

Partnership Opportunities

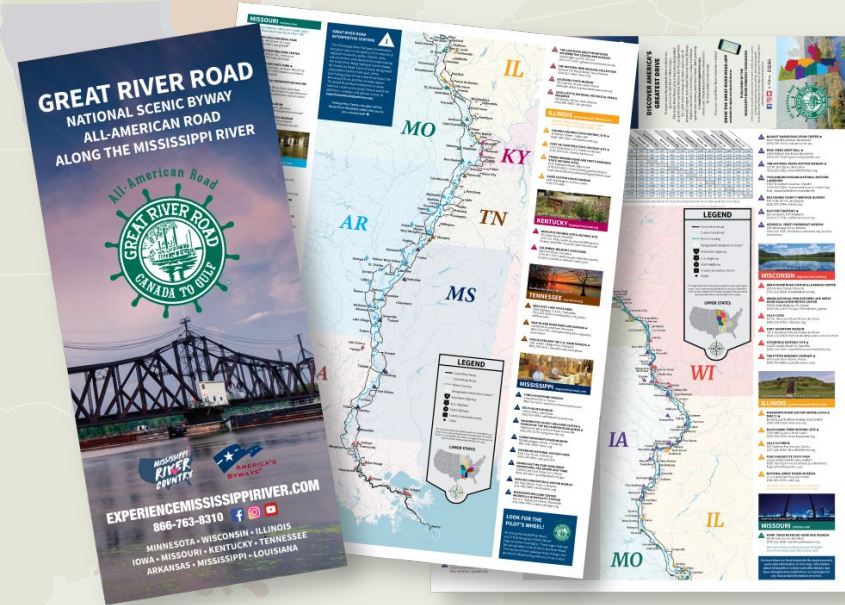


- 10-state maps featuring all GRR Interpretive Centers
- Website: experiencemississippiriver.com
- E-newsletters
- Social media
- PR & media pickups
- Promotions: Summer event campaign, National Pollinator Week & Drive the Great River Road Month
- America250
- Cooperative advertising program
- Other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

10-state Great River Road map



- 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



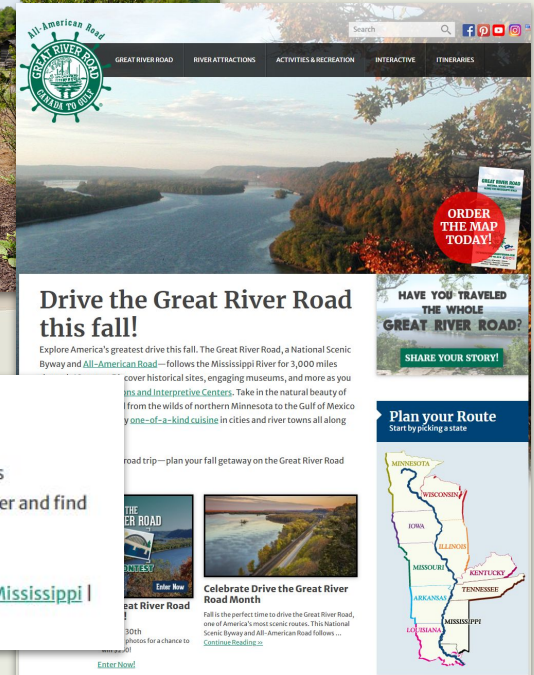
Website - experiencemississippiriver.com



- 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



ARKANSAS



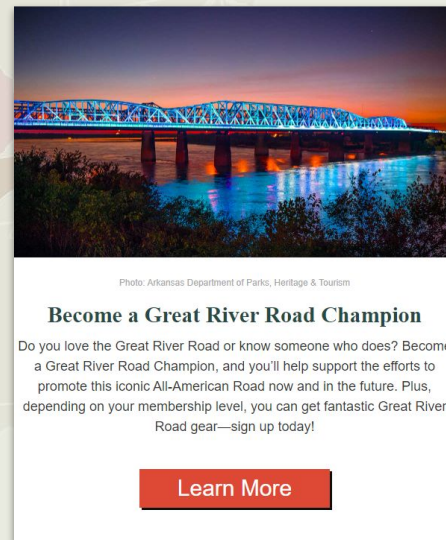
Interpretive Centers

A network of nearly 100 museums and historic sites showcases fascinating stories of the Mississippi River. Learn about the river and find useful travel information.

[Arkansas](#) | [Illinois](#) | [Iowa](#) | [Kentucky](#) | [Louisiana](#) | [Minnesota](#) | [Mississippi](#) | [Missouri](#) | [Tennessee](#) | [Wisconsin](#)

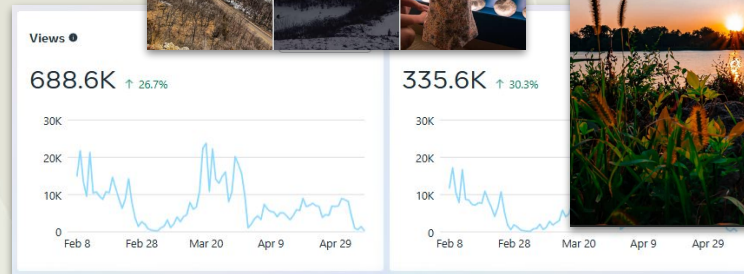
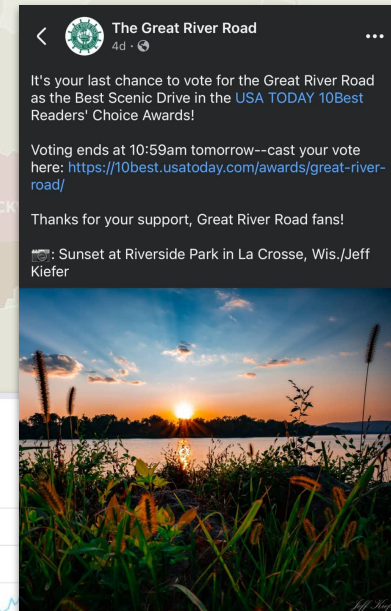
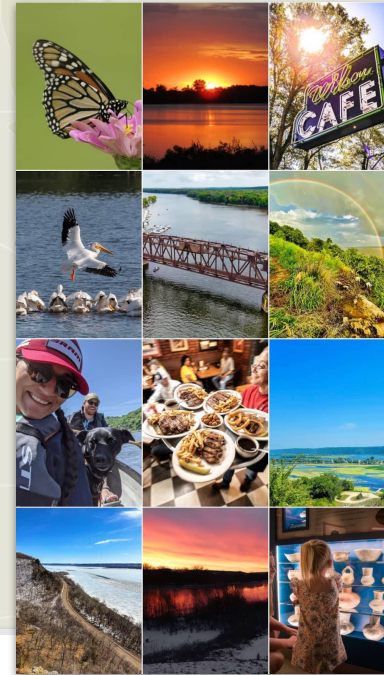
E-newsletters

- 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



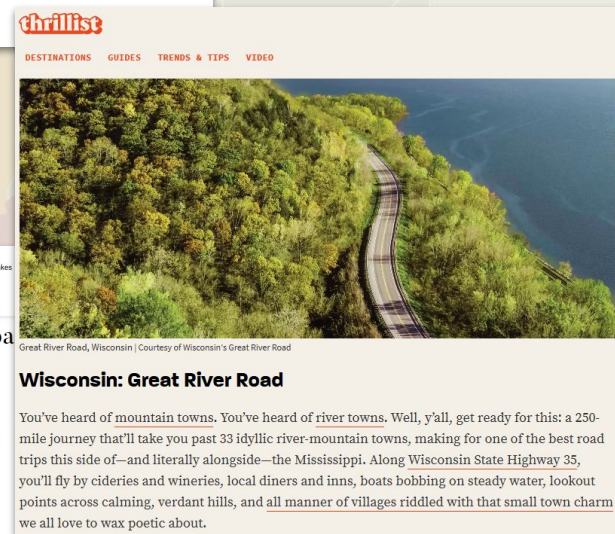
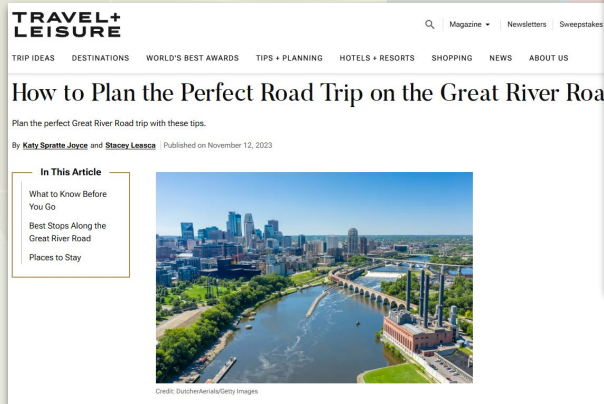
Social media

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



PR & media

- Story ideas
- Media pitches
- Responses to media inquiries



Promotions & Campaigns

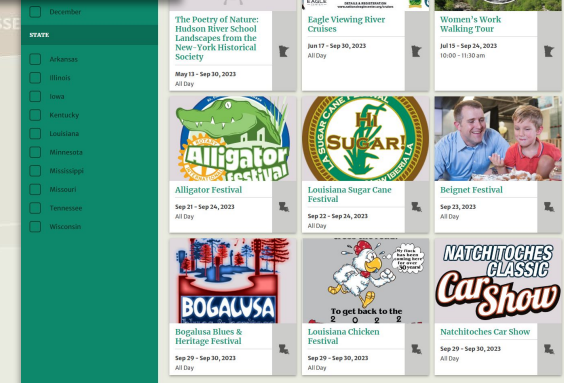
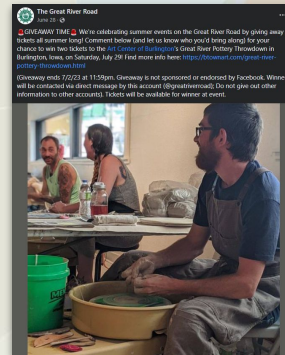
- Summer Fun on the Great River Road - events
- National Pollinator Week (June)
- Drive the Great River Road Month (September)



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





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 mrpcmembers.com
- Accepting submissions for Pollinator Week events and local pollinator habitats



Drive the Great River Road Month



- 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



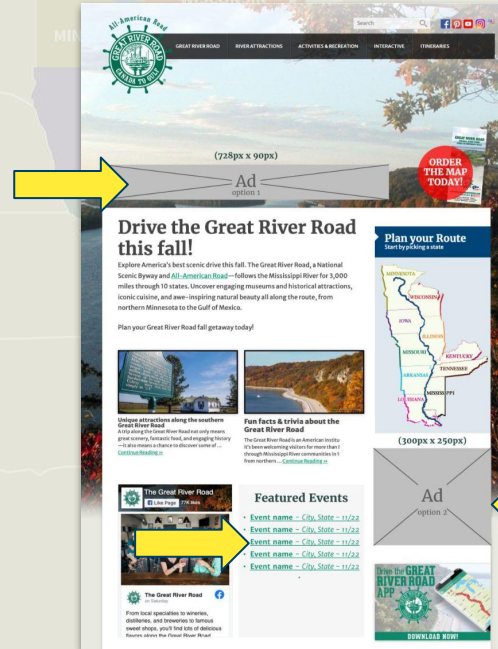
- Work is already underway for 250th celebration in 2026
- Collecting fans' 250 favorite things to see & do along the Great River Road
 - Events & Festivals
 - Attractions
 - River Cities & Towns
 - Scenic Views/Overlooks
 - Restaurants/Wineries/Breweries/Orchards/Farmers' Markets
 - Outdoor Activities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





Cooperative Marketing Program

- 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



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