



2022 Explore La Crosse Membership Benefits

RESPONSIVE WEBSITE

Explore La Crosse will feature your business page on ExploreLaCrosse.com with links to your web site and your social media partners. Updates in content and photos can be sent to us anytime.

VISITOR'S GUIDE

Your business will be listed in its industry category in the yearly published Explore La Crosse Visitor Guide.

LOCAL BROCHURE DISTRIBUTION

Rack cards to promote your business can be placed at the La Crosse Visitor Center, I-90 Visitor Center, Great River Landing in Onalaska and the mobile tourism trailer.

Additional brochure placement is available at 10 rack card spaces throughout the area at an additional investment of \$95 per year.

Event posters may also be placed in our three Visitor Centers.

COUPONS

Explore La Crosse can share your coupons at conventions, in event bags, ect.

INTERACTIVE MAP

Your storefront business is tagged on an interactive touch screen map at the La Crosse Visitor Center, the I-90 Visitor Center, Great River Landing Onalaska, La Crescent, Holmen, the Omni Center.

EXPLORE LA CROSSE EVENTS CALANDAR

Whether you have a special happy hour night, a kids eat for free night, a sale, live music, a live-streaming event, an on-site event, an anniversary celebration, an open house, or just regular activities to feature, this [Calendar](#) can be a resource to get the word out and is feature in email-blasts! [SUBMIT EVENT INFO](#)

***Note:** Various opportunities and their scheduling are first-come-first-serve. In addition, blog spotlights and business photo shoots will both be limited to two per month.



2022 Membership Marketing Opportunities

BLOG SPOTLIGHT

While Explore La Crosse strives to post various blog topics highlighting the wide-range of our member base, we are offering members a [Blog Spotlight](#).* With an ever-growing blog following, this would grant your business the opportunity to have a specialty interview/article on our website. **CONTACT TO BOOK***

SWEETSTAKES HOST OR CO-HOST

Explore La Crosse features a [Sweepstakes](#) page on our website and you can host sweepstakes to reside within it!* In order to both promote your business and the La Crosse Region, we will work with you to list your event tickets, gift cards, swag, **weekend getaway packages** ([example](#)), + more on our website!

BUSINESS PHOTOGRAPHY

Explore La Crosse can take quality photos to help you promote your business on your website, your social media, and on your membership page on [ExploreLaCrosse.com](#). With appropriate, advanced notice, a team member may attend an event to take exclusive, specialty photos as well. **CONTACT TO BOOK***

INSTAGRAM AND FACEBOOK LIVE FEATURES

Explore La Crosse is offering to partner with you to host social media LIVE stream [interviews](#) at your business site.** Topics may include sales/promos, a business tour, your COVID-19 safety measures, history, a how-to-tutorial, etc. We have 24k FB followers and 6.1k+ Instagram followers. **CONTACT TO BOOK***

*NEW: UP TO 3 PRESS RELEASES TO TARGETED MEDIA LISTS

Explore La Crosse utilizes Meltwater, a media monitoring and public relations platform, and want to share the offerings with you. Upon request, Explore La Crosse is able to share featured article content with targeted media lists for you! New opening? Seasonal updates or offerings? New industry trend or packaged deal? Upcoming anniversary? Let us help you get the news out to media outlets that matter! **CONTACT TO BOOK***