

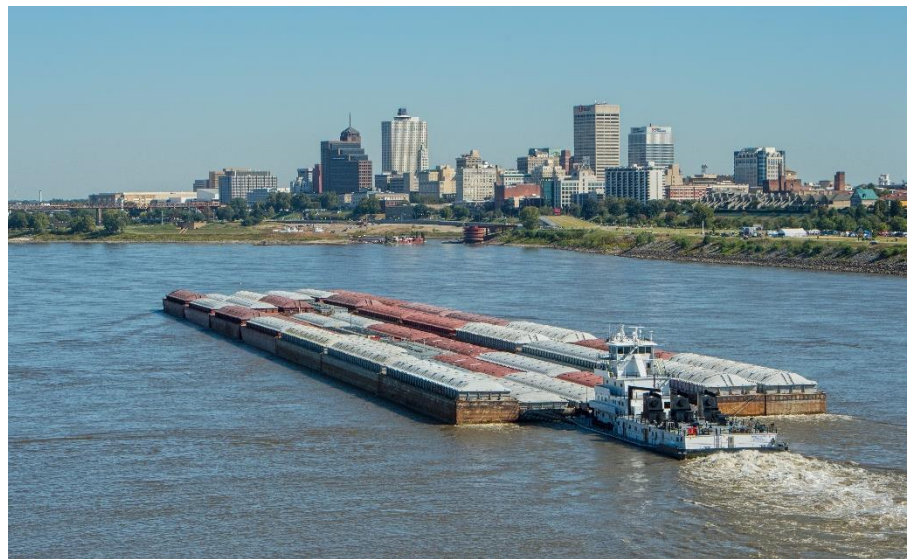
Mississippi River Parkway Commission

Exclusive Sponsorship Benefits



What are the MPRC and the Great River Road?

- Mississippi River Region
 - 2,500-mile-long region in the heart of America
 - More than 150 cities, towns and villages
 - Tourism and recreation generate tens of billions of dollars and support more than 650,000 jobs in 10-state region
 - Mississippi River Region is a strong market and partnering with the MPRC is key to reaching that market



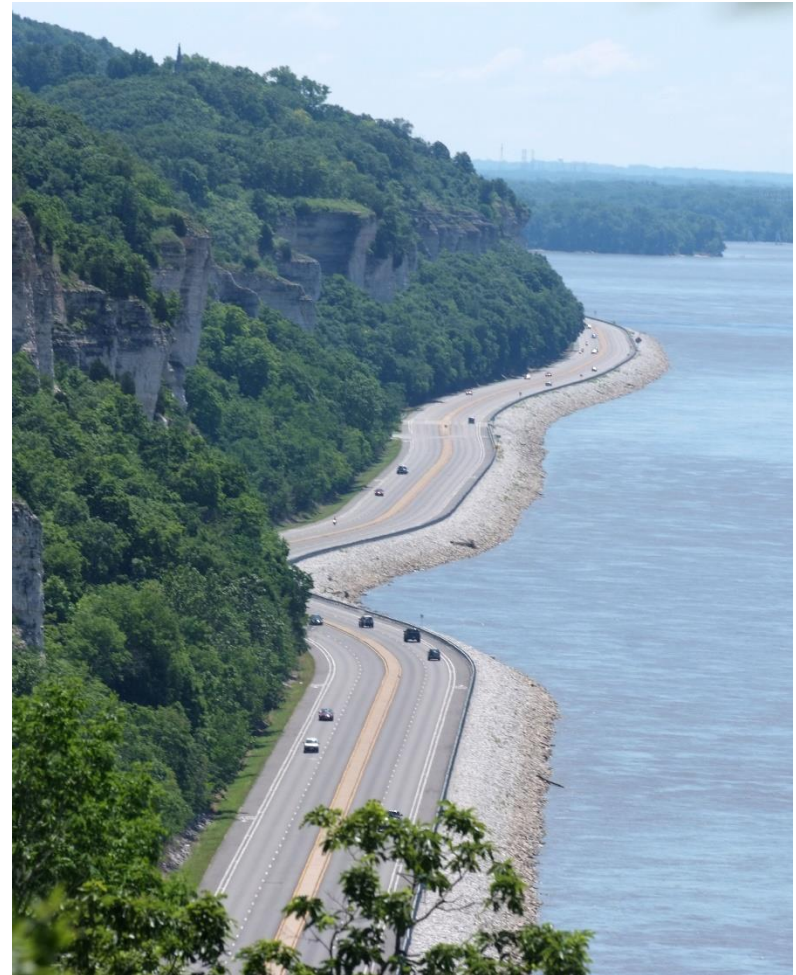
What are the MPRC and the Great River Road?

- Mississippi River Parkway Commission (MRPC)
 - Established in 1938
 - Mission to preserve, promote and enhance the Great River Road National Scenic Byway
 - Oldest 10-state Mississippi River organization
 - Four committees, each of which oversees a particular area of interest
 - Transportation
 - Marketing
 - Culture & Heritage
 - ERA (Environment, Recreation & Agriculture)



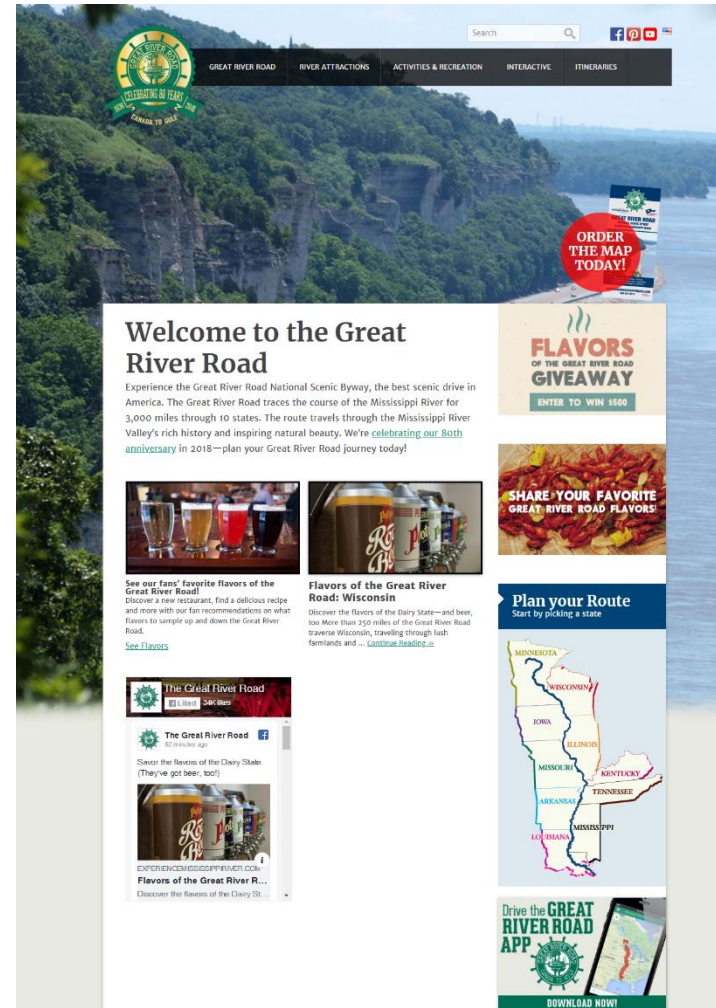
What are the MPRC and the Great River Road?

- The Great River Road
 - National Scenic Byway beside the Mississippi River for 3,000 miles from the headwaters in northern Minnesota to Gulf of Mexico
 - Home to charming river towns and big cities
 - More than 80 Interpretive Centers share the stories, history, culture and heritage of their regions



Robust, Diverse Online Traffic

- Estimated 350,000 total pageviews in 2018
- High average session duration—over 2 minutes
- Major market representation: Chicago, Twin Cities, St. Louis, New York, Dallas-Ft. Worth and Los Angeles
- 50/50 gender representation
- Generationally diverse visitor demographics
- 50% mobile usage

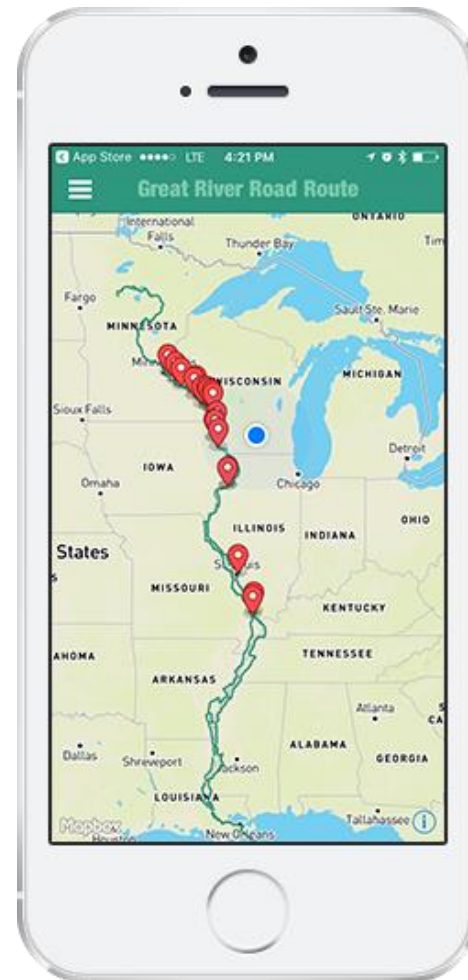


Website Sponsorship Presence

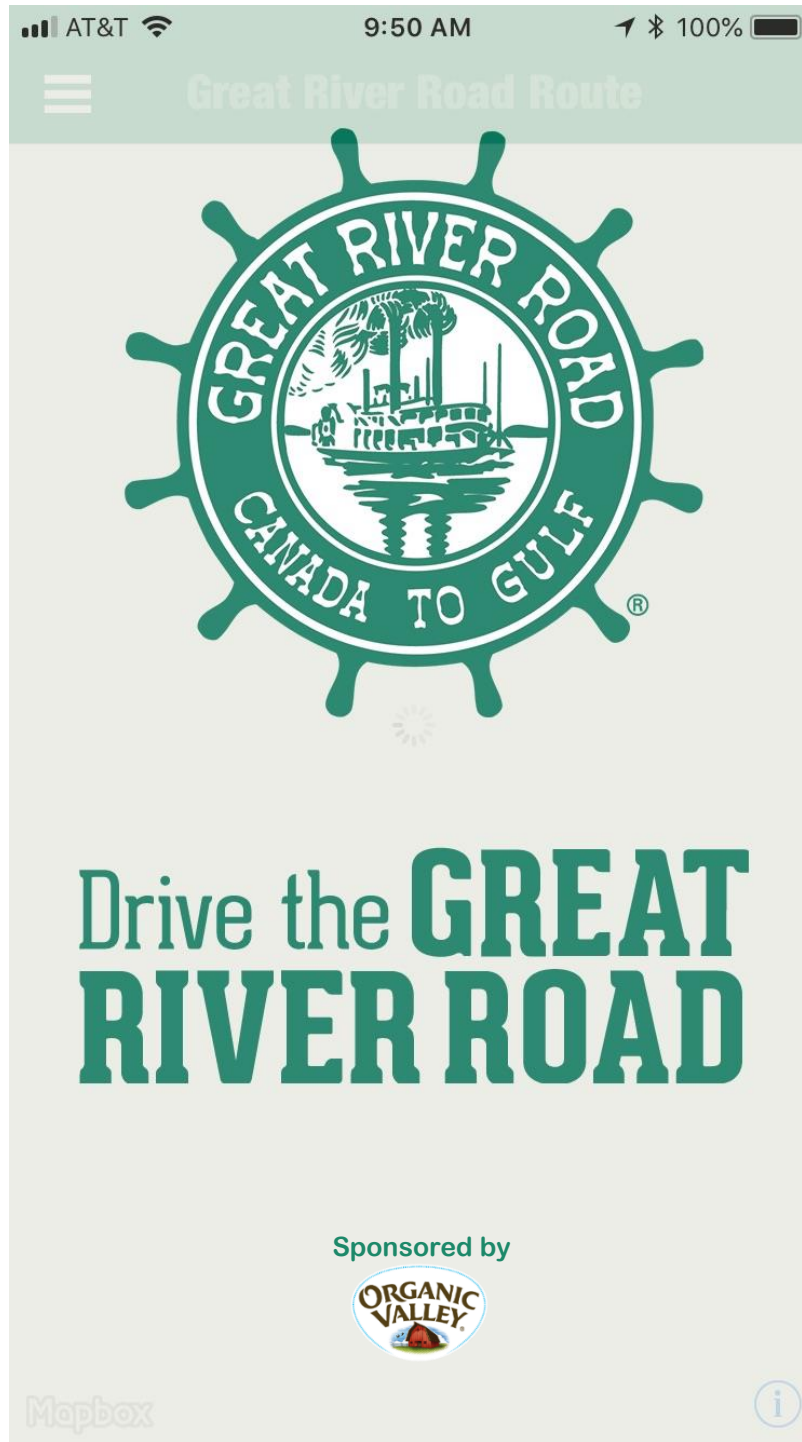


Interactive Mobile Application

- Over 14,500 downloads
- Robust growth with an increase of 134% in downloads since most recent app update
- Available on all platforms (Android, iOS)
- Additional asset capacity, including businesses, recreational trails and “push” notifications for nearby attractions



App Welcome Screen



Quarterly E-newsletters

- Cultivated 20,000+ member mailing list
- Average open rate of 25% (industry average: 17.3%)
- Average click rate of 4% (industry average: 2.3%)
- Additional funding could increase blast frequency



Win \$500 for your next Great River Road trip!

September is [Drive the Great River Road Month](#), and there's no better time to explore America's oldest and longest National Scenic Byway. Spectacular fall colors, fun events, unique attractions—you'll find it all on [the Great River Road](#).

Now, we're giving you a chance to win some cold hard cash to spend on your next Great River Road trip! Enter the Drive the Great River Road Month Sweepstakes before September 30, and you could win \$500 to spend exploring charming river towns, engaging museums and more.

Enter now and start your Great River Road adventure today!

Enter now!



Mississippi River Parkway Commission
701 E. Washington Ave. Ste. 202
Madison, WI 53703

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E-newsletter Sponsor Mention

Enter now and start your Great River Road adventure today!

Enter now!



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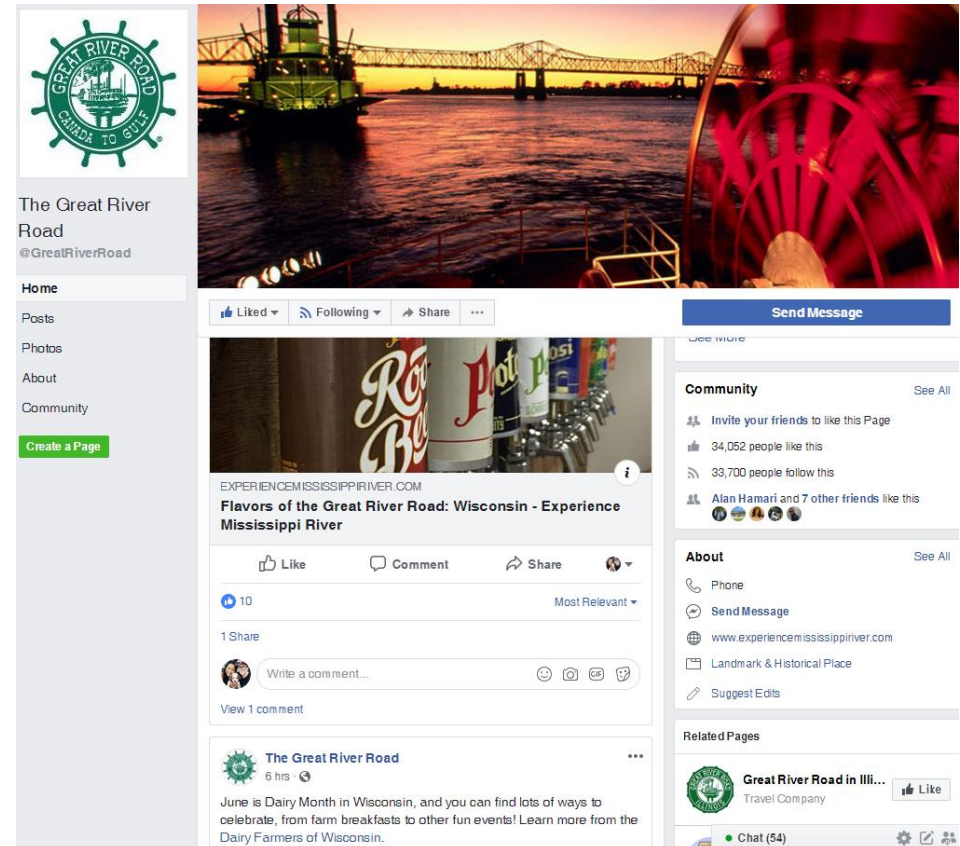
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Engaged Social Media Presence

- Over 34,000 Facebook fans
- Engaged fanbase with top posts reaching 10,000+ users organically
- 64% female engagement
- Ability to segment advertising and increase reach within major demographic markets



Featured Sponsor Facebook Post



The Great River Road

July 10, 2018 at 8:14 PM · 🌐

The Great River Road is proud to recognize Organic Valley as a travel sponsor. Organic Valley is committed to locally grown, organic food, and their products--from milk to cheese and everything in between--can be found at stores up and down the Great River Road.

www.organicvalley.coop/store-locator/



Popular 10-state Map Featured in *New York Times* & Other Media

- Current distribution: 125,000 maps in 10-state region
- Users voluntarily send donations
- 10-state network distribution
- Larger budget would allow MRPC to meet high demands for maps from Interpretive Centers



Map Cover Sponsor Mockup



Minnesota • Wisconsin • Illinois
Iowa • Missouri • Kentucky • Tennessee
Arkansas • Mississippi • Louisiana

EXPERIENCEMISSIONIRIVER.COM

Sponsored by



866-763-8310



10-State Strategic Network of Interpretive Center representation

- Network of 80+ centers hosts hundreds of thousands of visitors annually
- Map distribution
- Positioning on key signage and/or kiosks
- Diverse audience reach
- Niche, market appeal
- Together, Interpretive Centers are a distribution network that spans the Mississippi River Valley and includes small towns and large metro areas



Interpretive Center Sponsorship Signage



Two Annual MRPC meetings

- Minimum two meetings per year; spring and fall
- Conferences attended by regional and national experts in tourism, transportation, economic development
- Broad-based river exposure in one meeting



Sponsorship at MRPC Meetings

- Opportunity for sponsored feature presentation, branded material distribution in packets and onsite signage at annual meetings



Exclusive three-year sponsorship benefits: \$150,000

- Website logo and link/page
- Welcome screen on mobile application
- Logo and link on quarterly e-newsletters - 20,000 subscribers
- Branded content through social media channels
- Cover banner on 10-state map
- Branded content, including signage, at 80+ Interpretive Centers in all 10 states

VALUED AT
\$6,000,000
(\$12/1,000 IMPRESSIONS)