

MEMBERSHIP BENEFITS

2022-2023

RESPONSIVE WEBSITE

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

EXPLORE LA CROSSE VISITOR GUIDE

Your business will be listed in the appropriate industry category in the Explore La Crosse Visitor Guide published annually. Members also have the exclusive opportunity to invest in ads within the Visitor Guide each year.

LOCAL BROCHURE DISTRIBUTION

Members may provide brochures/rack cards promoting their business to be placed at the Explore La Crosse Visitor Center, the La Crosse Center Visitor Center, the I-90 Visitor Center, at Great River Landing, and in our Mobile Tourism Trailer.

Additional brochure placement is available at ten rack card locations throughout the region with an additional investment of \$95 per year.

Event posters may be placed in each of our Visitor Centers as well.

INTERACTIVE MAP

Your storefront business is pinned on our interactive, touch screen map at the La Crosse Visitor Center, the I-90 Visitor Center, Great River Landing Onalaska, La Crescent Area Event Center, Holmen, and the Onalaska Omni Center.

EXPLORE LA CROSSE EVENTS CALENDAR

Whether you have a special happy hour night, a sale, live music, a live-streaming event, an on-site event, an anniversary celebration, an open house, a festival, or just regular activities that enhance the visitor experience, please submit them to our Events Calendar to be promoted on our website, featured in our e-newsletter, shared in our Instagram Stories, and posted to our Facebook feed (Facebook post is upon request).

BUSINESS COUPONS

Explore La Crosse can share your business coupons at conventions, in event bags and more.

FREE 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 notice in advance, a Marketing team member may attend an event to take exclusive, specialty photos as well.

MEMBERSHIP OPPORTUNITIES

2022-2023

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 grants businesses an opportunity to have specialty article content on our website. Our Bluffs Blogs are promoted through social media, in our e-newsletters, and more.

INSTAGRAM, FACEBOOK, AND TIKTOK FEATURES

Explore La Crosse offers the opportunity to host a social media LIVE stream and or come gather content to compile into an Instagram Reel and TikTok video. Topics may include sales and promotions, a business tour or your business history, a how-to tutorial relevant to your business, or simply a fun contemplation of on-site footage. All posts are available for your business to share and post as well.*

INFLUENCER, AMBASSADOR, AND TRAVEL WRITER HOSTING

Explore La Crosse is excited to have launched a new Influencer, Ambassador, and Travel Writer Program. The initiative welcomes content creators of all kinds to apply to visit the La Crosse Region and in turn, provide a variety of deliverables. When content creators visit, Explore La Crosse only allows them to promote our members. That said, we hope you get involved! These creators are required to have 500 - 20,000 followers to be our partner, and you could be included as one of their featured stops! Interested? Apply and learn more with the QR code here>



SWEEPSTAKE HOST OR CO-HOST

Explore La Crosse showcases a Sweepstakes/Win a Trip webpage on our website and you can host a sweepstake to reside within it!* In order to both promote your business and the La Crosse Region, we will work with you to list a special event, gift cards, over-night stays, getaway packages, festival tickets, or brandad swag packs. Not sure you want to host a Sweepstake on your own? We can work with you and other members to package up an awesome value to promote to our thousands of followers.

**OVER 25,000 FACEBOOK &
8,700 INSTA FOLLOWERS**

THE WISCONSINISTA

**OVER 54,000
EMAIL SUBSCRIBERS**

OVER 29.3K BLOG READS IN 2022

**A SWEEPSTAKE REACHED OVER 4K
ENTRIES IN JUST TWO WEEKS IN 2021**

