

# VISIT BELOIT PARTNERSHIP OPPORTUNITIES

2026



Visit Beloit 656 Pleasant St. Beloit, WI 53511 608.365.4838

# What You Should Know

- Visitors consumed 145,635 hotel room nights in 2024, which is equivalent to 399 overnight visitors in our community every day.
- Overnight visitors on average spent \$232 per day which means a total value of \$33.7 million was generated by guests in Beloit in 2024.
- Visitors accounted for \$483 million in total economic impact in Rock County during 2024.
- We operate two non-profits; Visit Beloit, Inc., a 501(c)(6) organization and the Beloit Convention and Visitors Bureau Charitable Foundation, Inc., a 501(c)(3) organization. Additional details on which partnerships have tax-deductible charitable benefits can be provided.

On the following pages, you will find the 2026 partnership opportunities, rates, and details for collaborating with Visit Beloit to welcome visitors at a variety of events. If you have any questions or need additional information, please feel free to contact us. Thank you in advance for your consideration of these partnership options.



# **ACO Beloit Major**



American Cornhole Organization operates this event at the Eclipse Event Center. The sixth annual tournament is set to take place Friday, January 9 and Saturday, January 10. A charity cornhole tournament benefiting Beloit Meals on Wheels will take place Thursday, January 8. On average, the event draws 138 players from 11 states.

### Options

#### **TOURISM CHAMPION PACKAGE**

Rate: \$500, Available: 3 of 3.

 Logo displayed during all three days of event, social media recognition, logo inclusion in marketing materials, ten (10) single entries to charity tournament. Artwork provided by client.

#### **TOURISM SUPPORTER PACKAGE**

Rate: \$250, Available: 6 of 6.

 Logo displayed during charity event, social media recognition, four (4) single entries to charity tournament. Artwork provided by client.

<sup>\*\*</sup>All artwork and promotional materials must be pre-approved by Visit Beloit.

# Hospitality Breakfast & Award Ceremony



Visit Beloit will host their Hospitality Breakfast & Award Ceremony for those who live and work in the greater Beloit region on Wednesday, May 6 at The 1914 at Visit Beloit. This breakfast will recognize a hospitality employee for outstanding service and feature an industry speaker.

### Options

#### **TOURISM CHAMPION PACKAGE**

Rate: \$1,000, Available: 1 of 1.

 Table for eight (8) people, logo displayed at event, logo on invitation and promotional materials, recognition on social media and event program, and opportunity to introduce speaker. Artwork provided by client.

#### **TOURISM SUPPORTER PACKAGE**

Rate: \$500, Available: 8 of 8.

 Two (2) attendee tickets, and recognition on social media and event program.
 Artwork provided by client.

<sup>\*\*</sup>All artwork and promotional materials must be pre-approved by Visit Beloit.

# **Make Music Day**



Annual event held on June 21 around the world. There were more than 1,000 cities in 120 countries participating in 2025. The greater Beloit area had 42 performances take place at 24 unique venues in 2025.

### Options

#### TOURISM CHAMPION PACKAGE

Rate: \$500, Available: 4 of 4.

 Recognition on social media, logo included in promotional materials, opportunity to set up a booth during a performance at The 1914 at Visit Beloit, four (4) preferred seats during a performance at The 1914 at Visit Beloit. Artwork provided by client.

#### **TOURISM SUPPORTER PACKAGE**

Rate: \$250, Available: 8 of 8.

 Logo included in promotional materials, and two (2) preferred seats during a performance at The 1914 at Visit Beloit. Artwork provided by client.

<sup>\*\*</sup>All artwork and promotional materials must be pre-approved by Visit Beloit.

# AJGA's CDW Girls Junior All-Star Championship



American Junior Golf Association operates this event at the Beloit Club. Second annual event is set to take place Monday, June 29 through Thursday, July 2. The event includes a Junior-Am on day one followed by a three-day stroke play event. In 2025, the event had 54 players from 20 U.S. states and territories along with five other countries.

# Options

#### JUNIOR-AM TEAM PACKAGE

Rate: \$1,500, Available: 12 of 18.

 Three (3) player entries including reception, lunch, and gift packages. One (1) hole sponsorship. Artwork provided by client.

# JUNIOR-AM HOLE SPONSOR PACKAGE

Rate: \$250, Available: 10 of 18.

 Logo/recognition at one (1) hole tee box.

#### JUNIOR-AM SINGLE PACKAGE

Rate: \$600, Available: 12 of 12.

 One (1) player entry including reception, lunch, and gift package.

#### **TOURNAMENT IN-KIND PACKAGE**

Rate: Varies, Available: Varies.

 Support the event with a variety of donation needs. Will receive recognition during the event.
 Artwork provided by client.

<sup>\*\*</sup>All artwork and promotional materials must be pre-approved by AJGA and Visit Beloit.

All packages are managed, billed, and fulfilled by AJGA.

# **Beloit Kubb Open**



Visit Beloit operates the event at Pohlman Field. The twelfth annual tournament is set to take place Saturday, August 8. There have been 467 teams from 14 states and three countries that have participated since 2014.

On average, the event draws 46 teams from six states.

# Options

#### **TOURISM CHAMPION PACKAGE**

Rate: \$1,500, Available: 1 of 1.

 Presenting sponsor naming rights, signage at event, name/logo on marketing assets, ten (10) team registrations, and more!

#### **TOURISM SUPPORTER PACKAGE**

Rate: \$750, Available: 3 of 3.

 Signage at event, social media mention, five (5) team registrations, and more!

# TOURISM COLLABORATOR PACKAGE

Rate: \$250, Available: 5 of 5.

 Name/logo on website and one (1) team registration.

<sup>\*\*</sup>All artwork and promotional materials must be pre-approved by Visit Beloit.

# Entertainment at The 1914 at Visit Beloit



Corporate underwriting support will sustain our venue's vibrant programming, ensuring diverse, high-quality events for the community. Your partnership helps fund performances and cultural experiences that attract audiences and artists alike - enhancing our destination's arts and entertainment scene while providing valuable visibility and goodwill for your company as a community champion.

### Options

#### **TOURISM CHAMPION PACKAGE**

Rate: \$10,000, Available: 5 of 5.

 Recognition in marketing and promotional materials, complimentary tickets and hospitality, discounts for employees, production credits, and an opportunity for private events.

#### **TOURISM SUPPORTER PACKAGE**

Rate: \$5,000, Available: 8 of 8.

 Recognition in marketing and promotional materials, and complimentary tickets and hospitality.

# TOURISM COLLABORATOR PACKAGE

Rate: \$1,000, Available: 10 of 10.

 Recognition in marketing and promotional materials.

<sup>\*\*</sup>All artwork and promotional materials must be pre-approved by Visit Beloit.

# Wisconsin Welcome Center - Beloit



We have eight marketing opportunities for your business to reach consumers coming to the great state of Wisconsin. Our Wisconsin Welcome Center - Beloit, the busiest of the six Welcome Centers around Wisconsin, has approximately 1,300,000 visitors stop in each year. Of those, our staff have interacted with and served an annual average of 87,979 visitors throughout the last ten years. In the summer, we serve approximately 400 visitors per day. With opportunities both within our Welcome Center and/or within the Safety Rest Area, you can ensure high visibility as more than 31,100 cars on average pass-through Beloit on I-39/90 North daily with 1,200 of them entering the Safety Rest Area.

# Options

#### **MULTIPLE OPTIONS EXIST**

Click here to access the Wisconsin Welcome Center - Beloit sales kit to choose the best marketing opportunity for your business.

<sup>\*\*</sup>All artwork and promotional materials must be pre-approved by Visit Beloit and the Wisconsin Department of Transportation.

# Additional Information

- Sponsorships do not include exclusivity, unless expressly agreed upon.
- All sponsor-provided printed materials are the responsibility of the sponsor, with the exception of designated event signage provided by Visit Beloit.
- Payment schedules can be arranged.

For more information on partnership opportunities or for any additional questions, contact Matthew Bosen, Director of Sales and Servicing at matt@visitbeloit.com or 608.313.1366

For more information on corporate underwriting at The 1914 at Visit Beloit, contact Celestino Ruffini, CEO at celestino@visitbeloit.com or 608.313.1360



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