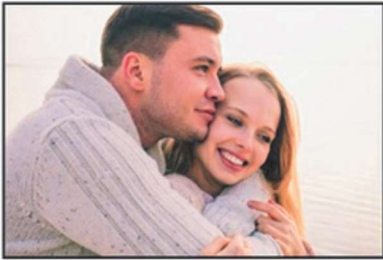




2025 CO-OP MARKETING PROGRAM



2025 WCVB CO-OP MARKETING PROGRAM

Dear Valued Tourism Partners,

The Walworth County Visitors Bureau (WCVB) is happy to offer a new cooperative marketing program in 2025, that allows businesses, attractions and organizations a chance to have their marketing and advertising reach further at a price that may be less than doing it individually!

Why?

As Walworth County's Destination Marketing Organization (DMO), the WCVB spends over 70% of their annual budget promoting tourism throughout Walworth County. Some of this marketing may be attractive to other tourism-related businesses and organizations within Walworth County. The WCVB is offering tourism partners different options through a win-win Cooperative Marketing Program that will allow individual partners to be part of budget-friendly campaign while sharing the cost with others. The combined effort promotes each partner and expands the attractiveness of Walworth County as a desired destination.

How do you get involved?

Simply review the options in this packet and complete the online sign-up form (link and QR Code on Page 8). A follow up email with an invoice will be sent to confirm the order. Then, follow the deadline to submit the required materials for the items you have selected. Payment is due and must be received at the same time materials are submitted. Payment can be made online (coming soon) or by check. Participation is first come, first served. A waiting list will be available for any changes that may arise.

We look forward to working with you on this exciting program. We encourage questions and input, to continually improve the program, so the WCVB can provide the best service and the best opportunities possible.

Let's Go WalCo!

WCVB Board of Directors

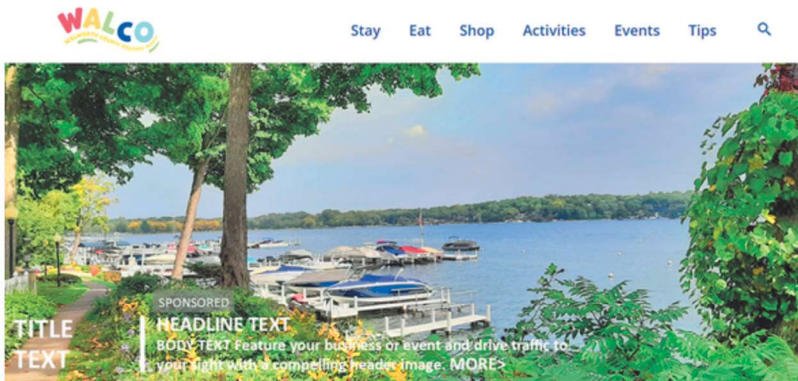


Walworth County Visitors Bureau
PO Box 117, Delavan, WI 53115 | (262) 728-6000
contact@gowalco.com | www.gowalco.com

WEBSITE

HOME PAGE HEADER IMAGE

Jan-Dec 2024 = 51K users to the site



3 months - \$400 per month
6 months - \$375 per month
12 months - \$350 per month

Opportunity for three (3) tourism businesses to have a featured image on the top of the home page of the GoWalCo.com website in a photo slider with a URL link.

Requirements:

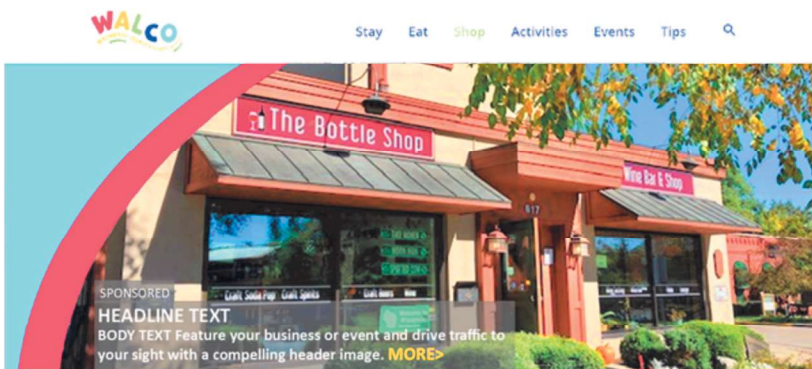
- Photo: 1920 pixels wide x 1080 pixels tall
- Title Text: 15 characters
- Headline Text: 5 words, 35 characters
- Body Text: 20 words, 120 characters
- Click-through URL

Feature your business or event and drive traffic to your site with a compelling image. Space is available in three-month increments: Jan-Mar, Apr-June, July-Sept and Oct-Dec. Images and text can be updated monthly.

Material deadline: 30 days prior to the month in which the image is to appear.

CATEGORY HEADER IMAGE - 4 OPTIONS

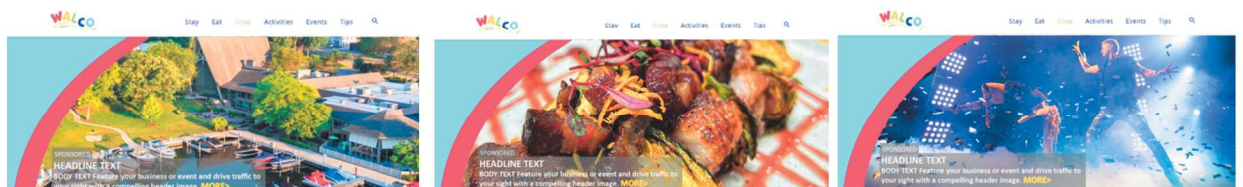
Jan-Dec 2024 = 256K+ actions taken



3 months - \$300 per month
6 months - \$275 per month
12 months - \$250 per month

Opportunity for three (3) businesses in specific categories to have a featured image on the top of a page of the GoWalCo.com website in a photo slider with a URL link.

CATEGORIES
Shop,
Stay, Eat,
Activities



Feature your business in its category and drive traffic to your site with a compelling image. Space is available in three (3) month increments; Jan-Mar, Apr-June, July-Sept and Oct-Dec. Images and text can be updated monthly.

Material deadline: 30 days prior to the month in which the image is to appear.

Requirements:

- Photo: 1920 pixels wide x 1080 pixels tall
- Headline text: 5 words, 35 characters
- Body text: 20 words, 120 characters
- Click-through URL

WEBSITE

PREMIUM HEADER IMAGE – EVENTS PAGE

Jan-Dec 2024 = 131K actions taken on the page



Feature your business on the popular events page and drive traffic to your site with a compelling image and a calendar event listing. Space is available monthly.

Material deadline: 30 days prior to the month in which the image is to appear.

\$350 per month

Opportunity for three (3) tourism businesses to have a featured image on the top of the popular events page of the GoWalCo.com website in a photo slider each month with a URL link.

INCLUDES: One Calendar event listing with description, image and URL link.

Requirements:

- Header image: 1920 pixels wide x 1080 tall
- Calendar image: 1080 pixels wide x 600 tall
- Calendar listing: Date(s), Event name, Time, Location address, Phone
- Calendar description: 100 words
- Click-through URL

EVENT LISTING: FEATURED OR STANDARD

Featured Events are Pinned to the Top of the Page



ELECTRIC CHRISTMAS PARADE

Join VISIT Lake Geneva for a joyful celebration of the season as this colorful, light-filled parade moves down...

[| READ MORE](#)



REV-UP WEEKEND, DELAVAN

Join Visit Delavan for Rev-Up Weekend featuring the Cars Time Forgot Car Show. Check out the lineup of all the fun...

[| READ MORE](#)



ELKHORN RIBFEST

Five days of unbelievably delicious, mouth watering barbecue and high quality entertainment located on t

[| READ MORE](#)

Featured: \$250 per month

Opportunity for three (3) businesses to have one event "pinned" to the top of the page each month. Includes Standard event listing.

Standard: \$25 each*

A one-time set up fee is charged for event listings to be placed in date order on the page.

**FREE for Non-profit organizations*

Standard Event Listings are in Date Order

August 2024

MON
19

August 1 @ 7:00 pm - August 31 @ 9:00 pm

Phoenix Park Bandshell Concerts in the Park – August

The Phoenix Park Bandshell is Delavan's outdoor venue that provides FREE entertainment for everyone! All of the shows are FREE and open to the public. Kick off your shoes and dance ...

[Read More »](#)



BLOG & EMAIL

BLOG MENTION, PREMIUM | EXCLUSIVE BLOG

Jan-Dec 2024 = WCVB Blogs received up to 9,200 views each with over 31,750 clicks or downloads

HIKE, BIKE, RUN AND WALK IN WALCO

By gowalco / June 18, 2024

Whether you're looking to participate in a run/walk for a cause or simply get out and enjoy the beauty mother nature has to offer, you'll find plenty of options in Walworth County, Wisconsin.



Your business can be mentioned or featured exclusively in one of the monthly blogs posted on the Tips page of the GoWalCo.com website. Choose from the listed topics for ones that suit your business best. WCVB blogs are emailed to visitors and used as a base for a paid feature with Chicago Parent magazine four times a year.

Material deadline: 60 days prior to the month in which the blog is to appear.

Blog Mention - \$50 each

WCVB posts one (1) blog per month. Your business can be mentioned in the blog of your choosing! Photos welcome for consideration.

Includes: Blog, Visitor email, Social post.

Premium Blog Mention - \$100 each

Includes: Blog, Visitor email, Social post, Chicago Parent feature story in May, June, July & November.

Exclusive Blog \$750 each

It's all about YOU! One (1) exclusive business or event blog will be posted monthly.

INCLUDES: Blog, Visitor email, Social post

Mention Requirements:

- Business or Event, location, dates if applicable, 50 word description
- Click-through URL
- Photo (737x696 pixels)

Exclusive Requirements:

- Same as above with up to 1,000 words and three (3) photos

VISITOR EMAIL ADVERTISING

Visitor Email List = 11K+ | Avg Open rate = 42% | Avg Click thru rate = 3%

SPONSORED

THE ABBEY RESORT
The Lake Geneva Experience
The only full-service resort on the shores of Lake Geneva.

269 Fontana Blvd | Fontana
[VISIT WEBSITE>](#)

SPONSORED

NEON NIGHTS MUSIC FESTIVAL
Top County Acts, Camping, Fun
Two nights of incredible entertainment.

411 E Court St | Elkhorn
[VISIT WEBSITE>](#)

SPONSORED

DANCING HORSES THEATRE
Vegas-style Horse Show
A true family-friendly attraction with show, petting zoo and train ride in one location.

5065 WI-50 | Delavan
[VISIT WEBSITE>](#)

\$100 per month

Opportunity for three (3) businesses to place an ad within the monthly visitor email with a URL link.

Requirements:

- Ad image: 1080 pixels wide x 600 tall
- Headline: 4 words, 25 characters
- Sub heading: 5 words, 25 characters
- Description: 15 words, 75 characters
- Street address, City
- Click-through URL

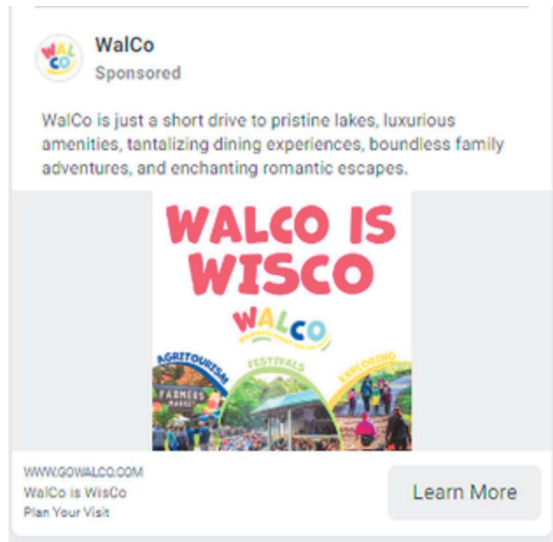
Feature your business or event and drive traffic to your site with a compelling image and simple text. Space is available monthly.

Material deadline: 30 days prior to the month in which the ad is to appear.

SOCIAL MEDIA

BOOSTED SOCIAL MEDIA POST

May - August, paid and organic reach: Facebook: 364K; Instagram: 4K



\$250 each

WCVB will post your content and boost to the WCVB audience on Facebook and Instagram. One ad will run for two (2) weeks. Maximum of two (2) ads total, will be boosted each month.

Requirements:

- Photo(s) or video: 1080x1080 pixels
- Body Copy: up to 125 characters
- Click-through URL
- General description of your target audience

Material deadline: 60 days prior to the date on which the boost is to begin.

INFLUENCER REEL ACTIVITY PARTICIPATION

Potential range of 20K-170K views that reach 14K-120K accounts creating 500-9K+ interactions



Host an influencer with one guest at your business for a complimentary activity related to your business as they film content for a themed reel/story.

Gift Certificate or Ticket deadline: 30 days prior to the date in which the influencer is scheduled to visit.

Special Note: Final video content is at the discretion of the influencer. Participants that do not appear in the final cut will receive a boosted post on WCVB social media.

Page 6

\$350 + Comp Activity

The WCVB will work with multiple influencers for sponsored content. Your business may be featured in their social media reel/post/stories.

- Max ten (10) businesses in each themed reel
- Complimentary activities are needed that fit the theme to cover food, lodging, attractions or events the influencer will visit to record video content with one guest. You will provide a part of this itinerary.
- The itinerary will be provided to the influencer in the order that makes the most sense based on timing and participating locations.

Requirements:

- Complimentary activity for two (2). Additional guests of the influencer will pay for the activity.
- Activity should fit the theme.
- WCVB will create an itinerary for the influencer and confirm details with each participant.
- Exact scheduling is based on influencer availability and subject to change.



BILLBOARDS & SIGNAGE

DIGITAL BILLBOARDS

North Facing, US Highway 12, Pell Lake Dr, Bloomfield



Choose one of six (6) months in which to feature your business on a board that greets travelers as they enter the County from Illinois.

Material deadline: 30 days prior to the month in which the ad is to appear.



\$599 per month

With WalCo branding

- 30' x 10' Space rotates every 7.5 seconds, every other minute.
- 300K+ vehicles per week

\$799 per month

No WalCo branding

Requirements:

- Size: 928x288 pixels, 72DPI, RGB color, JPG, PNG file
- WalCo branding = 20% of space for WalCo

South Facing, Interstate 94, Hwy 50, Kenosha



Choose one of six (6) months in which to feature your business on a board at one of the busiest areas between Chicago and Milwaukee.

Material deadline: 30 days prior to the month in which the ad is to appear.



\$1,000 per month

With WalCo branding

- 48' x 14' Space
- 100K-150K vehicles per day

\$1,500 per month

No WalCo branding

Requirements:

- Size: 1,800x525 pixels, 72DPI, RGB color, JPG, PNG
- WalCo branding = 20% of space for WalCo

TERMS & CONDITIONS

2025 Walworth County Visitors Bureau Cooperative Marketing Program

Reservations

Co-Op marketing with the Walworth County Visitors Bureau (WCVB) is reserved using the online link. All reservations are made on a first come, first served basis with waiting lists should alternates be needed.

All orders are subject to WCVB approval. The WCVB reserves the right to reject or cancel requests for any reason, including any marketing which, in the opinion of the WCVB, does not conform to the standards or purpose of the program. All scheduled reservations will be invoiced with no additional reminders sent.

Design Services

Any business needing assistance with design services can have original artwork created by the WCVB marketing agency, APG Southern Wisconsin. There will be no charge for the first hour. Additional time will be billed directly by APG at their standard rates.

Electronic Submission

Please submit all materials by email to the correct specifications. Anything that does not meet the specifications will be returned for corrections.

Billing Terms

Payment is due with the material deadline. Any unpaid invoices will result in the cancellation of the reserved marketing that will then be opened up to the next business on the waiting list.

Payment should be made online with credit/debit card or manually with a check mailed to the WCVB and received by the material deadline.

Businesses may cancel reservations in writing ten (10) business days in advance of the material deadline. Space will then be opened up to the next

business on the waiting list. Late cancellations will be reviewed by the WCVB Board of Directors for the amount to be billed and the decision of the Board will be final.

Program Terms

All marketing is accepted and published or submitted to other agencies by the WCVB from businesses authorized to publish the content, photos and subject matter. Content with names or images of living people that is submitted to the WCVB shall be with an understanding that the business submitting the content has obtained the appropriate consent for use. The WCVB will be held harmless from and against any loss or expense, including without limitation, reasonable attorney's fees from claims or suits based upon the content submitted including claims or suits for libel, violation of right to privacy, plagiarism and copyright infringement.

All terms and conditions noted in this document and the online reservation form, shall combine to be a part of a contract and shall be binding. The WCVB and agencies assisting with the program on behalf of the WCVB are not liable for any damages, including consequential damages, if for any reason the marketing fails to appear.

WALWORTH COUNTY VISITORS BUREAU

PO Box 117, Delavan, WI 53115
(262) 728-6000

Complete Reservation Form Online
bit.ly/WCVBcoop2025

Send material submissions by email to:
contact@gowalco.com

SCAN to be
directed to the
Reservation
Form

