

VISIT x Wauwatosa Partnership Agreement 2024

SCOPE OF SERVICES		
	Contract Element	Description
	Print	
	OVG Full-Page Ad	1-full page advertisement with premium placement in the 2024 Visitors Guide. Partner to provide artwork
	OVG Editorial Spread	2-page editorial in the 2024 Visitors Guide. Content produced by VISIT with partner approval
	OVMap	Map listing in 2024 Map
	Website	
	Discover Wauwatosa Website	Simpleview microsite under DiscoverWauwatosa.com on VISIT's platform. Includes 8 hours a month of VISIT support help, management fee for child site, Simpleview CMS and CRM. Standard cost of business increase each contract year of 3%
	Dedicated web presence	Dedicated webpage with high-level overview of the city on visitmilwaukee.org. Appropriate Tosa content references will also be woven throughout digital and print content created by VISIT over the term of this contract
	Direct Booking Widget	Wauwatosa partner hotels listed in VISIT's direct booking widget
	Top Point of Interest	Wauwatosa presence on VISIT's neighborhood page as a top nearby area of interest
	Blog Posts	VISIT to develop quarterly blog posts featuring Wauwatosa
	Public Relations	
	Pitches & Referrals	VISIT to include partner in at least three meetings/conventions and/or leisure pitches to media outlets
	Travel Writers	VISIT to include partner in the suggested itinerary of at least three travel writers
	Local TV	VISIT to include partner mentions in at least 10 TV spots
	Social	
	Social Post	Quarterly post on VISIT's Facebook or Instagram channel. Content produced by VISIT
	Video Content	Four unique video content to be posted on VISIT's Instagram Reels or TikTok channel with partner's creative direction and collaborate as needed.
	Email	
	Leisure Newsletter	Wauwatosa businesses and events featured quarterly in VISIT's Leisure newsletter. Includes featured content and banner ad
	Milwaukee 365 Newsletter	Wauwatosa businesses and events featured quarterly in Milwaukee365 newsletter. Partner to supply event image and details
	Sales & Experiential	
	Familiarity Tours	
	Meeting Planners	Promote Wauwatosa's venue and meeting-related service partners as Milwaukee's premier suburb for the purpose of booking future events. Invite meeting planners to experience Wauwatosa's hotels, venues, restaurants, and hospitality. Showcase strengths as a premier meetings destination. Additional costs may apply depending on group size and scope. Details to be determined
	Media	Promote Wauwatosa as a leisure destination to markets outside of the Greater Milwaukee area, region or state. Fully hosting media, including social influencers, to garner interest in Wauwatosa and all of its amenities. Additional costs may apply depending on group size and scope. Details to be determined

	Visitor Information Services	Staffed in-person Visitor Information Center providing visitors with information on Wauwatosa's attractions, wayfinding, and other tourism-related topics. Partner literature displayed at the Wisconsin Center, Mobile Kiosk, 3rd Street Market Hall, Milwaukee Airport pop up and Visitor Brochure racks throughout the region
	Sales Leads	Sales leads provided to partner Wauwatosa hotels as defined by the meeting planner event requirements
	M&C/Group Tour Events	Trade show representation – Wauwatosa partner hotels included in the total Meetings & Conventions package promoted to meeting planners and clients
	Trade Shows	Representation spot along with VISIT Milwaukee staff at regional MPI and WSAE
	Sales Missions	Travel with VISIT Milwaukee team on Madison and Chicago sales missions
Expedia		
	Expedia Media Buy	VISIT to coordinate Q4 Expedia media plan, execute creative, and track performance of campaign to increase out-of-state hotel stays during off-peak periods
Consultation		
	VISIT x Wauwatosa	Half hour monthly industry consultation
Partnership		
	Corporate Partnership Level	The partnership covers the annual partnership dues
TRADITIONAL INVESTMENT		\$300,000