

WISCONSIN WELCOME CENTER -BELOIT PARTNERSHIP OPPORTUNITIES

2026



Wisconsin Welcome Center - Beloit Rest Area 22 Northbound I-39/Westbound I-90

Mile Marker 187 Beloit, WI 53511

Visit Beloit 656 Pleasant St. Beloit, WI 53511 608.365.4838

What You Should Know

- On average, more than 31,100 cars pass through Beloit on I-39/90 North daily, with more than 11,300,00 annually.
- More than 1,200 vehicles enter the Wisconsin Welcome Center Beloit daily.
- Approximately 1,300,000 visitors stop at the Wisconsin Welcome Center Beloit facility each year.
- In 2024, Wisconsin generated more than \$25.8 billion in visitor spending, of which \$482 million was spent in Rock County.
- The Wisconsin Welcome Center Beloit has served approximately 87,979 faceto-face visitors on average each of the last ten years.
- The Welcome Center staff will assist approximately 400 visitors per day in the summer.
- Visitors from all fifty states and thirty-eight countries visited the Welcome Center in 2024.

On the following pages, you will find the 2026 sponsorship rates detailing the options for participation in this stellar marketing opportunity to reach consumers coming to the Wisconsin Welcome Center - Beloit. We will contact you soon to discuss how we can begin this great partnership. In the meantime, if you have any questions or need additional information, please feel free to contact us at the Visit Beloit office. Thank you in advance for your consideration of this partnership proposal. Together, we will continue to promote all the wonderful opportunities in our great state of Wisconsin and beyond.



Large Window Display





- A highly visible location inside a 5' wide x 7' high window.
- Two windows are located in the rest area lobby, which is open 24 hours a day, 7 days a week and has approximately 1,300,000 visitors annually.
- Two windows are located inside the Welcome Center that has on average served more than 87,00 visitors face to face annually, since 2015.
- Annual rate: \$3,000, Available: 1 of 4.





- Each poster window inside the main lobby is 40" high x 22" wide x 2.5" deep.
- Annual Rate: \$1,250 (Business), \$1,000 (Government), \$750 (Non-Profit),
 Available: 3 of 16.
- Printing price of first poster is included in partnership. Poster can be changed as often as client wants with a cost of \$40 for each additional poster print.
 Artwork provided by client.

^{**}All artwork and promotional materials must be pre-approved by Wis-DOT and Visit Beloit.

Entryway Poster Window



- This is a great chance to get your name in front of approximately 1,300,000 visitors as they enter the rest area.
- Ad spaces are approximately
 19" wide x 27" high.
- Annual Rate: \$1,000, Available:2 of 2.

Welcome Center Entrance



- As visitors enter the welcome center or stretch their legs in the rest area this space is highly visible to all visitors.
- Total ad space is approximately 41' wide x 6' high.
- The space can easily be divided to meet your needs.
- Annual Rate: Custom options available, contact for opportunities.

Welcome Center Overhead Door



- A prime location inside the Beloit rest area spanning 12' wide x 8' high.
- The advertisement will be on display at all times when the Wisconsin Welcome Center
 - Beloit door is closed:
- Welcome Center Hours
 - Mon-Sat 9 am-4 pm, Sun 10 am-3 pm
 - That means your signage will get 121 hours of exposure every week!
 - Operating hours may vary from posted schedule.
- Annual rate: \$5,000, Available: 1 of 1.

Overnight Brochure Display



- A selection of brochure information is placed on display during the hours the Welcome Center is not open.
- Ensure your spot in this highly visited and well-utilized brochure rack.
- Annual rate: \$500, Available: 6 of 36.

3-Sided Banner Stand



- The banner stand is an eye catching mobile piece that can be placed in different high traffic areas during operational hours.
- Each panel on the banner measures 35.5"
 wide x 71" high and offers great advertising
 space for your business or organization.
- Annual Rate: \$2,250 total or \$750 per panel, Available: 0 of 3.

Rest and Recharge Zone



- Custom option at the Wisconsin
 Welcome Center Beloit.
- Annual Rate: \$3,250, Available: 0 of 1.

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.
- Discount pricing is available with multi-year and/or multi-option agreements.
- Payment terms for all packages are due in full before November 15th.
- Payment schedules can be arranged.
- Investment is for the calendar year, first-come, first-serve, pro-rated, based on date of signed contract.
- All prices will be reviewed and can be renegotiated for 2027.
- Once a sponsorship agreement has been reached, the space can be used by the sponsor however they so determine as long as pre-approval is granted by Wis-DOT and Visit Beloit.

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



Visit Beloit | 656 Pleasant St., Beloit, WI 53511 | 608.365.4838 | visitbeloit.com