



Mississippi River Parkway Commission
701 East Washington Avenue, Suite 202
Madison, WI 53703



Notes:

MRPC Marketing Committee Agenda
Conference Call
November 15, 2018
10:15am
Dial in: 888-861-1255
Passcode: 879564#

- I. Review 2018 marketing plan

- II. Discuss 2019 marketing plan and budget requests

- III. Sponsorship

Discuss additional options that are less cost and time than original \$150,000 three-year exclusive sponsorship

 - National Meeting sponsor for one meeting (spring or fall) \$2,500
 - Website only sponsor for one year \$10,000
 - Map only sponsor one-time run \$25,000
 - Mobile app sponsor for one year \$40,000

- IV. MRC Updates

- V. Schedule future conference calls for 2019

- VI. Other business