

Sponsorship Proposal

WISCONSIN  GOVERNOR'S CONFERENCE ON TOURISM

WIGGCOT 2019

March 17-19, 2019

Kalahari Resorts & Conventions • Wisconsin Dells

WISCONSIN  GOVERNOR'S CONFERENCE ON TOURISM

WIGCOT 2019

Sponsorship & Partnership Opportunities

The Wisconsin Governor's Conference on Tourism (WIGCOT) is the perfect place to do business, represent your company, and be part of a successful and unified industry. Take advantage of a wide variety of sponsorship opportunities and gain exposure to a thousand conference attendees!

WIGCOT is a premier educational and networking conference for the tourism industry and offers you a unique opportunity to connect with decisions makers, innovative influencers, and suppliers. Sponsors have helped grow the conference to one of the largest in the country, and their support allows delegate registration fees to remain affordable.

The Sponsorship and Partnership program offers numerous opportunities, and we'd love to help you select the one most relevant to your organization, budget, and plans. However you choose to participate, we look forward to having you be part of WIGCOT.

2018 WIGCOT Sponsors & Partners

The following were Sponsors or Partners of WIGCOT 2018:

SILVER LEVEL

Discover Wisconsin
Ho-Chunk Gaming
Fox Cities Convention & Visitors Bureau
Kwik Trip
Laughlin Constable
Potawatomi Hotel & Casino
USA Today Network Wisconsin

BRONZE LEVEL

Ascedia
Chicago Tribune Media Group
Connect
Door County Visitors Bureau
Longwoods International
Marcus Hotels & Resorts
Midwest Living
Star Tribune
Tourism Federation of Wisconsin

RUBY LEVEL

Arrivalist
Clutch Energy Drink
Madden Media
Oneida Nation
Wisconsin Public Television & Wisconsin Public Radio
620 WTMJ Radio

EMERALD LEVEL

Adtaxi
Miles/Brand USA Originals
Radisson Paper Valley Hotel
Sojern
Wisconsin Association of Convention & Visitors Bureaus

Sponsorship Packages

This partnership program offers recognition at WIGCOT in exchange for your in-kind contributions. Partners receive promotional exposure and the opportunity to network with industry leaders. Please contact the conference manager to discuss your ideas, as not all in-kind assistance can be used by the conference due to associated service costs or facility restrictions.

STANDARD BENEFITS FOR ALL SPONSORS

- Premium listing on the Marketplace page of the WIGCOT App
- Hosting recognition at the Opening Reception
- Sponsor acknowledgment between programs
- Recognition in all printed publicity materials and on wigcot.org
- Special recognition page in the official conference program
- Complimentary booth in the exclusive sponsor aisle at the Marketplace tradeshow
- Reserved table at the Governor's Awards Gala
- Use of conference mailing list
- Invitation for all sponsor representatives to attend a post-conference recognition reception at the Governor's Executive Residence

Platinum Level Sponsorship

- Standard benefits for all sponsors
- Option to feature one banner ad in a rotating placement on the WIGCOT App
- Sponsor listing on the WIGCOT App that includes name, logo, brief description, and URL
- Sponsor logo and recognition on WIGCOT premium piece
- Option to increase Marketplace booth dimensions up to 400 sq. ft.
- Prominent opportunity to showcase product or distribute promotional literature
- Complimentary ad in the WIGCOT Program, upgraded to premium placement location (Placement is based on first commitment.)
- Head table seating for three organization representatives at the Governor's Awards Gala
- Optional sponsor recognition booth at conference location in the lobby/reception area
- Reserved sponsor table during scheduled meal functions
- Complimentary conference registrations and overnight accommodations for four organization representatives
- Four additional tickets to the Governor's Awards Gala

Cost of Platinum Level Participation - \$20,000

Gold Level Sponsorship

- Standard benefits for all sponsors
- Option to feature one banner ad in a rotating placement on the WIGCOT App
- Sponsor listing on the WIGCOT App that includes your name, logo, brief description, and URL
- Sponsor logo and/or name on conference promotional piece
- Option to increase Marketplace booth dimensions up to 300 sq. ft.
- Opportunity to showcase product or distribute promotional literature
- Complimentary ad in the WIGCOT Program, upgraded to a 4-color, full-page ad
- Optional sponsor recognition booth at conference location in the lobby/reception area
- Head table seating for two organization representatives at the Governor's Awards Gala
- Reserved sponsor table during scheduled meal functions
- Complimentary conference registrations and overnight accommodations for three organization representatives
- Two additional tickets to the Governor's Awards Gala

Cost of Gold Level Participation - \$15,000

Silver Level Sponsorship

- Standard benefits for all sponsors
- Sponsor listing on the WIGCOT App that includes your name, logo, brief description, and URL
- Option to increase Marketplace booth dimensions up to 200 sq. ft.
- Opportunity to showcase product or distribute promotional literature
- Complimentary ad in the WIGCOT Program, upgraded to a 4-color, full-page
- Complimentary conference registrations and overnight accommodations for two organization representatives
- Reserved sponsor table during scheduled meal functions
- Four additional tickets to the Opening Reception

Cost of Silver Level Participation - \$10,000

Bronze Level Sponsorship

- Standard benefits for all sponsors
- Complimentary 1/2 page, 4-color ad in the WIGCOT program
- Complimentary conference registrations for two organization representatives

Cost of Bronze Level Participation - \$5,000

Partnerships

The Partnership program provides primary recognition for the use of in-kind contributions. Partnering organizations receive extensive promotional exposure as well as the opportunity to network with key leaders in the tourism industry. Please understand that not all in-kind contributions can be used by the conference, or may have costs associated that may make the contribution cost-prohibitive. There are also times when a facility may restrict us from having a certain product donated. Please call the conference manager to see if your contribution can be utilized for the benefit of both the conference and your organization.

STANDARD BENEFITS FOR ALL PARTNERS

- Opportunity to showcase product at the appropriate venue/location
- Recognition in all Partner printed publicity materials
- Recognition in WIGCOT program

Partnership Levels

RUBY LEVEL PARTNERSHIP

- Standard Benefits for all partners
- Inclusion of promotional materials with registration packet
- Opportunity to reserve a booth in Marketplace at a 50% rate reduction
- One complimentary full registration to the Governor's Conference on Tourism
- Complimentary tickets for two additional representatives at the Opening Reception

Minimum In-Kind Contribution Value of the Ruby Partnership - \$3,000

EMERALD LEVEL PARTNERSHIP

- Standard Benefits for all partners
- Opportunity to reserve a booth in the Marketplace at a 25% rate reduction
- Complimentary one-day registration to the Governor's Conference on Tourism

Minimum In-Kind Contribution Value of the Emerald Partnership - \$1,500

Sponsorship/Host Agreement

Organization: _____

Address: _____

Phone: _____ Fax: _____

Contact Person: _____

E-mail: _____

PARTICIPATION LEVEL: (Please check one)

- | | |
|---|-----------------------|
| <input type="checkbox"/> PLATINUM LEVEL SPONSOR | \$20,000 |
| <input type="checkbox"/> GOLD LEVEL SPONSOR | \$15,000 |
| <input type="checkbox"/> SILVER LEVEL SPONSOR | \$10,000 |
| <input type="checkbox"/> BRONZE LEVEL SPONSOR | \$5,000 |
| <input type="checkbox"/> RUBY HOST PARTNERSHIP LEVEL | \$3,000/In-kind value |
| <input type="checkbox"/> EMERALD HOST PARTNERSHIP LEVEL | \$1,500/In-kind value |

If you are participating in a cooperative sponsorship, please give the organization and contact name of your sponsorship partner:

As a sponsor or partner of the 2019 Governor's Conference on Tourism, our organization agrees to a contribution in the amount of \$ _____. We understand that commitments must be made no later than January 25, 2019 and contributions must be submitted before February 15th, 2019.

Sponsor Representative Signature

Date

If other arrangements are necessary or you require further information on the enclosed materials, please call Dawn Zaroni, (608) 266-3978, at the Department of Tourism.

Sponsorships can be made payable to: Governor's Conference on Tourism,
ATTN: Dawn Zaroni, PO Box 8690, Madison, WI 53708-8690.