Wisconsin Dells®

Visitor & Convention Bureau

2026 MARKETING PARTNER PROGRAM

THE WDVCB WORKS FOR YOU!

We are thrilled to have you explore the exciting opportunities that the Wisconsin Dells Visitor & Convention Bureau (WDVCB) has to offer! The WDVCB has been on a tourism and marketing journey that is unique and like no other region in Wisconsin.

The WDVCB is a private, not-for-profit partnership organization that collectively pools partnership investments to create and promote area wide campaigns through various marketing initiatives. No matter the size of your organization, we will work together by collaborating and maximizing our resources to grow the Wisconsin Dells/Lake Delton area as a national year-round tourism destination.

We look forward to the opportunity to partner with you on this exciting journey!

STATISTICS

Budget: $16+ million

# of Employees: 20 full-time, 3-8 seasonal/part-time

Approximate # of partners: The WDVCB represents over 400 businesses

OUR ORGANIZATION MISSION

The Wisconsin Dells Visitor and Convention Bureau (WDVCB) is the official destination marketing organization for the Wisconsin Dells area, whose mission is to grow the economic impact of tourism by inspiring and encouraging travel to the community through innovative marketing & economic development strategies, benefiting our visitors, community, and business partners.

OUR DESTINATION VISION

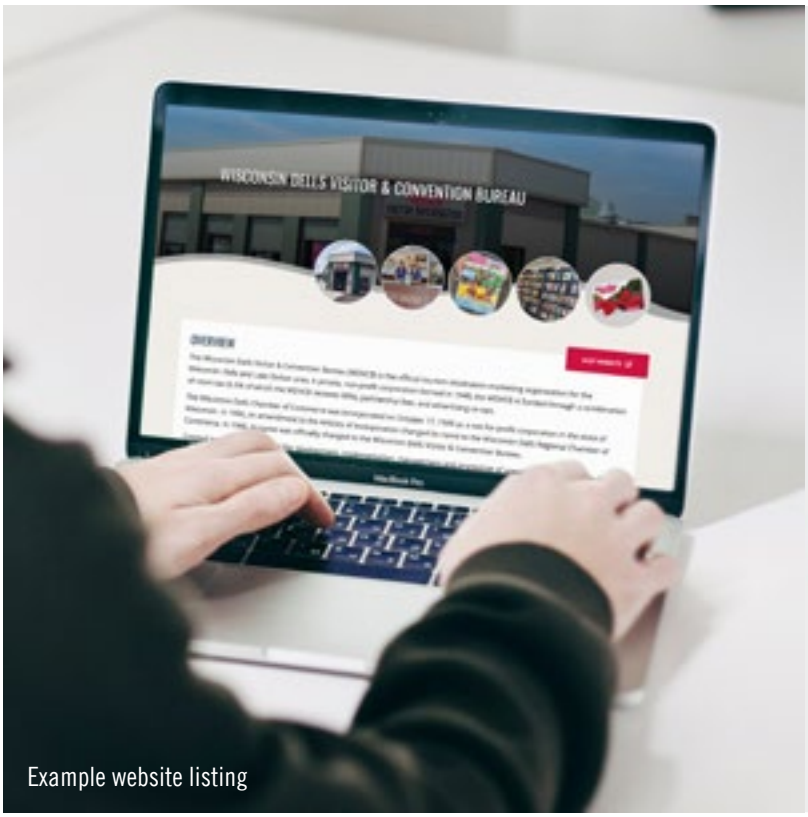
Our vision is to secure the Wisconsin Dells area as a premier year-round tourism destination.

BENEFITS AT A GLANCE

		Marketing Partner 4	Marketing Partner 3	Marketing Partner 2	Marketing Partner 1	Tourism Affiliate	Supplier Partner
		$5,000	$2,500	$750	$300	No fee	$300
VACATION GUIDE	Quick Listing	Yes	Yes	Yes	Yes	No	No
	Enhanced Quick Listing	$150	$150	$150	$150	No	No
	1/6 page P&C & Display	$1050	$1050	$1050	No	No	No
	1/3 page P&C & Display	$1,950	$1,950	$1,950	No	No	No
	1/2 page	$3,250	$3,250	No	No	No	No
	2/3 page	$4,350	$4,350	No	No	No	No
	Full-Page Vertical	$5,400	No	No	No	No	No
	Full-Page Horizontal	$5,950	No	No	No	No	No
	Two-Full-Page Spread (limited quantity available)	$15,000	No	No	No	No	No
	Premium Page (eligible to purchase 1 additional ad up to 1 full page at full page rate)	refer to VG primer for details	No	No	No	No	No
WISDELLS.COM	Featured image	Business Choice	Business Choice	Business Choice	Business Choice	WDVCB Choice	WDVCB Choice
	- additional photos	5	3	2	1	No	No
	Business name in banner image	Yes	Yes	Yes	Yes	Yes	Yes
	Description	1000 characters	500 characters	325 characters	200 characters	125 characters	200 characters
	Address & Phone Number	Yes	Yes	Yes	Yes	Yes	Yes
	Email address	Yes	Yes	Yes	Yes	No	Yes
	Web URL	Yes	Yes	Yes	Yes	No	Yes
	Hours of Operation	Yes	Yes	Yes	Yes	No	Yes
	Map	Yes	Yes	Yes	Yes	No	Yes
	Deals & Packages	Yes	Yes	Yes	Yes	No	No
	Calendar of Events	Yes	Yes	Yes	Yes	No	No
	Book/Buy now or Menu	Yes	Yes	Yes	No	No	No
	Social Media link	Up to 5	3	1	No	No	No
	Trip Advisor and/or user generated content	Yes	Yes	No	No	No	No
	Featured Listing for specified period of time	Eligible $	No	No	No	No	No
	May purchase additional Featured Listings	2024 $	No	No	No	No	No
ADDITIONAL BENEFITS	Brochure Display in Welcome Center	Yes	Yes	Yes	Yes	No	No
	Calendar of Events - listing	Yes	Yes	Yes	Yes	Yes	No
	Certified Pool Operator (CPO) Course	$	$	$	$	$	$
	Education/seminars	4 comp	2 comp	$	$	$ 2.5x MP Fee	No
	EEC - staff eligible for purchase	$	$	$ Limit 25	$ Limit 10	No	$ Limit 10
	EEC - business offer	Yes	Yes	Yes	Yes	No	No
	Leisure Leads Program (calendar year leads)	$50	$50	$50	$50	No	No
	Marketing Promotions	Yes	Yes	Yes	Yes	No	No
	Packages & Deals	Yes	Yes	Yes	Yes	No	No
	Partner Mixer Host	Yes	Yes	Yes	Yes	No	No
	PartnersNet Access	Yes	Yes	Yes	Yes	No	Yes
	Referrals (visitor & media)	Yes	Yes	Yes	Yes	Yes	Yes
	School Calendar	Yes	Yes	Yes	Yes	No	No
	Wisconsin Dells Job Board Listings	Yes	Yes	Yes	Yes	No	Yes

MARKETING PARTNER 4

FEE: $5,000



Example website listing

Example of Full-Page Vertical Bleed Ad

VACATION GUIDE

- **VACATION GUIDE QUICK LISTING**
  - Basic Quick Listing
  - Eligible to purchase Enhanced Quick Listing for $150
- **ADVERTISING OPPORTUNITIES IN WISCONSIN DELLS VACATION GUIDE***
  - 1/6 page P&C** or Display $1,050
  - 1/3 page P&C** or Display $1,950
  - 1/2 Page $3,250
  - 2/3 Page $4,350
  - Full-Page Vertical $5,400
  - Full-Page Horizontal $5,950
  - Two-Full-Page Spread $15,000***

* New partners must pre-pay for their Vacation Guide advertisement in full.
** P&C = Picture & Copy standard format.
***Limited quantity of three Two-Full-Page Spread placements with bleeds within the Advertorial and/or Quick Listing sections. Placements are assigned first by right of refusal, then on a first-come basis.

WISDELLS.COM

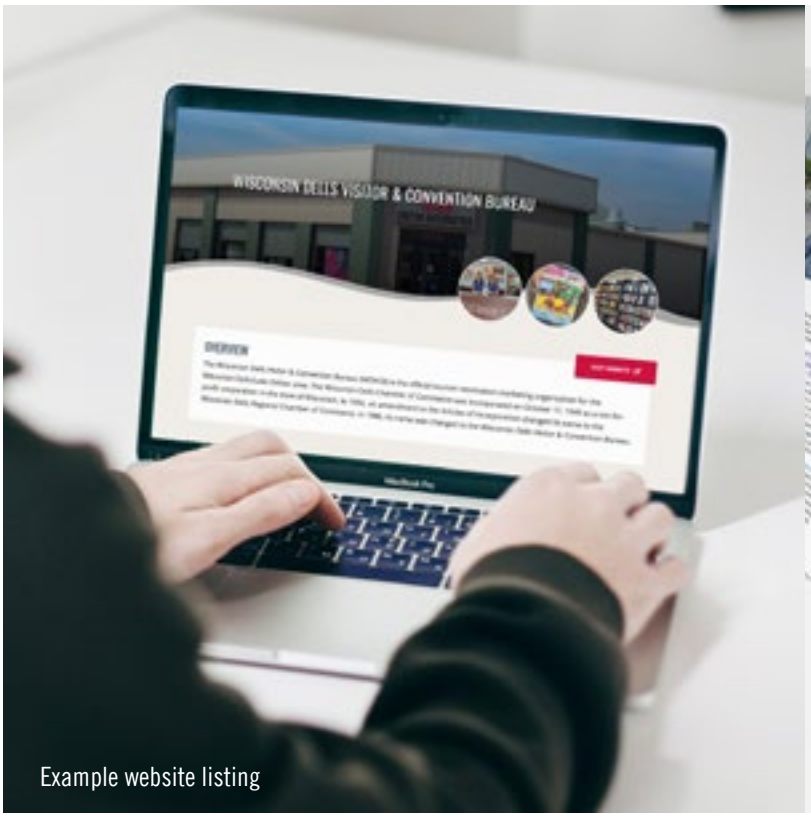
- **WEBSITE LISTING**
  Includes:
  - Company name
  - Featured Image (Business choice)
  - 5 additional photos
  - 1000-character company description
  - Address
  - Map
  - Hours of operation
  - Phone number
  - Email contact
  - Website link
  - Book/buy now or menu link
  - Up to 5 social media links
  - Trip Advisor link
  - User-generated content gallery
  - Deals & Packages
  - Calendar of Events
- **DEALS & PACKAGES PAGE LISTINGS**
- **CALENDAR OF EVENTS PAGE LISTINGS**
- **ELIGIBLE TO PURCHASE FEATURED LISTING FOR SPECIFIED PERIOD OF TIME**

ADDITIONAL BENEFITS

- **YEAR-ROUND PRESENCE AT WELCOME CENTER'S BROCHURE DISPLAY AVAILABLE**
- **4 COMPLIMENTARY EDUCATIONAL EVENT OR SEMINAR REGISTRATIONS**
- **EMPLOYEE ENTERTAINMENT CARD (EEC)**
  - Staff eligible to purchase EEC
  - Business eligible to list an offer on EEC
- **LEISURE LEADS PROGRAM (CALENDAR YEAR LEADS)** $50
- **MARKETING PROMOTIONS**
- **PARTNERSNET ACCESS**
- **VISITOR AND MEDIA REFERRALS**
- **SCHOOL CALENDAR WISCONSIN DELLS JOB BOARD LISTINGS**
- **WISCONSIN DELLS PROUD PARTNER LOGO USAGE**
- **CERTIFIED POOL OPERATOR (CPO) COURSE**
- **PARTNER MIXER HOST**

MARKETING PARTNER 3

FEE: $2,500



Example website listing

Example of 2/3 Page Ad

VACATION GUIDE

- **VACATION GUIDE QUICK LISTING**
  - Basic Quick Listing
  - Eligible to purchase Enhanced Quick Listing for $150
- **ADVERTISING OPPORTUNITIES IN WISCONSIN DELLS VACATION GUIDE***
  - 1/6 page P&C** or Display $1,050
  - 1/3 page P&C** or Display $1,950
  - 1/2 Page $3,250
  - 2/3 Page $4,350

* New partners must pre-pay for their Vacation Guide advertisement in full.

** P&C = Picture & Copy standard format.

WISDELLS.COM

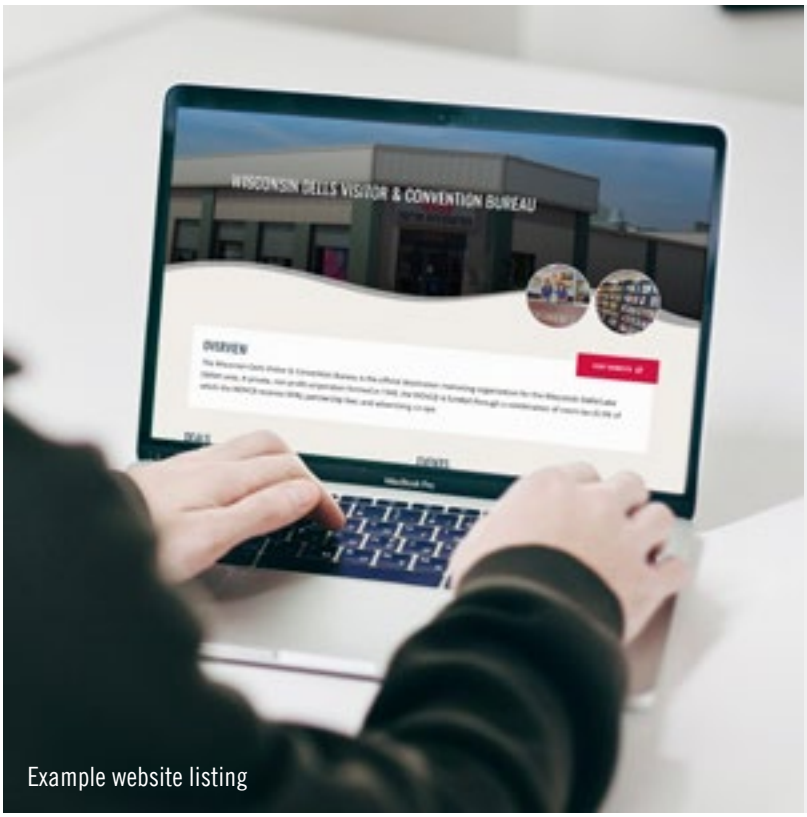
- **WEBSITE LISTING**
  Includes:
  - Company name
  - Featured Image (Business choice)
  - 3 additional photos
  - 500-character company description
  - Address
  - Map
  - Hours of operation
  - Phone number
  - Email contact
  - Website link
  - Book/buy now or menu link
  - Up to 3 social media links
  - Trip Advisor link
  - User-generated content gallery
  - Deals & Packages
  - Calendar of Events
- **DEALS & PACKAGES PAGE LISTINGS**
- **CALENDAR OF EVENTS PAGE LISTINGS**

ADDITIONAL BENEFITS

- **YEAR-ROUND PRESENCE AT WELCOME CENTER'S BROCHURE DISPLAY AVAILABLE**
- **2 COMPLIMENTARY EDUCATIONAL EVENT OR SEMINAR REGISTRATIONS**
- **EMPLOYEE ENTERTAINMENT CARD (EEC)**
  - Staff eligible to purchase EEC
  - Business eligible to list an offer on EEC
- **LEISURE LEADS PROGRAM (CALENDAR YEAR LEADS)** $50
- **MARKETING PROMOTIONS**
- **PARTNERSNET ACCESS**
- **VISITOR AND MEDIA REFERRALS**
- **SCHOOL CALENDAR**
- **WISCONSIN DELLS JOB BOARD LISTINGS**
- **WISCONSIN DELLS PROUD PARTNER LOGO USAGE**
- **CERTIFIED POOL OPERATOR (CPO) COURSE**
- **PARTNER MIXER HOST**

MARKETING PARTNER 2

FEE: $750



Example website listing

Examples of 1/6 Page P&C and 1/3 Page Display

VACATION GUIDE

- **VACATION GUIDE QUICK LISTING**
  - Basic Quick Listing
  - Eligible to purchase Enhanced Quick Listing for $150
- **ADVERTISING OPPORTUNITIES IN WISCONSIN DELLS VACATION GUIDE***
  - 1/6 page P&C** or Display $1,050
  - 1/3 page P&C** or Display $1,950

* New partners must pre-pay for their Vacation Guide advertisement in full.
** P&C = Picture & Copy standard format.

WISDELLS.COM

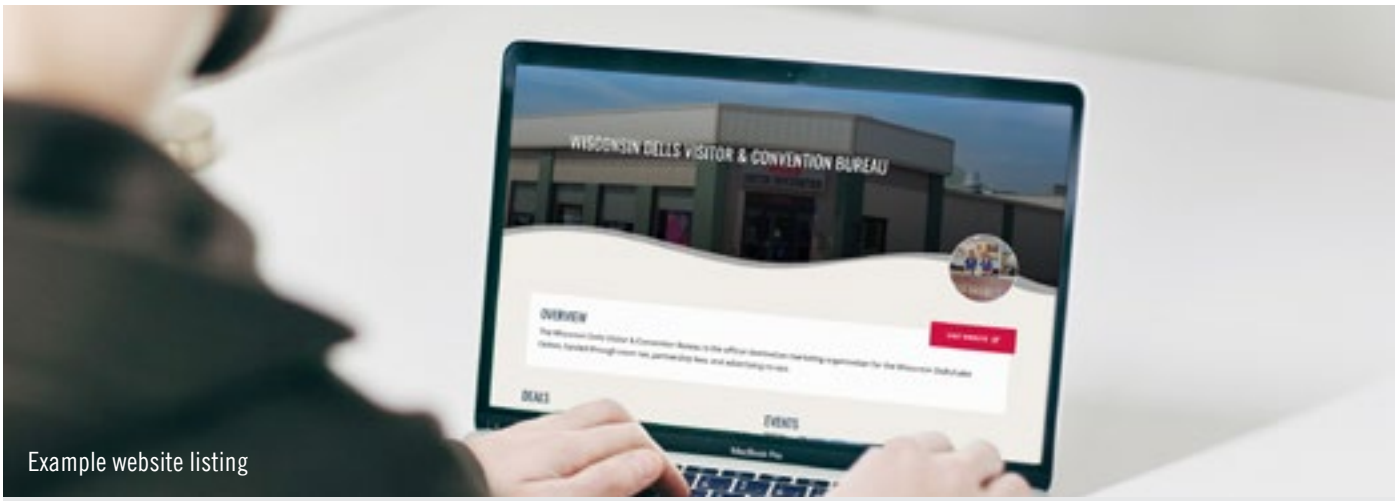
- **WEBSITE LISTING**
  Includes:
  - Company name
  - Featured Image (Business choice)
  - 2 additional photos
  - 325-character company description
  - Address
  - Map
  - Hours of operation
  - Phone number
  - Email contact
  - Website link
  - Book/buy now or menu link
  - 1 Social media link
  - Deals & Packages
  - Calendar of Events
- **DEALS & PACKAGES PAGE LISTINGS**
- **CALENDAR OF EVENTS PAGE LISTINGS**

ADDITIONAL BENEFITS

- **YEAR-ROUND PRESENCE AT WELCOME CENTER'S BROCHURE DISPLAY AVAILABLE**
- **ELIGIBLE TO PURCHASE TICKETS TO EDUCATIONAL EVENTS OR SEMINARS**
- **EMPLOYEE ENTERTAINMENT CARD (EEC)**
  - Staff eligible to purchase EEC (limit of 25)
  - Business eligible to list an offer on EEC
- **LEISURE LEADS PROGRAM (CALENDAR YEAR LEADS)** $50
- **MARKETING PROMOTIONS**
- **PARTNERSNET ACCESS**
- **VISITOR AND MEDIA REFERRALS**
- **SCHOOL CALENDAR**
- **WISCONSIN DELLS JOB BOARD LISTINGS**
- **WISCONSIN DELLS PROUD PARTNER LOGO USAGE**
- **CERTIFIED POOL OPERATOR (CPO) COURSE**
- **PARTNER MIXER HOST**

MARKETING PARTNER 1

FEE: $300



Example website listing

BASIC QUICK LISTING REFERENCE

Avid Hotel Wisconsin Dells
HOTELS, MOTELS & RESORTS
1273 Kalahari Dr • (608) 404-7600
avidhotels.com/lakedeltonwi

ENHANCED QUICK LISTING REFERENCE

Cliffside Resort & Suites
HOTELS, MOTELS & RESORTS
Sunset balcony units overlooking Lake Delton – Lake view pools, Sauna, Beach, grills, hammocks, bonfire pits, boat docks, whirlpool & family units, free kayaks/paddleboards for use.
351 Canyon Rd • (608) 254-8521
cliffsideresort.com I0

ICON LEGEND IS INCLUDED ON EVERY QUICK LISTING PAGE

I0 Pool (I=Indoor; O=Outdoor)
Attraction Packages
On-Site Food
Pet-Friendly (Adv. notice required)
Waterfront
Group Offers
Online Reservations

SAMPLE

VACATION GUIDE

- **VACATION GUIDE QUICK LISTING**
  - Basic Quick Listing
  - Eligible to purchase Enhanced Quick Listing for $150

WISDELLS.COM

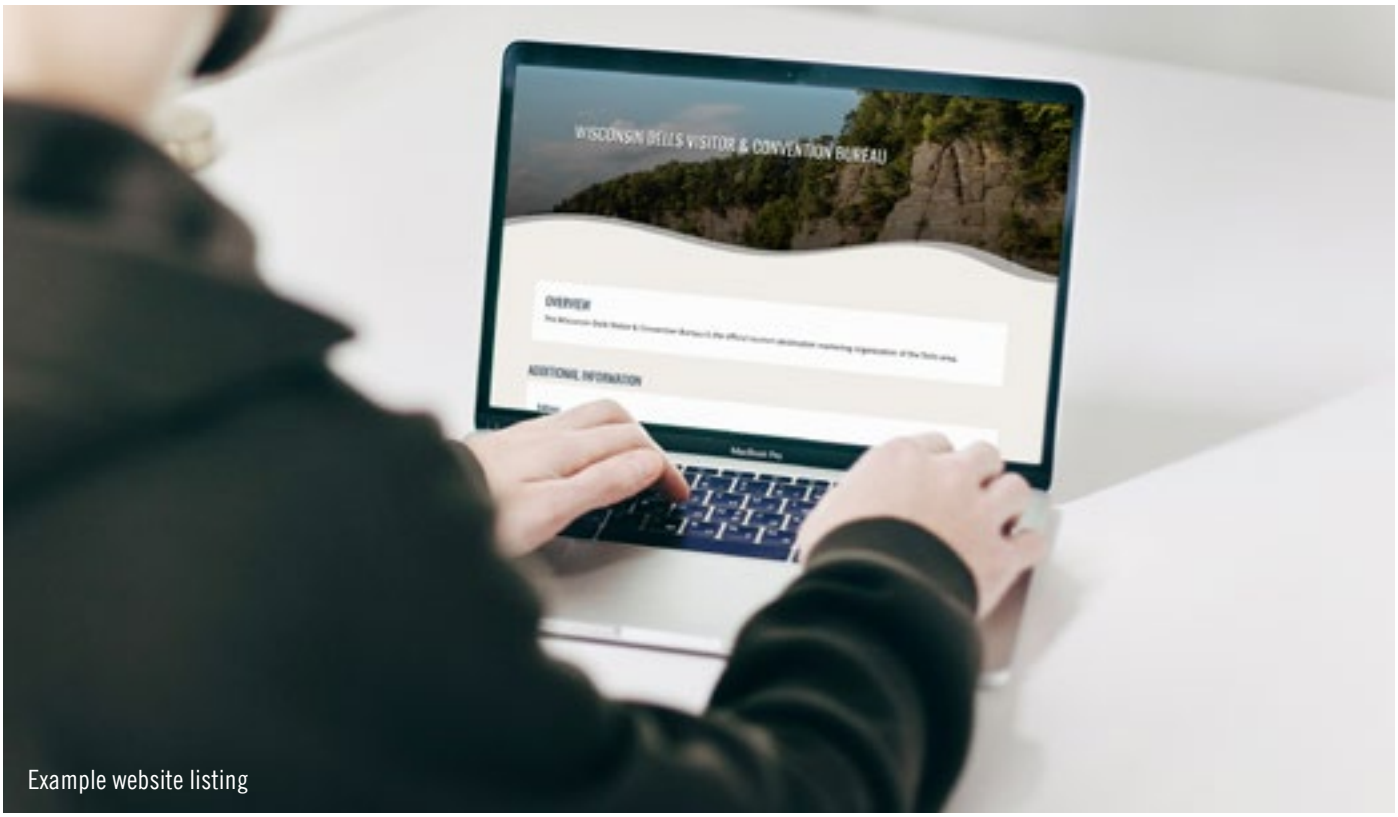
- **WEBSITE LISTING**
  Includes:
  - Company name
  - Featured Image (Business choice)
  - 1 additional photo
  - 200-character company description
  - Address
  - Map
  - Hours of operation
  - Phone number
  - Email contact
  - Website link
  - Deals & Packages
  - Calendar of Events
- **DEALS & PACKAGES PAGE LISTINGS**
- **CALENDAR OF EVENTS PAGE LISTINGS**

ADDITIONAL BENEFITS

- **YEAR-ROUND PRESENCE AT WELCOME CENTER'S BROCHURE DISPLAY AVAILABLE**
- **ELIGIBLE TO PURCHASE TICKETS TO EDUCATIONAL EVENTS OR SEMINARS**
- **EMPLOYEE ENTERTAINMENT CARD (EEC)**
  - Staff eligible to purchase EEC (limit of 10)
  - Business eligible to list an offer on EEC
- **LEISURE LEADS PROGRAM (CALENDAR YEAR LEADS)** $50
- **MARKETING PROMOTIONS**
- **PARTNERSNET ACCESS**
- **VISITOR AND MEDIA REFERRALS**
- **SCHOOL CALENDAR**
- **WISCONSIN DELLS PROUD PARTNER LOGO USAGE**
- **CERTIFIED POOL OPERATOR (CPO) COURSE**
- **PARTNER MIXER HOST**

TOURISM AFFILIATE

NO FEE



Example website listing

WISDELLS.COM

- **WEBSITE LISTING**
  Includes:
  - Company name
  - Featured Image (WDVCB choice)
  - 125-character company description
  - Address
  - Phone number

ADDITIONAL BENEFITS

- **ELIGIBLE TO PURCHASE TICKETS TO EDUCATIONAL EVENTS OR SEMINARS**
- **VISITOR AND MEDIA REFERRALS**
- **WORK PERMIT PROCESSING**
- **CERTIFIED POOL OPERATOR (CPO) COURSE**

MEET IN THE DELLS

OVER 500,000 SQ. FT. OF MEETING SPACE

OVER 9,000 GUEST ROOMS

5,600+ MEETINGS & CONVENTIONS HELD EACH YEAR

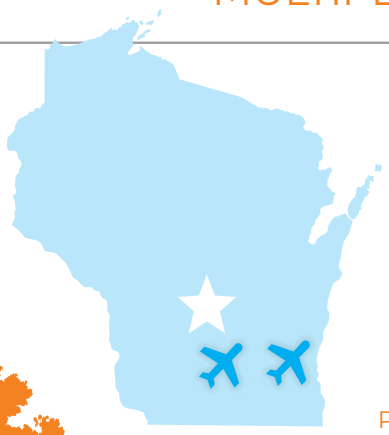
24-HOUR CASINO

WINERIES, BREWERIES, & DISTILLERIES

MULTIPLE **SPAS**

100+ RESTAURANTS

CHAMPIONSHIP **GOLF**



NEARBY AIRPORTS & IN-AREA AMTRAK STATION

PROVIDE FOR EASY ACCESSIBILITY

WORLD-CLASS **WATERPARKS**

100+ ATTRACTIONS

THE PERFECT COMBINATION OF **NATURAL BEAUTY & MAN-MADE FUN**

Wisconsin Dells® Visitor & Convention Bureau

Wisconsin Dells Visitor & Convention Bureau
PO Box 338 | Lake Delton, WI 53940
(800) 223-3557 | wisdells.com