

# PR CO-OP PROGRAM

TRAVEL  
WISCONSIN





# PR QUARTERLY GROUP MENTORSHIP CO-OP

Get custom support from Travel Wisconsin's PR agency!

Industry partners can meet with TURNER, Travel Wisconsin's PR agency of record, for two hours a month to discuss travel PR, social media or influencer best practices. Topics can range from advice on crisis communications, to influencer hosting or contracts, reviewing pitches and press releases, to social media tools, and more.

## Eligibility

PR co-op programs are open to Destination Marketing Organizations (DMOs) and tourism-related businesses, attractions and events. All participants are subject to Wisconsin Department of Tourism approval.

## Cost

Program investment is \$200 per partner, with \$200 in matching funds by Wisconsin Department of Tourism.

## Frequency

This program is limited to 5 new partners per quarter.

## Deadline

Reservations are accepted on a first come, first served basis.

**Questions on PR co-op opportunities?**

Contact Caitlin Martz at [Wisconsin@TurnerPR.com](mailto:Wisconsin@TurnerPR.com).



# PR GROUP MEDIA FAMS CO-OP

Create a custom media tour for your destination!

Traditional Travel Wisconsin familiarization (FAM) tours feature at least three destinations within the state and are executed in partnership with destinations. In addition to this traditional program, we are offering customizable group media FAM tours. Through this PR co-op program, individual CVBs and destinations can coordinate a custom FAM focused only on their destination or in partnership with multiple destinations.

## Eligibility

PR co-op programs are open to Destination Marketing Organizations (DMOs) and tourism-related businesses, attractions and events. All participants are subject to Wisconsin Department of Tourism approval.

## Cost

Program investment is \$4,375 per partner, with \$4,375 in matching funds by Wisconsin Department of Tourism.

Investment includes time for coordination and transportation, but does not include on-the-ground expenses.

## Asset Development

The theme of the trip must focus on one of Travel Wisconsin's four narratives - Wisconsin Rising, Slow Travel, Tasty Makers or Outdoor Adventure - and the writers must be contributing to the list of target media publications.

Travel Wisconsin will handle inviting the media (with attendance goal of 5 writers), coordinating travel, and working with the destination(s) on ideating the itinerary, creating final itinerary documents and briefing pages. Destination will handle coordinating the itinerary activities including, but not limited to, lodging and meals, any media gifts, on-the-ground transportation, and more. A representative from WDT will assist in staffing the tour.

## Deadline

Reservations are accepted on a first come, first served basis.

### **Questions on PR co-op opportunities?**

Contact **Caitlin Martz** at [Wisconsin@TurnerPR.com](mailto:Wisconsin@TurnerPR.com).



# PR INFLUENCER CO-OP

Want to cultivate meaningful influencer relationships?

Through both organic and paid influencer programming, Travel Wisconsin will develop and execute customized programs across verticals. The team will work with individual partners across the state to find the right influencers for the brand and create lasting relationships that will deliver results for the destinations.

## Eligibility

PR co-op programs are open to Destination Marketing Organizations (DMOs) and tourism-related businesses, attractions and events. All participants are subject to Wisconsin Department of Tourism approval.

## Cost

Program investment is \$10,000 per partner, with \$10,000 in matching funds by Wisconsin Department of Tourism.

Package includes:

- Up to 5 influencers (paid or for trade)
- Influencers will typically have between 20,000-150,000 followers (dependent on destination's influencer programs and goals) that will be thoroughly vetted
- Deliverables including image/video assets, specific reach or traffic KPIs
- Does NOT include travel or on-the-ground expenses, which would be at destination's expense

## Asset Development

Travel Wisconsin will negotiate individual contracts, coordinate travel, and work with the destination on ideating the itinerary, create the final itinerary documents and briefing pages with appropriate social tags included, and ensure the campaign adheres to legal requirements.

The partner will handle coordinating the itinerary activities including, but not limited to, lodging and meals, any influencer gifts, on-the-ground transportation, and more.

## Deadline

Reservations are accepted on a first come, first served basis.

**Questions on PR co-op opportunities?**

**Contact Caitlin Martz at [Wisconsin@TurnerPR.com](mailto:Wisconsin@TurnerPR.com).**



# PR PRESS KITS CO-OP

Develop or refresh a press kit for your organization!

Your press kit is completely customizable to your needs and can include creation of fact sheets, executive bios, press releases, design briefs, sample itineraries, etc.

## Eligibility

PR co-op programs are open to Destination Marketing Organizations (DMOs) and tourism-related businesses, attractions and events. All participants are subject to Wisconsin Department of Tourism approval.

## Cost

Program investment varies by deliverable. Each investment receives 100% matching funds by the Wisconsin Department of Tourism toward asset development.

Tactic	Partner Investment
Two Press Releases or Executive Bios	\$125
One Fact Sheet, Design Brief or Itinerary*	\$375
One Fact Sheet, Design Brief or Itinerary*, Press Release or Executive Bio	\$500
Two Fact Sheets, Design Briefs or Itineraries*	\$750
Two Fact Sheets, Design Briefs or Itineraries*, Two Press Releases or Executive Bios	\$1,000
Press Kit - Full Refresh*	\$1,000
Press Kit - New Development* Four Fact Sheets, Design Briefs or Itineraries, Two Press Releases, Two Executive Bios	\$1,750

\* Includes research

## Asset Development

Partners will work directly with TURNER, Travel Wisconsin's agency of record.

## Deadline

Reservations are accepted on a first come, first served basis.

**Questions on PR co-op opportunities?**

**Contact Caitlin Martz at [Wisconsin@TurnerPR.com](mailto:Wisconsin@TurnerPR.com).**



# PR IN-MARKET MEDIA MISSIONS CO-OP

Be part of deskside meetings with key media!

Travel Wisconsin regularly conducts media missions to target markets and our partners are invited to get involved and attend. Pending the market (Tier 1, 2 or 3), partners will join for individual deskside meetings and/or attendance at a Wisconsin-themed media event (either virtual or in-person depending on COVID-19 travel restrictions) for the opportunity to directly engage with top tier regional and national travel and lifestyle media.

## Eligibility

PR co-op programs are open to Destination Marketing Organizations (DMOs) and tourism-related businesses, attractions and events. All participants are subject to Wisconsin Department of Tourism approval.

## Cost

Program investment varies by tier/market. Each investment receives 100% matching funds by the Wisconsin Department of Tourism; travel expenses are not included in the match.

Tactic	Partner Investment
Tier 1 market with large scale media event (ex: New York City)	\$3,000 + Travel Expenses
Tier 2 market with small media events and deskside appointments (ex: Chicago, Minneapolis, Denver/Boulder)	\$2,000 + Travel Expenses
Tier 3 market with deskside appointments only (ex: Dallas/Austin, Pacific Northwest)	\$1,000 + Travel Expenses

## Asset Development

Travel Wisconsin will handle all logistics including outreach to media, scheduling, event planning, hotel room blocks, etc.

## Frequency

This program is limited to 6 partners for Tier 2 and Tier 3 opportunities.

## Deadline

Reservations are accepted on a first come, first served basis.

**Questions on PR co-op opportunities?**

**Contact Caitlin Martz at [Wisconsin@TurnerPR.com](mailto:Wisconsin@TurnerPR.com).**