

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

Deadline for Sign-up

December 4, 2026

To work with a social media content creator, sign up through the [Co-op Portal](#). After submitting your reservation and being approved, you'll receive a confirmation containing information about planning and next steps.

Who Can Participate

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.

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.

Cost

Tier 1: **\$10,000** (100-350K followers)

Tier 2: **\$5,000** (40-150K followers)

SOCIAL MEDIA CONTENT CREATOR PROGRAM

Available Offerings

When signing up, select tier, preferred season and theme

Season	Theme	Tiers
☐ Spring	☐ Family Friendly	☐ Tier 1 (\$10,000)
☐ Summer	☐ Outdoor Recreation	☐ Tier 2 (\$5,000)
☐ Fall		
☐ Winter (2027-2028)		

This program is limited to a total of eight participants for the year, with a maximum of two partners per season.



mamajotes  Fox Cities [Follow](#) 

mamajotes  55w 🚗 Just wrapped up the sweetest family road trip to the Fox Cities, WI and yes, it was as magical as it sounds. From farm animals and butterfly gardens to live music, vintage shopping, and good old baseball...Wisconsin really showed up.

Comment WISCONSIN and I'll send you our exact itinerary: kid-friendly, weather-proof, and packed with hidden gems.



alexismaymcmullin  • [Follow](#)
2 people

This summer we discovered Manitowoc, Wisconsin. Only a 2 hour drive from Chicago! Here is a list of our favorite...

Comments

 51w Would love to go to this beach town
❤️

 51w Beautiful!
Reply

 51w Looks so fun!
Reply

 51w I wanna go!!
Reply See translation

 51w 🤔
Reply

 51w Looks dreamy.
Reply

 51w
Reply

[Add a comment...](#)

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 our journalist caps for an in-person destination immersion that will inform the team's story ideation for public relations and communications efforts.

This program offers two tiered options:

- **In-Person Destination Immersion:** This program consists of 10 hours of in-person immersion, over 1-2 days in your destination.
- **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.

Program Deliverables

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. Our teams will dedicate up to 10 hours of immersion time per destination to experience key offerings firsthand, with the possibility for two additional hours, if selecting the PR Consultation add-on.

Please note, the immersion serves as an opportunity to showcase and pitch your destination to the Travel Wisconsin team to help influence upcoming efforts. However, this does not guarantee coverage.

Travel Wisconsin will be responsible for transportation costs to and from your destination.

Partner Asset/Contribution

- 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.
- The partner is responsible for all on-the-ground expenses during the visit, including securing lodging and any activities arranged on the itinerary.
- The partner must provide immersion itinerary at least three weeks ahead of the visit; this deadline will be agreed upon by all stakeholders involved in the exploratory call.

Deadline for Sign-up

December 4, 2026

To host a destination immersion and participate in a PR consultation, sign up through the [Co-op Portal](#). After submitting your reservation, you'll receive a confirmation email containing information about planning and next steps.

Who Can Participate

Destination Immersions + PR Consultations are open to Destination Marketing Organizations (DMOs), associations and any tourism-related businesses, attractions and events. All participants are subject to Travel Wisconsin approval.

DESTINATION IMMERSION + PR CONSULTATION

Available Offerings

When signing up, please select the two seasons that would offer the strongest opportunities for the Travel Wisconsin team to experience your destination. Your selections will help inform scheduling, and do not guarantee availability.

Seasons

- ☐ Spring
- ☐ Summer
- ☐ Fall
- ☐ Winter (2027-2028)

This program is limited to a total of three participants for the year.

Cost

Immersion **\$3,000**

PR Consultation Add-On **\$1,200**

Total with consultation add-on: **\$4,200**

MidwestLiving

**These Hidden-Gem Wisconsin River Towns
Make a Perfect Weekend Trip**



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:

- **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.
- **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.

Program Deliverables

Travel Wisconsin will provide the availability of at least four team members (two TURNER PR and two internal Travel Wisconsin representatives) for the 1.5-hour virtual immersion.

Please note, the immersion serves as an opportunity to showcase and pitch your destination to the Travel Wisconsin team to help influence upcoming efforts. However, this does not guarantee coverage.

Partner Asset/Contribution

- Attend a 30-minute briefing call to discuss expectations, best practices and ask questions to help prepare for the virtual immersion.
- 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.

Deadline for Sign-up

December 4, 2026

To participate in a virtual immersion and PR consultation, sign up through the [Co-op Portal](#). After submitting your reservation, you'll receive a confirmation email containing information about planning and next steps.

Who Can Participate

Virtual Immersion + PR Consultation is open to Destination Marketing Organizations (DMOs), associations and any tourism-related businesses, attractions and events. All participants are subject to Travel Wisconsin approval.

Available Offerings

When signing up, select your preferred season.

Seasons

- ☐ Spring
- ☐ Winter

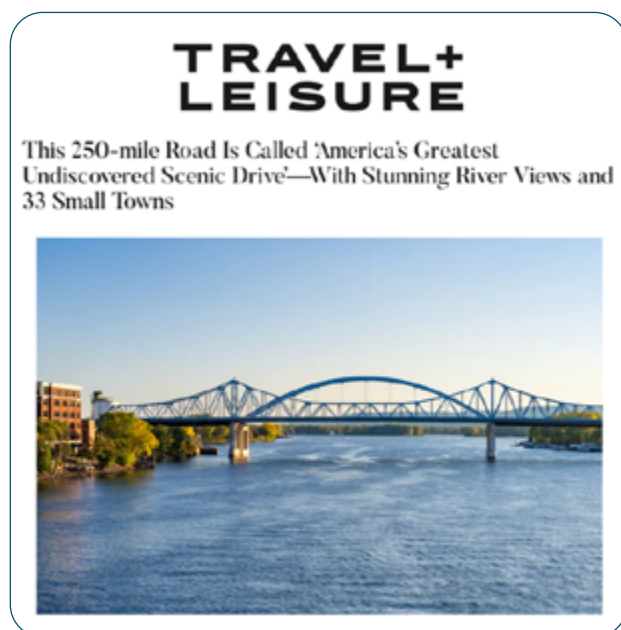
This program is limited to four participants for the year.

Cost

Virtual Destination 101: **\$950**

PR Consult Add-On **\$1,200**

Total with consultation add-on: **\$2,150**



DESKSIDE APPOINTMENTS + VIRTUAL IMMERSION

This is your opportunity to engage directly with top-tier media in target markets to 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.

Partners participating in the Chicago desksides may also select an optional broadcast add-on featuring a dedicated segment on WGN-TV's Daytime Chicago. This bundled opportunity helps you share your destination's story directly with journalists while also reaching travelers across the Chicago market.

Program Deliverables

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

These in-person deskside appointments allow you, a representative of Travel Wisconsin and a representative from TURNER PR to connect with journalists in a small group setting (pending media availability) to share news and story ideas about your destination.

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

Daytime Chicago Broadcast Add-On: Partners selecting the Chicago desksides may add a dedicated three- to five-minute Daytime Chicago segment. The bundled broadcast package includes an in-studio interview scheduled in coordination with the partner's Chicago deskside visit. See the Broadcast + Media Training program details for complete deliverables and partner requirements.

Partner Asset/Contribution

- 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 at the deskside where they are expected to share story ideas and news with the journalist.
- Partner covers the cost of media gifts, your activation at deskside appointments (if applicable), travel to the target market and on-the-ground expenses (including hotel, dining, transportation, etc.).
- Partners selecting the Chicago broadcast add-on will also receive media training and serve as a spokesperson on a dedicated three- to five-minute Daytime Chicago segment. Partner would be responsible for the additional contributions for the accompanying digital promotional package listed under the Broadcast + Media Training offering listed under WGN - Daytime Chicago.

Who Can Participate

The Deskside Appointments + Virtual Immersion Co-op is open to Destination Marketing Organizations (DMOs), associations and any tourism-related businesses, attractions and events. All participants are subject to Travel Wisconsin approval.

Deadline for Sign-up

December 4, 2026

To participate in the Deskside Appointments and Virtual Immersion, sign up through the [Co-op Portal](#). After submitting your reservation, you'll receive a confirmation email containing information about planning and next steps.

DESKSIDE APPOINTMENTS + VIRTUAL IMMERSION

Available Offerings/Timing

New York City - Spring

Denver - Fall

Chicago - Fall

This program is limited to three participants for the year (one per market).

Cost

New York City: **\$9,000** (at least 2 days of meetings; 6-8 appointments)

Denver: **\$7,000** (1 day of meetings; 3-5 appointments)

Chicago: **\$7,000** (1 day of meetings; 3-5 appointments)

Chicago Desksides with Broadcast (WGN) Add-On: **\$14,500**

BROADCAST + MEDIA TRAINING

Reach your target regional audiences via broadcast segments that showcase your destination through authentic editorial content! Media training is required for each program that includes an interview. There are two broadcast programs to choose from:

- **WGN Daytime Chicago (Chicago, IL):** Daytime Chicago is WGN-TV's long-running lifestyle and entertainment program, reaching audiences across the Chicago market with human-interest stories, travel inspiration, food, family activities and regional getaways. Airing weekday mornings at 10 a.m., the program reaches approximately 48,600 households and offers an ideal platform for showcasing Wisconsin as an easy, year-round getaway. Each partner will receive a dedicated three- to five-minute segment featuring a live in-studio or virtual interview and supported by digital promotion designed to extend the destination's reach beyond the broadcast.
Add-On: Partners interested in expanding their presence in the Chicago market may bundle the WGN Daytime Chicago offering with the Chicago Deskside Appointments + Virtual Immersion program for \$14,500. See the Deskside Appointments + Virtual Immersion program for complete details.
- **KSTP - Twin Cities Live (Saint Paul, MN):** Twin Cities Live is a lifestyle and entertainment program serving the Minneapolis-St. Paul market, with a focus on regional experiences, travel, food, family activities and community-driven storytelling. Airing weekdays from 3-4:30 p.m., the program reaches approximately 42,000 households and resonates with Minnesota audiences seeking nearby leisure travel and multi-day getaway ideas. Each partner will receive a dedicated five-minute segment featuring a live in-studio or virtual interview, along with promotional messaging and the option to include a call to action or special offer.

Program Deliverables

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.

WGN - Daytime Chicago (Chicago, IL)

- One three- to five-minute Daytime Chicago segment airing on WGN-TV
- Choice of an in-studio or virtual interview
- Custom QR code directing viewers to the partner's website or preferred call to action
- One targeted email reaching approximately 50,000 recipients
- One sponsored Meta post generating an estimated 50,000 impressions
- Inclusion in the Daytime Chicago newsletter, which reaches approximately 7,530 subscribers
- Broadcast exposure to approximately 48,600 households
- Additional exposure through Daytime Chicago's regular evening re-air on WGN+, Monday through Friday from 7-8 p.m.
- Segment posted on the WGN website, which receives approximately 2 million unique monthly visitors

KSTP - Twin Cities Live (Saint Paul, MN)

- One five-minute segment airing during Twin Cities Live
- Choice of an in-studio or virtual interview
- Broadcast exposure to approximately 42,000 households
- Verbal and logo mentions during the segment
- Promotional messaging about the partner's tourism offering
- Option to include a call to action or special offer
- Segment posted on the Twin Cities Live website, which receives approximately 1.4 million unique monthly visitors

Partner Asset/Contribution:

WGN - Daytime Chicago:

- Partner appoints a spokesperson for the segment.
- Partner participates in a mandatory 30-minute media training with TURNER PR at least two weeks before the interview.
- Partner drafts talking points for review and approval by Travel Wisconsin one month before the segment air date.
- Partner provides broadcast-quality b-roll, high-resolution images, logos and any other requested creative assets. Final advertising specifications will be shared at a later date.
- Partner provides the website link or preferred call to action for a custom QR code.
- If an in-studio interview is selected, the partner is responsible for the spokesperson's travel costs and related expenses to participate in the segment in Chicago.

Twin Cities Live

- Partner appoints a spokesperson for the segment.
- Partner participates in a mandatory 30-minute media training with TURNER PR at least two weeks before the interview.
- Partner drafts talking points for review and approval by Travel Wisconsin at least two weeks before the segment.
- Partner provides the language, broadcast-quality b-roll, high-resolution images and logos required for the segment.
- Partner provides information for the call to action or special offer, including relevant website links, social media handles and offer details.
- If an in-studio interview is selected, the partner is responsible for the spokesperson's travel costs and related expenses to participate in the segment in Minneapolis-St. Paul.

BROADCAST + MEDIA TRAINING

Deadline for Sign-up

December 4, 2026

To participate, sign up through the [Co-op Portal](#). After submitting your reservation, you'll receive a confirmation email about planning and next steps.

Who Can Participate

Broadcast/Podcast + Media training is open to Destination Marketing Organizations (DMOs), associations and any tourism-related businesses and events. This Co-op is limited to one partner and cannot be combined with others.

Available Offerings/Timing

When signing up, select your preferred season.

WGN - Daytime Chicago

- Spring 2027
- Fall 2027

Twin Cities Live

- Summer 2027
- Winter 2027-2028

This program is limited to four participants total. Two segments are available per year for each program, with one partner featured per segment.

Cost

WGN - Daytime Chicago: **\$6,000**

KSTP - Twin Cities Live **\$3,200**

WGN with Chicago Desksides Add-On: **\$14,500**



GROUP TRAVEL PROGRAMS

MEETINGS, CONVENTIONS, SPORTS



MEETINGS & CONVENTIONS TRADESHOW ACTIVATION

Join Travel Wisconsin at the industry's top meetings and conventions trade shows through the Meet In Wisconsin Co-op program. As part of Wisconsin's official meetings brand, you'll gain a presence within Travel Wisconsin's professionally designed booth, connect with qualified meeting planners, generate new leads and help showcase Wisconsin as a premier meetings destination.

This Co-op provides an affordable way to leverage Travel Wisconsin's investment in national trade shows while expanding your reach to key decision-makers.

Who Can Participate

This opportunity is open to all Destination Marketing Organizations (DMOs), hotels and resorts with convention centers and industry partners with an emphasis on meeting and convention sales and marketing and meeting space. All partners are subject to Travel Wisconsin approval.

Partner Contribution

Due to limited space in the booth, partners will be allowed to have one promotional item, one business card and one promotional collateral piece available for tradeshow attendees. Partners are responsible for shipping, delivery and handling of their own promotional items to the show(s).

All partners are responsible for registering and paying for their show registration(s). Show registration is billed directly from the show vendor.

Program Deliverables

Travel Wisconsin will purchase and manage a booth space on the tradeshow floor. Travel Wisconsin will also purchase, plan and manage an activation on the trade show floor, inviting attendees to the booth.

As a participating partner, you'll receive:

- The opportunity to meet directly with meeting planning professionals in the Meet In Wisconsin booth throughout the event.
- Inclusion in a shared booth activation during trade show hours, increasing visibility and engagement with attendees.
- Association with Meet In Wisconsin, helping position your destination as a premier meetings destination.
- Pre- and post-show communications from Travel Wisconsin to support partner participation and follow-up.

Additional deliverables vary by show as listed below:

Tradeshow	Deliverables
Meeting Professionals International (MPI)-World Education Congress (WEC)	Shared appointments, booth presence, show leads, discounted registration
American Society of Association Executives (ASAE)	Booth presence, show leads, discounted registration
Connect Tradeshow	Shared appointments, booth presence, show leads, discounted registration
IMEX	Complimentary registration, booth presence and show leads
Holiday Showcase	Booth presence, show leads, discounted registration

MEETING & CONVENTION TRADESHOW PRESENCE AND ACTIVATION

Available Offerings, Timing & Cost

Tradeshow	Location	Event Date	Cost	Available Opportunities*
<u>Meeting Professionals International (MPI)-World Education Congress (WEC)</u>	Las Vegas, NV	June 29-30, 2027	\$1,500	3
<u>American Society of Association Executives (ASAE)</u>	Charlotte, NC	August 7-10, 2027	\$2,500	5
<u>Connect Tradeshow</u>	Anaheim, CA	August 23-25, 2027	\$1,500	3
<u>IMEX</u>	Las Vegas, NV	September 28-30, 2027	\$2,500	5
<u>Holiday Showcase</u>	Chicago, IL	December 1-2, 2027	\$2,500	5

*Maximum of two representatives per participating Co-op partner.

Payment is due one month prior to the show and will be contracted with and billed by KHM (formerly Madden Media). Payment must be made by due date in order to participate in the booth experience and activation.

Partners are responsible for their own registration, travel expenses and promotional items, which are not included in the Co-op pricing.

Deadlines for Sign-up

To participate in this program, register for the tradeshow you'd like to participate in and sign up through the [Co-op Portal](#). After submitting your reservation(s), you'll receive an email confirming your request has been received.

Tradeshow	Sign up/Registration Deadline
Meeting Professionals International (MPI)-World Education Congress (WEC)	April 1, 2027
American Society of Association Executives (ASAE)	May 1, 2027
Connect Tradeshow	May 1, 2027
IMEX	July 1, 2027
Holiday Showcase	September 1, 2027



TRAVEL, EVENTS AND MANAGEMENT IN SPORTS (TEAMS) CONFERENCE + EXPO PRESENCE AND ACTIVATION

Join Sports Wisconsin at TEAMS '27, the premier conference and expo for the sports-events industry, through this exclusive Co-op opportunity. As part of Wisconsin's official sports tourism brand, you'll gain a presence within Sports Wisconsin's professionally designed booth, connect with influential sports event organizers, generate qualified leads and help position Wisconsin as a top destination for sporting events.

Hosted in Milwaukee **October 18-21, 2027**, TEAMS brings together more than 1,300 sports industry decision-makers, including event rights holders, sports commissions, convention and visitors bureaus and hospitality leaders. This Co-op provides a cost-effective way to leverage Sports Wisconsin's investment in the event while expanding your reach to key planners actively seeking future host destinations.

Who Can Participate

This opportunity is open to Destination Marketing Organizations (DMOs), hotels and resorts with convention centers and industry partners with an emphasis in sports sales and marketing, and space to host sports tournaments and events. All partners are subject to Travel Wisconsin approval.

Partner Contribution

Due to limited booth space, partners will be allowed to have one promotional item, one business card and one promotional collateral piece available for trade show attendees. Partners are responsible for shipping, delivery and handling of their own promotional items for the show(s).

All partners are responsible for registering and paying for their show registration(s) directly to Northstar Meeting Group.

Program Deliverables

Travel Wisconsin will purchase and manage a professionally branded booth on the TEAMS trade show floor, as well as plan and execute an engaging booth activation designed to attract attendees and drive traffic to the Sports Wisconsin space.

As a participating partner, you'll receive:

- Participation in up to 40 shared one-on-one appointments with qualified sports event planners and rights holders.
- The opportunity to meet directly with sports industry professionals in the Sports Wisconsin booth throughout the event.
- Inclusion in a shared booth activation during trade show hours, increasing visibility and engagement with attendees.
- Association with Sports Wisconsin, helping position your destination as a premier sports destination.
- Pre- and post-show communications from Travel Wisconsin to support partner participation and follow-up.



TRAVEL, EVENTS AND MANAGEMENT IN SPORTS (TEAMS) CONFERENCE + EXPO PRESENCE AND ACTIVATION

Cost

The cost to participate in the shared Sports Wisconsin booth, activation and appointments is **\$2,500**. You will be invoiced following your confirmation to participate.

Partners are responsible for their own promotional items, TEAMS registration fees and travel expenses, which are not included in the Co-op pricing.

Available Offerings & Timing

TEAMS will take place October 18-21, 2027. Reservations must be submitted by July 1, 2027. Payment is due one month prior to the show and will be contracted with and billed by KHM (formerly Madden Media).

This Co-op is limited to the first six representatives who sign up, with a maximum of two representatives per participating Co-op partner.

To participate in this program, register for the tradeshow and sign up through the [Co-op Portal](#). After signing up, you'll receive an email confirming your reservation request has been received.





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