

The logo for Wisconsin Dells, featuring the word "Wisconsin" in a pink, stylized font above the word "Dells" in a larger, white font with a pink outline. The background of the entire page is a photograph of three people (a young man, a woman, and a young girl) laughing and splashing water on a yellow water slide. The sky is blue with light clouds.

Wisconsin Dells

2024 MARKETING PARTNER PROGRAM

WISCONSIN DELLS VISITOR & CONVENTION BUREAU



THE WDVCB WORKS FOR YOU!

We are thrilled to have you explore the exciting opportunities that the Wisconsin Dells Visitor & Convention Bureau (WDVCB) has to offer! The WDVCB has been on a tourism and marketing journey that is unique and like no other region in Wisconsin.

The WDVCB is a private, not-for-profit partnership organization that collectively pools partnership investments to create and promote area wide campaigns through various marketing initiatives. No matter the size of your organization, we will work together by collaborating and maximizing our resources to grow the Wisconsin Dells/Lake Delton area as a national year-round tourism destination.

We look forward to the opportunity to partner with you on this exciting journey!

STATISTICS

Budget: \$16+ million

of Employees: 18 full-time,
3-8 seasonal/part-time

Approximate # of partners:
The WDVCB represents over
400 businesses

OUR ORGANIZATION MISSION

The Wisconsin Dells Visitor and Convention Bureau (WDVCB) is the official destination marketing organization for the Wisconsin Dells area, whose mission is to grow the economic impact of tourism by inspiring and encouraging travel to the community through innovative marketing & economic development strategies, benefiting our visitors, community, and business partners.

OUR DESTINATION VISION

Our vision is to secure the Wisconsin Dells area as a premier year-round tourism destination.

BENEFITS AT A GLANCE

Marketing Partner 4	Marketing Partner 3	Marketing Partner 2	Marketing Partner 1	Tourism Affiliate	Supplier Partner
\$5,000	\$2,500	\$750	\$300	No fee	\$300

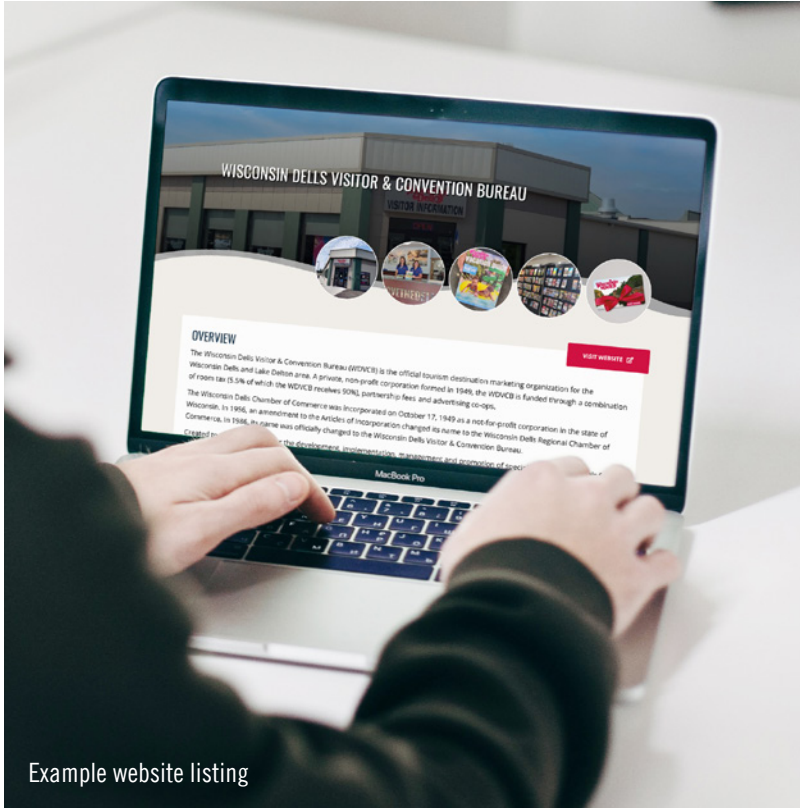
VACATION GUIDE	Grid Listing	Yes	Yes	Yes	Yes	No	No
	Enhanced Grid	\$150	\$150	\$150	\$150	No	No
	1/6 page P&C & Display	\$1050	\$1050	\$1050	No	No	No
	1/3 page P&C & Display	\$1,950	\$1,950	\$1,950	No	No	No
	1/2 page	\$3,250	\$3,250	No	No	No	No
	2/3 page	\$4,350	\$4,350	No	No	No	No
	Full Page Vertical	\$5,400	No	No	No	No	No
	Full Page Horizontal	\$5,950	No	No	No	No	No
	2-page Spread	\$15,000	No	No	No	No	No
	Premium Page (eligible to purchase 1 additional ad up to 1 full page at full page rate)	refer to VG primer for details	No	No	No	No	No

WISDELLS.COM	Featured image	Business Choice	Business Choice	Business Choice	Business Choice	WDVCB Choice	WDVCB Choice
	- additional photos	5	3	2	1	No	No
	Business name in banner image	Yes	Yes	Yes	Yes	Yes	Yes
	Description	1000 characters	500 characters	325 characters	200 characters	125 characters	200 characters
	Address & Phone Number	Yes	Yes	Yes	Yes	Yes	Yes
	Email address	Yes	Yes	Yes	Yes	No	Yes
	Web URL	Yes	Yes	Yes	Yes	No	Yes
	Hours of Operation	Yes	Yes	Yes	Yes	No	Yes
	Map	Yes	Yes	Yes	Yes	No	Yes
	Deals & Packages	Yes	Yes	Yes	Yes	No	No
	Calendar of Events	Yes	Yes	Yes	Yes	No	No
	Book/Buy now or Menu	Yes	Yes	Yes	No	No	No
	Social Media link	Up to 5	3	1	No	No	No
	Trip Advisor and/or user generated content	Yes	Yes	No	No	No	No
	Featured Listing for specified period of time	Eligible \$	No	No	No	No	No
May purchase add'l Featured Listings	2024 \$	No	No	No	No	No	

ADDITIONAL BENEFITS	Brochure Display in Welcome Center	Yes	Yes	Yes	Yes	No	No
	Calendar of Events - listing	Yes	Yes	Yes	Yes	Yes	No
	Education/seminars	4 comp	2 comp	\$	\$	\$ 2.5x MP Fee	No
	EEC - staff eligible for purchase	\$	\$	\$ Limit 25	\$ Limit 10	No	\$Limit 10
	EEC - business offer	Yes	Yes	Yes	Yes	No	No
	Leisure Leads Program (Calendar year leads)	\$50	\$50	\$50	\$50	No	No
	Marketing Promotions	Yes	Yes	Yes	Yes	No	No
	Packages & Deals	Yes	Yes	Yes	Yes	No	No
	PartnersNet Access	Yes	Yes	Yes	Yes	No	Yes
	Referrals (visitor & media)	Yes	Yes	Yes	Yes	Yes	Yes
	School Calendar	Yes	Yes	Yes	Yes	No	No
	Ticket Trade out	Yes	Yes	Yes	Yes	No	No
	VIP Media Pass	Yes	Yes	Yes	No	No	No
	Wisconsin Dells Job Board Listings	Yes	Yes	Yes	Yes	No	Yes

MARKETING PARTNER 4

FEE: \$5,000



Example website listing



Example of Full-Page Vertical Bleed Ad

VACATION GUIDE

- **VACATION GUIDE GRID LISTING**
 - Basic Grid Listing
 - Eligible to purchase Enhanced Grid listing for \$150
- **ADVERTISING OPPORTUNITIES IN WISCONSIN DELLS VACATION GUIDE**
 - 1/6 page P&C* or Display \$1,050
 - 1/3 page P&C* or Display \$1,950
 - 1/2 Page \$3,250
 - 2/3 Page \$4,350
 - Full-Page Vertical \$5,400
 - Full-Page Horizontal \$5,950
 - 2 Full-Page Spread \$15,000**

* P&C = Picture and copy standard format.
 ** Limited quantity of five 2 Full-Page Spread placements with bleeds within the Advertorial and/or Grid Listing sections. Placements are assigned on a first-come basis.

WISEDELLS.COM

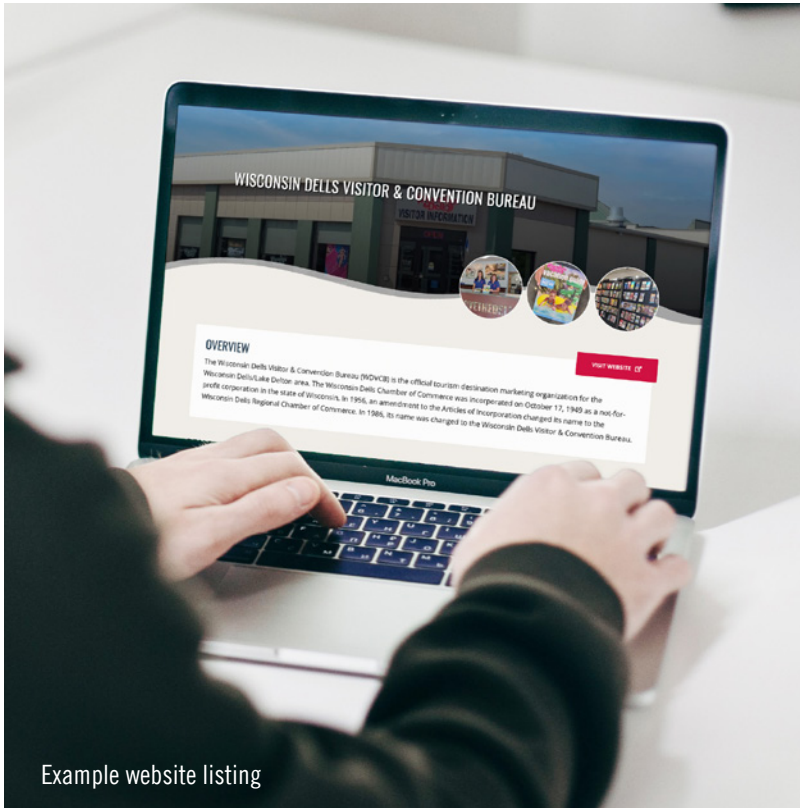
- **WEBSITE LISTING**
Includes:
 - Company name
 - Featured Image (Business choice)
 - 5 additional photos
 - 1000 character company description
 - Address
 - Map
 - Hours of operation
 - Phone number
 - Email contact
 - Website link
 - Book/buy now or menu link
 - Up to 5 social media links
 - Trip Advisor and/or user generated content
 - Deals & Packages
 - Calendar of Events
- **DEALS & PACKAGES PAGE LISTINGS**
- **CALENDAR OF EVENTS PAGE LISTINGS**
- **ELIGIBLE TO PURCHASE FEATURED LISTING FOR SPECIFIED PERIOD OF TIME**

ADDITIONAL BENEFITS

- **YEAR-ROUND PRESENCE AT WELCOME CENTER'S BROCHURE DISPLAY AVAILABLE**
- **4 COMPLIMENTARY EDUCATIONAL EVENT OR SEMINAR REGISTRATIONS**
- **EMPLOYEE ENTERTAINMENT CARD (EEC)**
 - Staff eligible to purchase EEC
 - Business eligible to list an offer on EEC
- **LEISURE LEADS PROGRAM (CALENDAR YEAR LEADS) \$50**
- **MARKETING PROMOTIONS**
- **PARTNERSNET ACCESS**
- **VISITOR AND MEDIA REFERRALS**
- **SCHOOL CALENDAR**
- **TICKET TRADE OUT**
- **VIP MEDIA PASS**
- **WISCONSIN DELLS JOB BOARD LISTINGS**
- **WISCONSIN DELLS PROUD PARTNER LOGO USAGE**

MARKETING PARTNER 3

FEE: \$2,500



Example website listing



Example of 2/3 Page Ad

VACATION GUIDE

- **VACATION GUIDE GRID LISTING**
 - Basic Grid Listing
 - Eligible to purchase Enhanced Grid listing for \$150
- **ADVERTISING OPPORTUNITIES IN WISCONSIN DELLS VACATION GUIDE**
 - 1/6 page P&C* or Display \$1,050
 - 1/3 page P&C* or Display \$1,950
 - 1/2 Page \$3,250
 - 2/3 Page \$4,350

* P&C = Picture and copy standard format.

WISEDELLS.COM

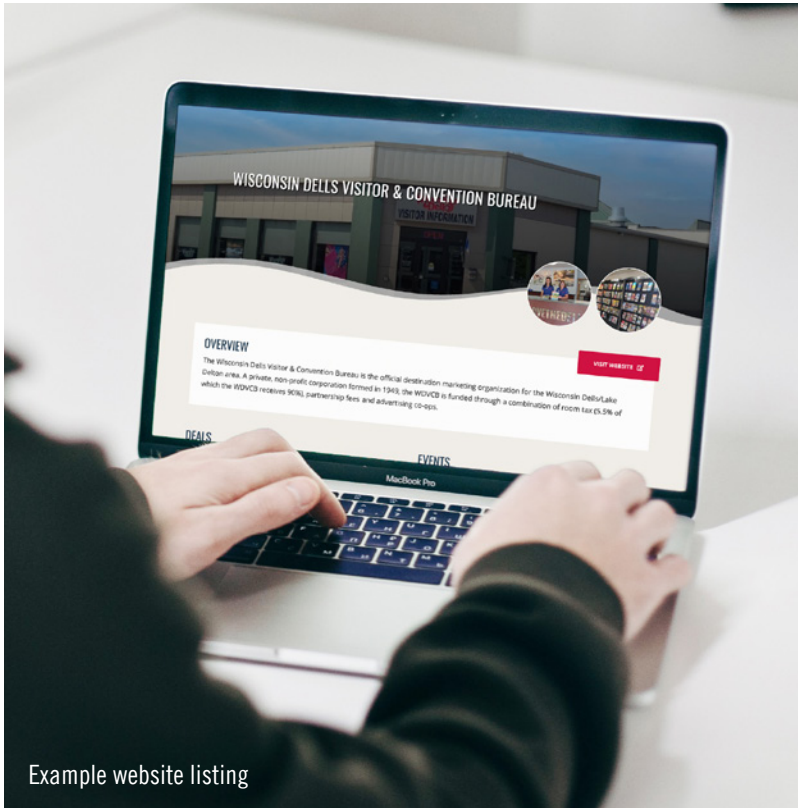
- **WEBSITE LISTING**
Includes:
 - Company name
 - Featured Image (Business choice)
 - 3 additional photos
 - 500 character company description
 - Address
 - Map
 - Hours of operation
 - Phone number
 - Email contact
 - Website link
 - Book/buy now or menu link
 - Up to 3 social media links
 - Trip Advisor and/or user generated content
 - Deals & Packages
 - Calendar of Events
- **DEALS & PACKAGES PAGE LISTINGS**
- **CALENDAR OF EVENTS PAGE LISTINGS**

ADDITIONAL BENEFITS

- **YEAR-ROUND PRESENCE AT WELCOME CENTER'S BROCHURE DISPLAY AVAILABLE**
- **2 COMPLIMENTARY EDUCATIONAL EVENT OR SEMINAR REGISTRATIONS**
- **EMPLOYEE ENTERTAINMENT CARD (EEC)**
 - Staff eligible to purchase EEC
 - Business eligible to list an offer on EEC
- **LEISURE LEADS PROGRAM (CALENDAR YEAR LEADS) \$50**
- **MARKETING PROMOTIONS**
- **PARTNERSNET ACCESS**
- **VISITOR AND MEDIA REFERRALS**
- **SCHOOL CALENDAR**
- **TICKET TRADE OUT**
- **VIP MEDIA PASS**
- **WISCONSIN DELLS JOB BOARD LISTINGS**
- **WISCONSIN DELLS PROUD PARTNER LOGO USAGE**

MARKETING PARTNER 2

FEE: \$750



Example website listing



Examples of 1/6 Page P&C and 1/3 Page Display

VACATION GUIDE

- **VACATION GUIDE GRID LISTING**
 - Basic Grid Listing
 - Eligible to purchase Enhanced Grid listing for \$150
- **ADVERTISING OPPORTUNITIES IN WISCONSIN DELLS VACATION GUIDE**
 - 1/6 page P&C* or Display \$1,050
 - 1/3 page P&C* or Display \$1,950

* P&C = Picture and copy standard format.

WISDELLS.COM

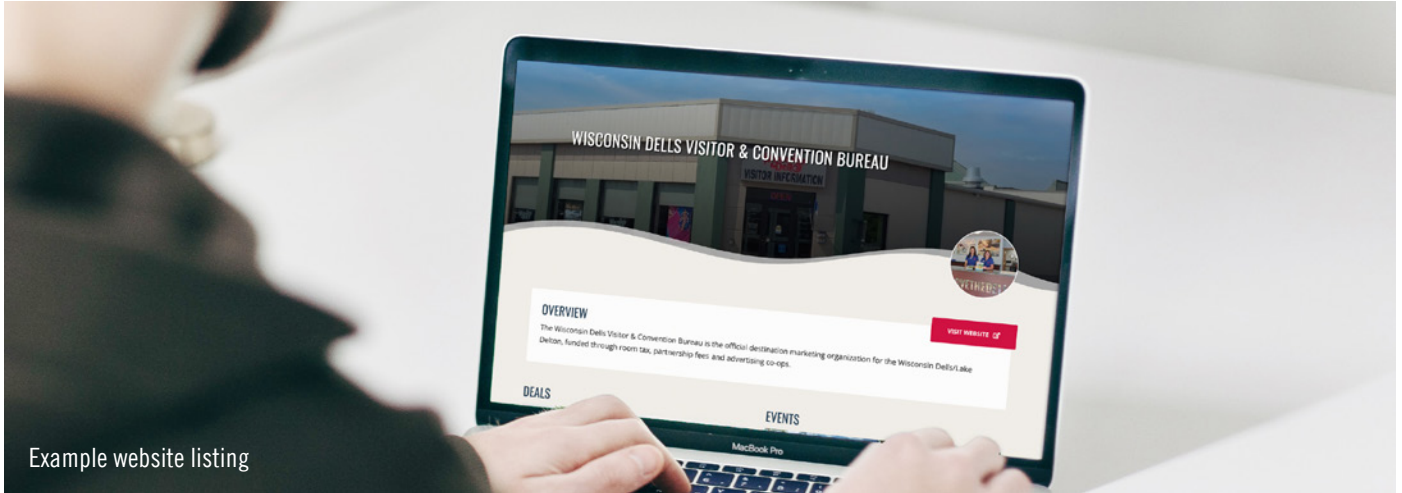
- **WEBSITE LISTING**
Includes:
 - Company name
 - Featured Image (Business choice)
 - 2 additional photos
 - 325 character company description
 - Address
 - Map
 - Hours of operation
 - Phone number
 - Email contact
 - Website link
 - Book/buy now or menu link
 - 1 Social media link
 - Deals & Packages
 - Calendar of Events
- **DEALS & PACKAGES PAGE LISTINGS**
- **CALENDAR OF EVENTS PAGE LISTINGS**

ADDITIONAL BENEFITS

- **YEAR-ROUND PRESENCE AT WELCOME CENTER'S BROCHURE DISPLAY AVAILABLE**
- **ELIGIBLE TO PURCHASE TICKETS TO EDUCATIONAL EVENTS OR SEMINARS**
- **EMPLOYEE ENTERTAINMENT CARD (EEC)**
 - Staff eligible to purchase EEC (limit of 25)
 - Business eligible to list an offer on EEC
- **LEISURE LEADS PROGRAM (CALENDAR YEAR LEADS) \$50**
- **MARKETING PROMOTIONS**
- **PARTNERSNET ACCESS**
- **VISITOR AND MEDIA REFERRALS**
- **SCHOOL CALENDAR**
- **TICKET TRADE OUT**
- **VIP MEDIA PASS**
- **WISCONSIN DELLS JOB BOARD LISTINGS**
- **WISCONSIN DELLS PROUD PARTNER LOGO USAGE**

MARKETING PARTNER I

FEE: \$300



Example website listing

Basic Grid Listing Reference

Enhanced Listing Reference

	Information	Information	Information	Information	Information	Information	Information	Information	Information	Information	Information	Information	Information	Information	Information	Information	Information	Information	
Travelodge 350 W. Monroe Ave Wilderness on the Lake .com																			
350 E Hiawatha Dr (866) 363-5253 wildernessontheLake.com	108				L	I-L O-L													
Features 2- and 3-bedroom condos with fully-equipped kitchens and 4-season sunrooms overlooking Lake Delton. Guests have access to all of the Wilderness's guest-exclusive waterparks and amenities.																			

VACATION GUIDE

- VACATION GUIDE GRID LISTING**
 - Basic Grid Listing
 - Eligible to purchase Enhanced Grid listing for \$150

WISDELLS.COM

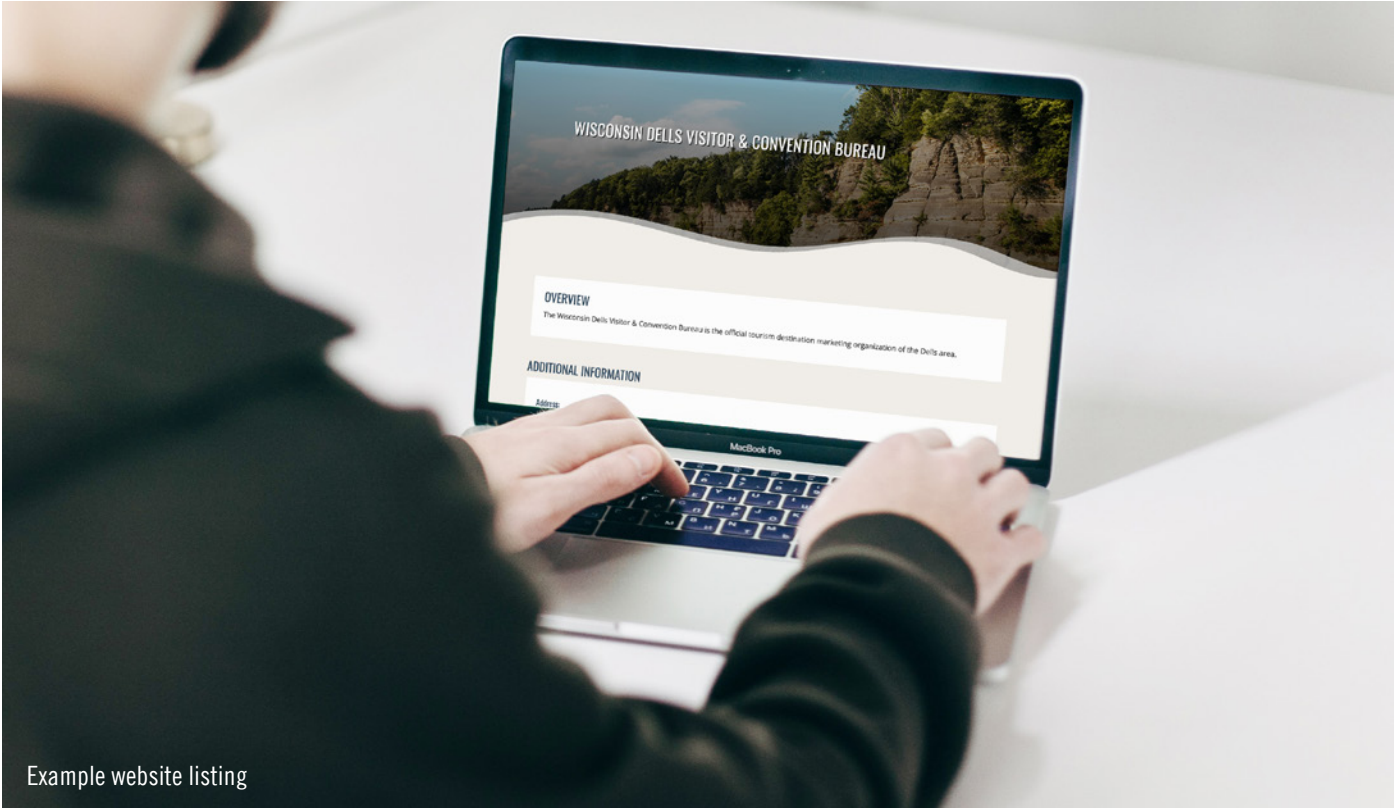
- WEBSITE LISTING**
Includes:
 - Company name
 - Featured Image (Business choice)
 - 1 additional photo
 - 200 character company description
 - Address
 - Map
 - Hours of operation
 - Phone number
 - Email contact
 - Website link
 - Deals & Packages
 - Calendar of Events
- DEALS & PACKAGES PAGE LISTINGS**
- CALENDAR OF EVENTS PAGE LISTINGS**

ADDITIONAL BENEFITS

- YEAR-ROUND PRESENCE AT WELCOME CENTER'S BROCHURE DISPLAY AVAILABLE**
- ELIGIBLE TO PURCHASE TICKETS TO EDUCATIONAL EVENTS OR SEMINARS**
- EMPLOYEE ENTERTAINMENT CARD (EEC)**
 - Staff eligible to purchase EEC (limit of 10)
 - Business eligible to list an offer on EEC
- LEISURE LEADS PROGRAM (CALENDAR YEAR LEADS) \$50**
- MARKETING PROMOTIONS**
- PARTNERSNET ACCESS**
- VISITOR AND MEDIA REFERRALS**
- SCHOOL CALENDAR**
- TICKET TRADE OUT**
- WISCONSIN DELLS PROUD PARTNER LOGO USAGE**

TOURISM AFFILIATE

NO FEE



Example website listing

WISDELLS.COM

- **WEBSITE LISTING**
Includes:
 - Company name
 - Featured Image (WDVCB choice)
 - 125 character company description
 - Address
 - Phone number

ADDITIONAL BENEFITS

- **ELIGIBLE TO PURCHASE TICKETS TO EDUCATIONAL EVENTS OR SEMINARS**
- **VISITOR AND MEDIA REFERRALS**
- **WORK PERMIT PROCESSING**

OVER 500,000 SQ FT OF MEETING SPACE

OVER
8,000
GUEST ROOMS



5,600+

MEETINGS & CONVENTIONS
HELD EACH YEAR

**SAFE & CLEAN
MEETING VENUES**

WITH EXTRA SPACE FOR
SOCIAL DISTANCING



24-HOUR CASINO

6 WINERIES

MULTIPLE SPAS

100+

RESTAURANTS



CHAMPIONSHIP GOLF



**NEARBY AIRPORTS
& IN-AREA**

**AMTRAK
STATION**

PROVIDE FOR EASY
ACCESSIBILITY

**WORLD-CLASS
WATERPARKS**

90+

ATTRACTIONS

PERFECT COMBINATION OF

**NATURAL
BEAUTY & MAN-MADE
FUN**



**Wisconsin
Dells®**

Visitor & Convention Bureau

Wisconsin Dells Visitor & Convention Bureau
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(800) 223-3557 | wisdells.com