

HOW TO ENGAGE



Get the most out of your partnership.

    /VisitBeloit

Visit Beloit | info@visitbeloit.com | 608.365.4838



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SUBMITTING EVENTS TO THE ONLINE CALENDAR

Contact: Stacey Bodnar, Director of Marketing & Public Relations
608-313-1362
stacey@visitbeloit.com

How do I submit an event to Visit Beloit's online calendar?

- Go to www.visitbeloit.com and click on the yellow "Submit an Event" button, located underneath the calendar on the right-hand side of the webpage.
- Events must be submitted at least five business days before the event and Visit Beloit reserves the right to edit before being published.

What information will I need to include about the event?

- **Title**
 - Make sure it's clear what you're promoting. Avoid overly generic titles such as "Open House" and "Fundraiser". Instead, use a more descriptive title, e.g., "Hanchett Bartlett Holiday Open House" or "Downtown Beloit's 3rd Annual Oktoberfest".
- **Description**
 - Keep in mind that many visitors use our website, so explain your event as you would to someone who is traveling to Beloit for the first time.
- **Date and time**
 - You must include both a start and end time. If you do not include an end time, we will choose one for you.
- **Venue**
 - If your venue is not already listed in the drop-down menu, please enter new venue details.
- **Your contact information**
 - This is for internal use only and will not be published on the website. We will use this information if we have questions about your event.
- **Event Website**
 - If the event has its own website or Facebook page, paste the URL here.
- **Cost**
 - Please note if there is a flat admission fee or ticket price, any discounted pricing for students, children, seniors, etc., or if there is a price range.
 - Enter '0' if the event is free.
- **Event Photo**
 - Please upload a photo **only** if it is a high-quality image created for web use (jpeg, png, or gif.) Any submissions with poor quality or inappropriate images will be denied.

Additionally, please review the categories listed and check all boxes that apply. This will enable visitors to search for events that pertain to their interests.

What types of events will be approved?

- Visit Beloit will publish events that take place in the Greater Beloit region (including South Beloit and Rockton, IL) and are of interest to visitors.
- Acceptable events include, but are not limited to: festivals, theatre performances, live music and concerts, one-day tournaments that are open to the public, large sporting events, non-profit fundraisers and other events hosted by local attractions, restaurants and organizations.
- Events that are **not** accepted include, but are not limited to: local youth sporting events, league sporting events, common lectures or classes, restaurant specials, home parties, and repetitive classes such as yoga, swim, etc.
- Visit Beloit reserves the right to approve or deny any submission to the calendar.

How long will it take for an event to be approved?

- Events are typically approved within 48 hours, if submitted between Monday-Friday.

How do I edit an event after submission?

- Edits can only be made internally. Please contact the Visit Beloit staff member listed above with your request.

WEBSITE LISTINGS

*Contact: Stacey Bodnar, Director of Marketing & Public Relations
608-313-1362
stacey@visitbeloit.com*

How do I list my business/organization on Visit Beloit's website?

- Email or call Stacey Bodnar to request a "Basic Services" packet.

SOCIAL MEDIA

*Contact: Stacey Bodnar, Director of Marketing & Public Relations
608-313-1362
stacey@visitbeloit.com*

What social media networks does Visit Beloit actively use to promote local events?

- Visit Beloit uses Facebook, Twitter, and Instagram on a regular basis. We will share any posts or tweets that we think are relevant to our audience.

How can I promote an event via Visit Beloit's social media outlets?

- Share your photo and event details on Visit Beloit's Facebook wall or email the Visit Beloit staff member listed above with a photo and event details. It is up to Visit Beloit's discretion as to whether or not we will share your post or promote your event.
- Visit Beloit follows a social media calendar and often schedules posts in advance, so please send your request at least one week prior to your event.

What information needs to be included?

- Include the name, date, start and end times, location, admission or ticket prices, event website or Facebook page and any other important details.

In what format should I send flyers and/or photos for my event?

- All flyers and photos should be sent as a jpeg. Please make sure that the files are high-resolution and no smaller than 300 x 300 pixels.

VISIT BELOIT "BE IN IT" BLOG

*Contact: Stacey Bodnar, Director of Marketing & Public Relations
608-313-1362
stacey@visitbeloit.com*

How can I become a blogger for Visit Beloit?

- Contact the Visit Beloit staff member listed above with your name, email, phone number and a sample of your writing. We are always looking for a fresh voice to spread the word about Beloit.

VISITOR DISCOUNT PROGRAM FOR GROUPS

*Contact: Matt Bosen, Director of Sales & Servicing
608-313-1366
matt@visitbeloit.com*

Participation in Visit Beloit's discount program is free to local businesses.

How can my business offer discounts to groups visiting Beloit?

- Visit Beloit reaches out annually to restaurants, shops and entertainment venues to obtain discount offers for our visiting groups, teams and guests. If your business/organization has not been contacted and is interested in participating, contact the Visit Beloit staff member listed above.

When will my discount be used?

- Coupon booklets are customized by Visit Beloit staff for each group in order to increase relevancy and usage. For example, a large softball tournament would receive a coupon booklet with offers from restaurants that can accommodate large parties and discounts for group activities.

How long are the coupons valid?

- Coupons are valid until the end of the current calendar year unless otherwise agreed upon. Currently, all coupons will expire on December 31, 2016.

How will Visit Beloit ensure that residents don't have access to the discounts?

- The coupons will be distributed directly to tournament directors and meeting/group organizers and will never be displayed for the general public unless authorized by the business/organization.

HOSTING THE CREWSER AND/OR SHELL-B TURTLE

*Contact: Matt Bosen, Director of Sales & Servicing
608-313-1366
matt@visitbeloit.com*

Is there a cost associated with hosting the Crewser/ShellB at my event?

- No. The Crewser and Shell-B are always available free of charge.

Who is Shell-B?

- Shell-B Turtle is Visit Beloit's mascot. She loves attending sporting events, festivals and parades. Visit www.visitbeloit.com/meet-the-team to read her bio.

What is the Crewser?

- The Visit Beloit Crewser is a mobile welcome center staffed by the "Go To Crew." The 2013 Ford Transit Connect is wrapped with iconic images of Beloit and is equipped with a wide-screen TV, speaker system, smart-phone charging station, WiFi hotspot, iPads for social media, a prize wheel with great giveaways and up-to-date information on upcoming events in the Beloit area. The Go To Crew can also set up games and activities for children.

How do I book the Crewser and/or Shell-B for an event?

- Contact the Visit Beloit staff member listed above. You will need to request an exact day and time so we can plan ahead to have the event appropriately staffed. Visit Beloit retains the right to decide which events the Crewser and Shell-B will attend.

How far in advance do I need to make my request?

- As soon as possible. A month or more is preferred, but please allow at least two weeks. Event dates fill up quickly and requests will be accepted on a first-come, first-served basis.

MARKETING AT THE I-90 WELCOME CENTER

Contact: Matt Bosen, Director of Sales & Servicing
608-313-1366
matt@visitbeloit.com

What marketing opportunities are available at the Beloit Travel Wisconsin Welcome Center?

- There are several options for signage ranging in price from \$500 to \$5,000.
- Enhanced brochure placement is available for \$500. This ensures that your marketing piece receives the highest visibility possible.
- Each option requires a one-year commitment. Pro-rated rates and multi-item discounts are available.

Why should I market at the Beloit Travel Wisconsin Welcome Center?

- We operate the busiest welcome center in the state of Wisconsin and welcome more than **1.5 million** visitors each year. Many visitors take the time to browse the brochure racks and window boxes and ask for recommendations on what to do in the area.

Sign me up! How do I get more information?

- Contact the Visit Beloit staff member listed above for more information on pricing, availability or to visit the Welcome Center.

REQUESTING VISIT BELOIT GIFT BASKETS

Contact: Pamela Garland-Gjestson, Director of Operations & Community Relations
608-313-1361
pam@visitbeloit.com

How do I request a Visit Beloit gift basket for my event or fundraiser?

- Submit a completed form, found at the end of this packet, and send it to the staff member listed above.

How far in advance do I need to make my request?

- The deadline to submit a request in each quarter will be the last day of the first month of each quarter (January 31, April 30, July 31, and October 31). Be sure to apply early, as no more than four baskets will be awarded each quarter.

Does Visit Beloit fulfill every request?

- Visit Beloit is a 501(c)(3) organization and would love to fulfill all requests but is simply unable to do so. We attempt to fulfill requests in order to support a wide variety of events.
- Visit Beloit will donate no more than four gift baskets each quarter and no more than two baskets to any one organization during the calendar year.

How will I know if my organization received approval for a gift basket?

- You will receive notification of acceptance or denial no later than seven business days after the quarterly deadline.

What is included in a Visit Beloit gift basket?

- Each basket is valued at \$150 and includes Visit Beloit promotional items and a variety of goods from local businesses.

REQUESTING VISIT BELOIT SPONSORSHIPS

*Contact: Pamela Garland-Gjestson, Director of Operations & Community Relations
608-313-1361
pam@visitbeloit.com*

Does Visit Beloit sponsor events and fundraisers?

- Visit Beloit receives numerous requests every year to sponsor events. Occasionally, we attempt to provide support via attendance and sponsorships (i.e. purchasing tables for events, tickets, golf holes, etc.)

How do I apply for a sponsorship for my event or fundraiser?

- Submit a completed form, found at the end of this packet, and send it to the staff member listed above.
- If you are applying for a basket, please refer to “Requesting Visit Beloit Gift Baskets”.

How far in advance do I need to make my request?

- The deadline to submit donation or sponsorship requests in each quarter will be the last day of the first month of each quarter (January 31, April 30, July 31, and October 31).

Does Visit Beloit fulfill every request?

- Visit Beloit is a 501(c)(3) organization and would love to fulfill all requests but is simply unable to do so. Visit Beloit will sponsor no more than two events for any non-Vision Partner organization each calendar year.

What will Visit Beloit expect in return?

- Recognition as a sponsor on event materials (using current logos) and any paid items (i.e. tables, tickets, etc.)



Visit Beloit Charitable Request Form

(Choose one)

Gift Basket

Sponsorship

Organization Name: _____

Contact Person: _____

Contact Person Title: _____

Email: _____

Phone: _____

Organization/Event Website: _____

Mailing Address: _____

City: _____

State: _____

Zip: _____

Name of Event: _____

Date and Time of Event: _____

Value of Basket/Sponsorship Request _____

Date Needed By: _____

Summary of Event (Attach any supporting documents):