

MEMBERSHIP BENEFITS

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. Your will also be pinned on our interactive, touch screen map.

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. We print and distribute 90,000 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.

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 and shared in our Instagram and Facebook Stories. Please visit explorelacrosse.com/submit-your-event/ to get listed.

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. Please contact Irish Dishno, dishno@explorelacrosse.com, to schedule your photography!

NEW: I-90 BILLBOARD ADS - FREE FOR EVENTS & FESTIVALS

The I-90 Events Billboard benefit has returned! Explore La Crosse is partnering with our Events & Festivals members to offer FREE placement of event advertising on the both the East & West sides of the Exit 3 digital billboard.* Total weekly impressions of 100K+!

*Limit three member events per month and the ad runs for two weeks prior to the event date on both sides of the billboard. Events and Festivals must reserve their placement with Haleigh Doyle, Director of Marketing (doyle@explorelacrosse.com) at least 60 days prior to the event date to allow for artwork design, approval, and scheduling. Advertising will be placed on a templated billboard layout, co-branded with Explore La Crosse, and can feature one photo, one logo, and five to seven words.

Contacts:

Membership Details: Deb Carlson, carlson@explorelacrosse.com

Billboards & Influencers: Haleigh Doyle, doyle@explorelacrosse.com

Social, Blogs & Sweeps: Iris Dishno, dishno@explorelacrosse.com

explore
LACROSSE
com

MEMBERSHIP OPPORTUNITIES

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.*

NEW: INFLUENCER, AMBASSADOR, AND TRAVEL WRITER HOSTING

Host a Content Creator! 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 requires them to exclusively promote our members - just like you! 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 itinerary's featured stops!



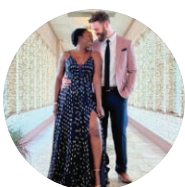
EXPLORE LA CROSSE SWEEPSTAKES SHOWCASE

We have a Sweepstakes/Win a Trip landing page on our website where you can be promoted! In order to best promote members and the La Crosse Region, Explore La Crosse works hard to curate themed packages of gift cards, overnight stays, tour passes, event tickets, swag packs, and more. Each sweepstake/getaway package is featured on our social platforms, in our e-newsletter, and on other sweepstake websites. These sweepstakes happen seasonally and our last Rotary Lights Getaway had over 14,000 entries!

**OVER 26,000 FACEBOOK &
9,600 INSTA FOLLOWERS**

THE WISCONSINISTA

**OVER 56,000 COMBINED
EMAIL SUBSCRIBERS**



OVER 43.9K BLOG READS IN 2022

**A SWEEPSTAKE REACHED 14K+ ENTRIES
IN JUST TWO WEEKS LAST YEAR**

