



BELOIT

Where Stories Begin

VISIT BELOIT PARTNER IN TOURISM
Resource Guide

Welcome to Visit Beloit!

This Partner Resource Guide is your introduction to Visit Beloit and the **free tools, marketing support**, and **services** available to help your business succeed.

Visit Beloit's mission is to promote the Greater Beloit region as a vibrant destination for visitors, groups, and events. We do this in partnership with local businesses like yours - because when our partners thrive, Beloit thrives.

As a tourism partner, you have access to a variety of **no-cost promotional opportunities**, destination marketing support, and hands-on assistance from our team. Whether you're newly opened or well established, we're here to help you increase visibility, attract visitors, and grow your business.

We encourage you to use this guide as a starting point and to connect with us directly. Our team is happy to meet one-on-one to learn about your business and recommend services that best fit your goals.

If you have questions or would like to schedule a meeting, contact us at info@visitbeloit.com or 608-365-4838.

We're glad you're here - and we look forward to working together to make Beloit region the best destination it can be.

The Visit Beloit Team



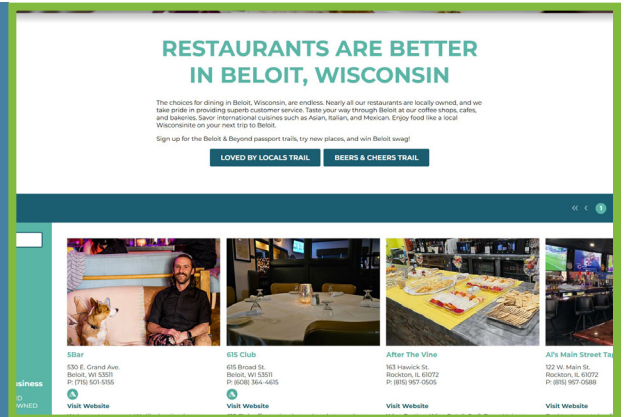
INCLUDED WITH EVERY PARTNERSHIP



WEBSITE LISTING

Every partner is included in Visit Beloit's database and has the opportunity to write/edit their business description (280 character limit), address, phone, and website, as well as upload a photo (600x600 pixels). In addition, partners can access their account in the database and add/edit business and contact information.

If your business does not have a Beloit, WI, South Beloit, IL, or Rockton, IL mailing address, you can pay an annual fee of \$50 to be a Visit Beloit partner.



EVENT CALENDAR SUBMISSIONS

Every partner is welcome to submit an event that would be of interest to a visitor or resident via the homepage of VisitBeloit.com.

TOURISM E-NEWSLETTER

This monthly newsletter is sent to more than 24,000 people who are interested in visiting Beloit. It has between a 30-40% open rate on average.

BELOIT WEEKLY

The Beloit Weekly is sent out every Thursday and contains events in the area occurring in the upcoming week. The publication can be printed or shared digitally.

NETWORKING EVENTS

Our networking events - including a Tourism Partner Breakfast and one annual social gathering - bring tourism partners together to connect, collaborate, and grow. These opportunities strengthen relationships across the destination and support a more unified visitor experience.

PERFORMANCE REPORTS & RESEARCH

Visit Beloit creates quarterly reports and an annual report to share the results of marketing and sales efforts, hotel data, etc. They can be found at visitbeloit.com/transparency.

Additionally, Visit Beloit is happy to share any tourism industry research that is conducted.

SOCIAL MEDIA SUPPORT

Through featured posts, event promotion, and expert social media guidance, Visit Beloit helps showcase your business to audiences actively seeking things to do in Beloit. We act as a marketing partner - expanding your reach and visibility at no cost.

FAST FACTS

500K+ WEBSITE
VIEWS PER YEAR



494 PARTNERS



 21K+ FOLLOWERS

 4K+ FOLLOWERS

E-NEWSLETTER
24K+ REACH



DESTINATION PUBLICATIONS

Destination publications are a key way Visit Beloit inspires travel and guides visitors once they arrive, highlighting local businesses, experiences, and events. Being featured helps tourism partners reach motivated audiences, increase visibility, and connect directly with visitors planning their time in Beloit.



VISITORS GUIDE - PRINTED & DIGITAL

Visit Beloit publishes at least 10,000 printed guides each year that are distributed throughout Beloit and the Midwest and we also print guides in Spanish. The digital visitor guides are featured on every page of VisitBeloit.com. Users can page through, share, and download the publication. Additionally you can request to have a guide mailed to you.



WEDDING GUIDE - PRINTED & DIGITAL

Visit Beloit publishes a Wedding Guide that focuses on wedding venues and hotels. The digital version is also featured on the homepage of VisitBeloit.com.



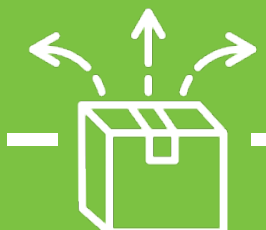
CITY MAP & TRAIL/EVENT GUIDE

We provide maps of the city pointing to various businesses. This same piece has information on our local passport trails as well as Beloit area events.

DESTINATION PUBLICATION LIFECYCLE



CREATION



DISTRIBUTION



EXPOSURE



PARTNER VISIBILITY

EVENT PROMOTION: HOW IT WORKS

Visit Beloit helps tourism partners promote events at no cost by featuring them on our online event calendar, social media, e-newsletter, and media outreach - including radio/television stations, increasing visibility with both visitors and locals. When you submit your event and details, our team works to share it across channels to help attract more attendees and drive community engagement.

EVENT PROMOTION PERKS

- Inclusion in Visit Beloit's monthly e-newsletter
- Event promotion across Visit Beloit's social media channels
- Inclusion in the Beloit Weekly publication
- Exposure through radio and television outlets such as WCLO, WTMJ, Big Radio, WIFR, and more
- Inclusion in Visit Beloit blog content when applicable
- Listing on Visit Beloit's Facebook Events page
- Paid social media boosting to further promote your event

NOTE: Inclusion is not guaranteed. Amplification is based on visitor appeal, timing, and capacity.

The image shows a screenshot of the Visit Beloit website's event submission form. The website header includes navigation links: MEETINGS & SPORTS, WEDDINGS, WIN, WELCOME CENTER, MEDIA ROOM, BLOG, GET A FREE VISITOR GUIDE, THINGS TO DO, EAT & DRINK, STAY, PLAN YOUR TRIP, and EVENTS. The main heading reads "KEEP BELOIT VISITORS, AND YOUR CUSTOMERS, IN THE KNOW". Below this, instructions state: "Feel free to submit an event for our event calendar. Just fill out the form below and then select 'Submit Event' at the bottom of the form." and "Every event submitted will go through an approval process before being added to the calendar. Please, keep in mind we will only approve events occurring in Beloit, Wisconsin, and South Beloit and Rockton, Illinois." A contact email, savannah@visitbeloit.com, is provided for questions. The form includes a field for "Event Title (Required)". Overlaid on the bottom left is a mobile app interface showing "Recent Ads" and "Post Engagements" with statistics like "People Reached 5,729" and "Landing Page Views 146".

SUBMITTING AN EVENT: OPTIONS

1. CREATE A FACEBOOK EVENT

Create an event and message Visit Beloit or email savannah@visitbeloit.com to let us know you have created the event.

2. SUBMIT YOUR EVENT ON OUR ONLINE CALENDAR

Submit your event at VisitBeloit.com at **least 7 days prior to your event.**

Scan the QR or go to VisitBeloit.com/submit-an-event to use our event form!



EARNED MEDIA & DESTINATION STORYTELLING

Visit Beloit promotes tourism partners through strategic public relations and marketing efforts that extend beyond our region. Through press trips, media pitching, press releases, trade shows, and influencer engagement, we spotlight Beloit businesses year-round. Dedicated partners benefit from our media relationships and destination marketing expertise—ensuring strong representation and long-term success.

HOW VISIT BELOIT PROMOTES YOU

PRESS TRIPS

We host travel writers, journalists, and content creators in Beloit to experience the destination firsthand. These curated visits generate authentic stories, articles, and coverage that highlight local businesses to new and wider audiences.

PRESS RELEASES

Visit Beloit develops and distributes press releases that elevate partner news, events, and openings. This ensures your story reaches regional and national media through trusted tourism channels.

MEDIA PITCHING

Our team proactively pitches Beloit experiences and partner stories to journalists and editors. By aligning your offerings with media trends and seasonal angles, we help secure meaningful coverage that drives visitation.

TRADE SHOWS & JOURNALIST OUTREACH

Visit Beloit represents our partners at travel trade shows and industry events, connecting directly with tour operators, meeting planners, and media. This expands your reach without you needing to attend, opening doors to new business opportunities.

DIGITAL ADVERTISING

We invest in targeted digital campaigns that promote Beloit experiences across search, social, and display platforms. These campaigns strategically feature partner businesses and drive traffic from high-intent travelers.

PR STRATEGY

Visit Beloit takes a strategic, long-term approach to public relations - identifying key audiences, crafting compelling narratives, and positioning Beloit partners within larger destination stories that resonate.

GROUP SALES FOCUS

We actively market Beloit to group travelers, sports teams, meetings, and tour groups. Partners benefit from increased exposure to planners looking for lodging, dining, attractions, and experiences.

SEASONAL CAMPAIGNS

Our seasonal marketing campaigns highlight what makes Beloit special throughout the year. Partners are woven into these campaigns to align with traveler interests and peak planning periods.

REGIONAL TARGETING

Visit Beloit focuses marketing efforts on key regional drive markets where visitors are most likely to travel. This targeted approach ensures your business is promoted to audiences most likely to visit and convert.

PHOTO, VIDEO & TELEVISION

We invest in professional photo, video, and television storytelling to showcase Beloit and our tourism partners in an authentic, compelling way. Through our public digital photo gallery, campaign-level photo and video production, and partnerships with outlets such as Buzzed Into Madison and Discover Wisconsin, partners benefit from elevated exposure.

OPTIONAL GROWTH OPPORTUNITIES

Partners can activate their partnership through a range of optional programs designed to increase visibility and attract visitors. Opportunities include contests and quarterly sweepstakes, swag bag inclusion, group and motorcoach sales support, and tourism development grants - each offering meaningful ways to reach new audiences and grow within Beloit.

GROUP & MOTORCOACH SALES

Visit Beloit actively promotes group and motorcoach sales as a valuable opportunity for our community partners to reach high-impact audiences. We help showcase partner services and group-friendly offers or discounts to motorcoach operators, group tour planners, sports rights holders, and meeting planners. Partners may also be included in custom itineraries developed specifically for motorcoach and group travel, increasing visibility and driving visitation from organized travel markets.

TOURISM DEVELOPMENT GRANTS

We offer Tourism Development Grants to support community partners in enhancing and expanding the visitor experience throughout the greater Beloit region. These grants help fund the development of new attractions, amenities, interactive experiences, high-impact traveling exhibitions, and select types of signage that are designed to drive overnight stays and elevate Beloit as a destination. Through this program, local organizations, municipalities, and non-profits can access financial support to bring creative, engaging projects to life that benefit both visitors and the community. Learn more and apply at visitbeloit.com/giving-back.

SWAG BAGS

Customizable swag bags are available to help welcome groups to Beloit with local information and regionally made products. These bags can be provided for large tour groups and hosted media, and are also available for purchase by wedding parties, conference attendees, family reunions, and other large events looking to create a memorable guest experience. Each bag can be tailored to showcase local businesses and attractions, offering visitors a warm introduction to the community. Learn more at visitbeloit.com/giving-back.

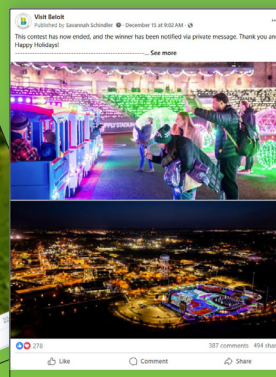


WELCOME CENTER PARTNERSHIP PROGRAM

The Visit Beloit Welcome Center Sponsorship Program provides local businesses with high-visibility advertising opportunities across eight unique locations within the Welcome Center, reaching approximately 1.3 million visitors annually. Sponsorships are available on a first-come, first-served basis for the calendar year, are pro-rated based on contract date, and offer flexible use of space with WisDOT and Visit Beloit approval, along with discounted options for multi-year or multi-placement commitments.

SWEEPSTAKES & GIVEAWAYS

Each quarter, Visit Beloit promotes a curated weekend getaway package featuring a two-night stay, attraction admissions, and gift cards to local restaurants. These campaigns build destination awareness while growing our email subscriber list, generating more than **2,000 entries** each month. In addition, we periodically host giveaway contests on Facebook and Instagram to boost follower growth, increase engagement, and spotlight local businesses. Connect with us if you would like to participate.



HOW TO BE A STRONG PARTNER

A strong partnership is built on collaboration, communication, and a shared commitment to creating exceptional visitor experiences. When our partners are engaged and proactive, it allows us to market Beloit more effectively, respond quickly to opportunities, and put our best foot forward. The following best practices help ensure your business is positioned for success while maximizing the value of your partnership.



KEEP YOUR INFORMATION CURRENT

Regularly update business details, hours, and contact information.



PROVIDE HIGH-QUALITY, UP-TO-DATE PHOTOS

Fresh imagery helps showcase your business across marketing and media channels.



RESPOND PROMPTLY TO MEDIA AND PARTNERSHIP REQUESTS

Timely responses help secure valuable exposure and meet deadlines.



THINK VISITOR-FIRST WHEN PLANNING EVENTS AND EXPERIENCES

Share events early and consider accessibility, timing, and visitor impact.



COMMUNICATE CHANGES OR OPPORTUNITIES

Share updates such as renovations, new offerings, promotions, or closures.



ENGAGE IN PARTNERSHIP ACTIVATION OPPORTUNITIES

Participate in contests, sweepstakes, swag bags, group sales, and grant programs.



BE AN AMBASSADOR FOR BELOIT

Help create welcoming, memorable experiences that encourage return visits.

SPECIAL THANKS TO OUR PARTNERS

Our work would not be possible without the businesses, organizations, and people who bring Beloit to life every day. Partners are the **heart** of our region, creating the experiences, attractions, and sense of place that visitors come to discover. By working together, we're able to tell Beloit's story authentically, support local growth, and ensure the community continues to thrive. Your partnership is valued, essential, and fundamental to everything we do.



MEET THE TEAM



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VISIT BELOIT

656 Pleasant St.
Beloit, WI 53511

HOURS:

Monday - Friday
8:30 a.m. - 5:00 p.m.

CONTACT:

608-365-4838



WISCONSIN WELCOME CENTER - BELOIT

Northbound I-39/Westbound I-90 Rest Area 22,
Mile Marker 187, Beloit, WI 53511

HOURS:

November - April

Tue - Sat: 9:00 a.m. - 4:00 p.m.
Closed Sundays and Mondays

May - October

Mon - Sat: 9:00 a.m. - 4:00 p.m.
Sun: 10:00 a.m. - 3:00 p.m.

CONTACT:

608-365-8344