



SPONSORSHIP OPPORTUNITIES

The Wisconsin Governor's Conference on Tourism (WIGCOT) is one of the nation's largest state tourism conferences, pairing education and networking to uplift Wisconsin's powerful tourism industry. This renowned annual conference brings together destination marketing organizations, tourism attractions and vendors to put Wisconsin's tourism industry on the cutting edge of research, trends and tools.

To deliver a high-quality and impactful conference, we rely on the generous support of sponsors. Below are multiple ways your organization or business can be involved in WIGCOT 2024 as part of our newly created Sponsorship Program. This year, sponsor recognition will be directly connected to a selected event, providing sponsors additional branded exposure and specific opportunities to connect with attendees.

Sponsoring WIGCOT gives you access to hundreds of tourism professionals from all over Wisconsin. This is a proven effective opportunity that will help you showcase your services to prospective clients and it's the only time each year that you will have the unique opportunity to connect with decision-makers all in the same place at the same time.

Please contact Dawn Zaroni with additional questions or clarifications at dzanoni@travelwisconsin.com or 608-266-3978.

2024 WISCONSIN GOVERNOR'S CONFERENCE ON TOURISM The Art of Tourism

DATE AND LOCATION

March 10-12, 2024
The Grand Geneva Resort
Lake Geneva, Wisconsin

IN APPRECIATION OF OUR WIGCOT 2023 SPONSORS

PLATINUM SPONSOR

Wisconsin Dells Visitor & Convention Bureau

GOLD SPONSORS

Ho-Chunk Gaming – Wisconsin

Wisconsin Economic Development Corporation

SILVER SPONSORS

Discover Green Bay

Discover Wisconsin

Kwik Trip

Potawatomi Casino Hotel

Hiebing

BRONZE SPONSORS

Ascedia

Boelter & Lincoln

Coraggio Group

Dotdash/Meredith Travel

Marcus Hotels & Resorts

Oneida

Simpleview

Star Tribune

Tourism Federation of Wisconsin

COPPER SPONSORS

Madden Media

TripAdvisor

BRASS SPONSORS

Adara

Destinations Wisconsin

Expedia Group

Jonathan Eckelberg Productions

Turner PR

Zartico

WIGCOT 2024 SPONSORSHIP OPPORTUNITIES

PLATINUM SPONSORSHIP – *Two available at \$20,000*

Please indicate preferred event to sponsor:

SUNDAY OPENING RECEPTION

-OR-

TUESDAY GOVERNOR’S AWARDS DINNER and RECEPTION

- Opportunity to brand event with pop-up displays, attendee gift, video loop and banners
(Cost is responsibility of sponsor and subject to WIGCOT approval)
- Feature one banner ad in rotating placement on the WIGCOT app
- Feature one digital promotional ad in rotating placement during programming
- Option to increase Marketplace booth dimensions up to 400 sq. ft.
- Complimentary WIGCOT registrations and overnight accommodations for four organization representatives
- Reserved sponsor table during scheduled meal functions and Governor’s Awards Dinner

GOLD SPONSORSHIP – *Three available at \$15,000*

Please indicate preferred event to sponsor:

MONDAY KICK-OFF BREAKFAST

-OR-

MONDAY NETWORKING LUNCH

-OR-

TUESDAY TOURISM AWARDS RECOGNITION BREAKFAST

- Opportunity to address the audience and play promotional video for up to five minutes
- Opportunity to brand breakfast/lunch with décor and attendee gift
(Cost is responsibility of sponsor and subject to WIGCOT approval)
- Feature one banner ad in rotating placement on the WIGCOT app
- Feature one digital promotional ad in rotating placement during programming
- Option to increase Marketplace booth dimensions to 200 sq. ft.
- Complimentary conference registrations and overnight accommodations for three organization representatives
- Reserved sponsor table during scheduled meal functions and Governor’s Awards Dinner

SILVER SPONSORSHIP – Five available at \$10,000

Please indicate preferred event to sponsor:

KEYNOTE PRESENTATION

-OR-

INFORMATION MARKETPLACE

-OR-

ACTIVATION STATION – Monday evening

- Opportunity to address audience and play promotional video for up to three minutes
- Feature one banner ad in rotating placement on the WIGCOT app
- Feature one digital promotional ad in rotating placement during programming
- Option to increase Marketplace booth dimensions to 200 sq. ft.
- Complimentary conference registrations and overnight accommodations for two organization representatives
- Reserved sponsor table during scheduled meal functions and Governor's Awards Dinner

BRONZE SPONSORSHIP – 8 available at \$5,000

Please indicate preferred events/item to sponsor:

AM BREAKS – Monday & Tuesday

PM BREAKS – Monday & Tuesday

NAMETAGS

DIRECTIONAL SIGNAGE

SPONSOR A WORKSHOP/SESSION

- Sponsor branding with associated event, program, or promotional piece
- Feature one digital promotional ad in rotating placement during programming
- Complimentary conference registrations for two organization representatives
- Reserved sponsor table during the Governor's Awards Dinner
(Additional dinner guests not registered for WIGCOT must pre-purchase a Dinner ticket at the expense of the sponsor)

COPPER SPONSORSHIP – unlimited at \$2,500

Please indicate sponsorship preference. Multiple sponsors will be recognized at each level:

WELCOME COFFEE

-OR-

WIGCOT MEETING HUB

- Sponsor recognition on the WIGCOT website
- Sponsor logo and/or name included on select promotional materials
- Sponsor recognition as appropriate
- Booth in Marketplace at a 50% reduced rate (\$350)

BRASS SPONSORSHIP – unlimited at \$1,500

- Sponsor recognition on the WIGCOT website
- Sponsor logo and/or name included on select promotional materials
- Booth in Marketplace at a 25% reduced rate (\$525)

STANDARD BENEFITS FOR ALL SPONSOR LEVELS

- Sponsor recognition on the WIGCOT website
- Sponsor logo and/or name included on select promotional materials

OPTIONAL SPONSOR ENHANCEMENTS/ADD-ONS

- Reserve an additional table during the Governor's Awards Dinner - \$150
- Reserve a table during scheduled meals - \$250
- Upgrade Marketplace booth from a single space to a double space - \$250
- Register additional organization representatives at a reduced rate - \$100