Partnership Opportunities

RIVER POOR

- 10-state maps featuring all GRR Interpretive Centers
- Website: <u>experiencemississippiriver.com</u>
- E-newsletters
- Social media
- PR & media pickups
- Promotions: Summer event campaign, National Pollinator Week & Drive the Great River Road Month
- America250
- Cooperative advertising program
- Other options as they surface

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10-state Great River Road map

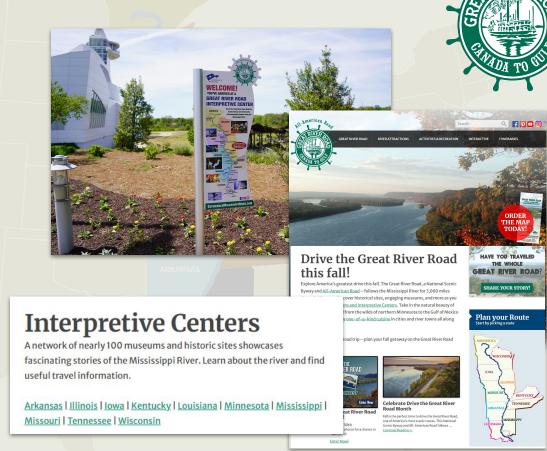
RIVER POOR

- Updated every few years based on budget
- Distributed by requests through website, email, and phone
- Every state Commission receives maps to distribute to Interpretive Centers, Welcome Centers & other businesses



Website - experiencemississippiriver.com

- Great River Road website: 370,000+ annual page views
- All Interpretive Centers listed on site with links
- Visitors average more than 3 minutes on the site



All-American L

E-newsletters

- 37,350 subscribers as of 5/8/25
- Average open rate: 33.6%
 (above industry average)
- Average click rate: 4.5%
 (above industry average)
- Content regularly includes ICs







District Advances Deposits and Alberta Hardway & Tourism

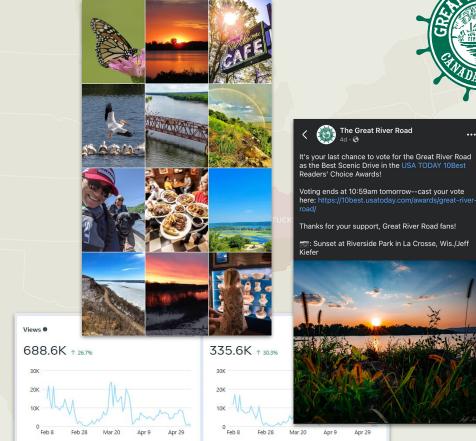
Become a Great River Road Champion

Do you love the Great River Road or know someone who does? Become a Great River Road Champion, and you'll help support the efforts to promote this iconic All-American Road now and in the future. Plus, depending on your membership level, you can get fantastic Great River Road gear—sign up today!

Learn More

Social media

- Facebook: Nearly 100,000 followers
- Instagram: 9,000+ followers
- Paid advertising boosts engagement & drives traffic to website
- Content regularly includes ICs



All-American Roam

PR & media

- Story ideas
- Media pitches
- Responses to media inquiries



All-American Road

Following the Mississippi River

USA

The Great River Road, from Minnesota to Louisiana, is rich with scenery and many fascinating stops along the way



Chriffin

How to Plan the Perfect Road Trip on the Great River Roa

By Katy Spratte Joyce and Stacey Leasca | Published on November 12, 2023

In This Article What to Know Before You Go Best Stops Along the Great River Road

Places to Stay



Wisconsin: Great River Road

DESTINATIONS GUIDES TRENDS & TIPS VIDEO

You've heard of mountain towns, You've heard of river towns, Well, y'all, get ready for this: a 250mile journey that'll take you past 33 idyllic river-mountain towns, making for one of the best road trips this side of-and literally alongside-the Mississippi. Along Wisconsin State Highway 35, you'll fly by cideries and wineries, local diners and inns, boats bobbing on steady water, lookout points across calming, verdant hills, and all manner of villages riddled with that small town charm we all love to wax poetic about.

Promotions & Campaigns

- Summer Fun on the Great River Road - events
- National Pollinator Week (June)
- Drive the Great River Road Month (September)









Summer Fun on the Great River Road

- Promotes events along the Great River Road from Memorial Day-Labor Day
- States, ICs & attractions can submit events
- Campaign also includes a sweepstakes and ticket giveaways on social media



All-American A

Summer Fun on the Great River Road



Goals:

- Bring attention to GRR through variety of events
- Collect event listings and photos for promotional use
- Engage GRR communities/counties/states
- Reward existing and attract new visitors

Submit events at experiencemississippiriver.com/events/submission

Consider tickets giveaways, photos, cross promotion, co-ad program

National Pollinator Week

- June 16-22, 2025
- National Pollinator Week toolkit, promotional ideas, sample social media posts, resources available at <u>mrpcmembers.com</u>
- Accepting submissions for Pollinator Week events and local pollinator habitats



11-American

Drive the Great River Road Month

RIVER POOR

- Annual celebration in September
- Encourages fans to explore the Great River Road & visit Interpretive Centers
- Includes photo contest & merchandise giveaways
- Toolkit available for MRPC members









America250

- Work is already underway for 250th celebration in 2026
- Collecting fans' 250 favorite things to see & do along the Great River Road
 - Events & Festivals
 - Attractions
 - River Cities & Towns
 - Scenic Views/Overlooks
 - Restaurants/Wineries/Breweries/ Orchards/Farmers' Markets
 - Outdoor Activities Hiking, Biking, Paddling, Camping, etc.



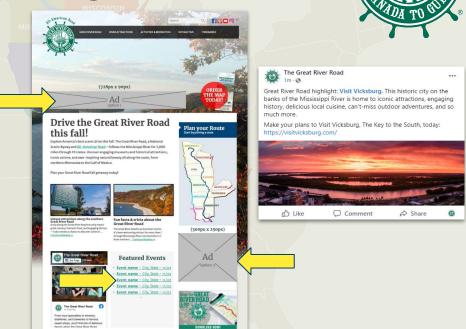
AMERICA'S GREAT RIVER ROAD



ADD YOUR FAVORITES NOW

Cooperative Marketing Program

- Sooperative Marketing I Togram
- Great River Road website
 - Display ads & events on homepage
- Great River Road e-newsletters
 - Display ads, event listings, standalone editions
- Great River Road social media



American Roa

More information: experiencemississippiriver.com/mrpc-partnership-opportunities

Other marketing options

- We're always looking for ways to expand our marketing budget
 - National Scenic Byways grant
 - Best Scenic Drive in America
 - Great marketing hook for towns, ICs & other attractions
 - Toolkit available on mrpcmembers.com





What can you do?

- Register your Interpretive Center on mrpcmembers.com
- Sign up for e-newsletters members and tourism
- Share photos & videos
- Submit your events online
- ✓ Join Culture & Heritage

 Committee meetings on Zoom

- Connect with us on social media
- Attend an MRPC Annual Meeting 9/10-9/12 in Baton Rouge
- Engage with your state commission or county commissioner
- Keep us updated (contact info, new hours, new exhibits, etc.)
- Network with other Interpretive Centers