



OFFICIAL NOTICE & AGENDA
REGULAR MEETING

MEETING: Room Tax Commission

DATE/TIME: Monday, January 26, 2026 at 4:00 PM

LOCATION: Wausau City Hall – Council Chambers
407 Grant Street, Wausau WI, 54403

MEMBERS:

Michael Martens (C) Tim VanDeYacht (VC)

Lisa Rasmussen Lindsey Lewitske

Chad Henke

- 1 Update from the Wausau/Central Wisconsin Convention & Visitors Bureau.**
- 2 Consideration of the minutes of the preceding meeting(s).**
October 27, 2025 Regular Room Tax Commission Minutes
- 3 Discussion and possible action.**
 - a. Partnership for Progressive Agriculture for the Alice in Dairyland Finale.
 - b. Ironbull Inc. for Red Granite Grinder and Rib Mountain Trail Races.
- 4 Discussion.**
 - a. Preferences for receiving tourism grant summary reports.
- 5 Adjournment.**

Michael Martens, Chair

**NOTICE POSTED AT CITY HALL (407 GRANT STREET) AND
TRANSMITTED TO THE OFFICIALLY DESIGNATED NEWSPAPER**

DATE: 01/21/2026

TIME: 9:00 AM

POSTED BY: Kody Hart



This meeting may be viewed on
YouTube and Channel 981 on Cable TV

In accordance with the requirements of Title II of the Americans with Disabilities Act of 1990 (ADA), the City of Wausau will not discriminate against qualified individuals with disabilities on the basis of disability in its services, programs or activities. If you need assistance or reasonable accommodations in participating in this meeting or event due to a disability as defined under the ADA, please call the ADA Coordinator at (715) 261-6622 or ADAServices@wausauwi.gov to discuss your accessibility needs. We ask your request be provided a minimum of 72 hours before the scheduled event or meeting. If a request is made less than 72 hours before the event the City of Wausau will make a good faith effort to accommodate your request.



City of Wausau
(715) 261-6500 | clerk@wausauwi.gov
wausauwi.gov



Visit Wausau: Building Momentum, Delivering Impact



2025 Proposal to the City of Wausau Room Tax Commission

Presented by: Tim White, Executive Director

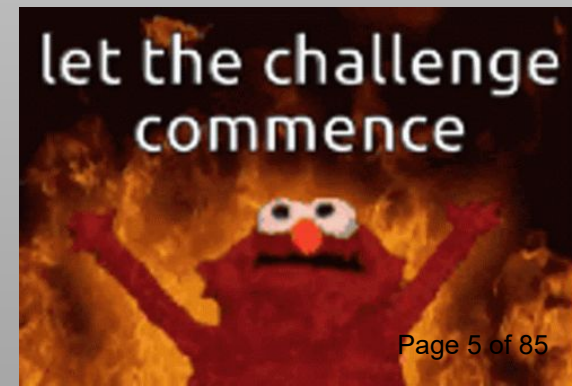
Who We Are – Your DMO Partner

- Official DMO for Marathon County
- Promote Wausau as Wisconsin's Basecamp
- Aligned with Travel Wisconsin, Sports Wisconsin, Destinations Wisconsin
- Marketing, PR, Tourism & Economic Development



The Challenge

- Visitor expectations are rising
- Grant programs require matching and data
- Other destinations outspending us
- 40% allocation limits growth
- Economic Issues need counter measures
- Rothschild = Summer Boost



The Solution

- Three-year contract
- Increase allocation to 45%
- Reinvest in Zartico
- Support BSG, Outdoor Rec, Signature Events
- Go after more Meetings and Events
- Bring Stakeholders to the table



2023–2025 Highlights

- Launched Wisconsin's Basecamp brand
- Finalist for 5 Inaugural Governor's Outdoor Industry Awards
- Redesigned website
- Secured \$355,000 in grant funding
- Behind the Plate food series >> First Annual Chef's Gala >> Restaurant week
- Wausau Arts Guide
- Great Pinery National Park Waterway
- Wisconsin Granite Bike Trails
- Ice Age Trail Community Designation
- Secured 2026 & 2029 World Horseshoe Tournament
- Secured 2026 Healthy Communities Conference
- Moved BSG Figure Skating from Mosinee to Wausau/Weston

WISCONSIN'S BASECAMP

2023–2025 Highlights

CLICK ME!



WISCONSIN'S BASECAMP

2023–2025 Highlights

Destination-wide: year-over-year changes

Source: Zartico Geolocation, Zartico Spend Data, Zartico Lodging Data

Change in Visitor Share

+2%

Change in Share of Spend from
Visitors

+0.3%

Change in Hotel Revenue

+17%

Change in Hotel Demand Nights

+16%

Change in ADR

\$+4

Change in Occupancy

+5%

Change in Booking Window

+1.0 days

Change in Avg. Length of Stay

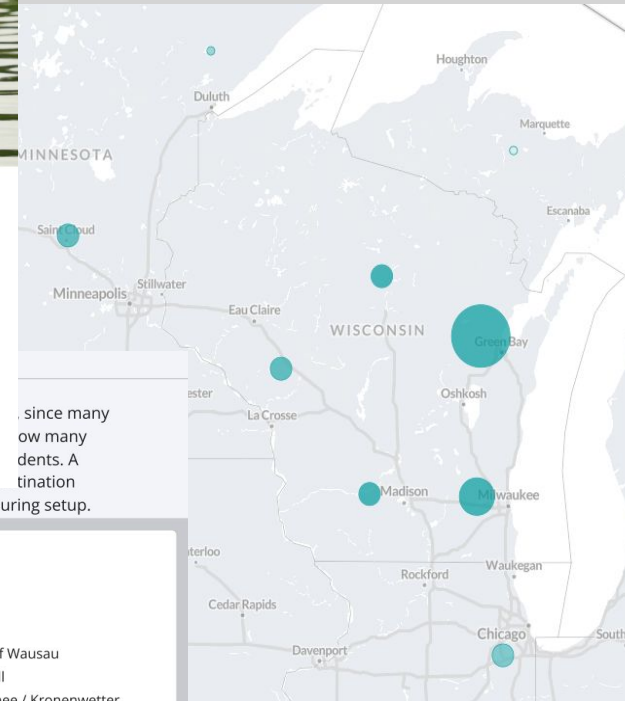
-0.0 days

2023 vs 2024 change Wausau only

Visitation & Impact

- Zartico data: growth in devices, origin markets, and reports
- \$497M in visitor spending (\$403 - 21, \$458 - 22, \$490 - 23)
- 60% of hotel stays in City of Wausau
- 4,000+ tourism-supported jobs (3473 - 21, 3489 - 22, 3574 - 23)
- \$1 → \$700+ return

Data & Visitation & Impact



Visit Wausau's Data-Driven Path to Growth, Strategy, and Recognition

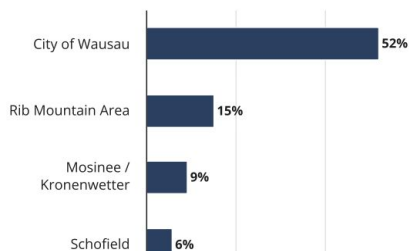
Zartico

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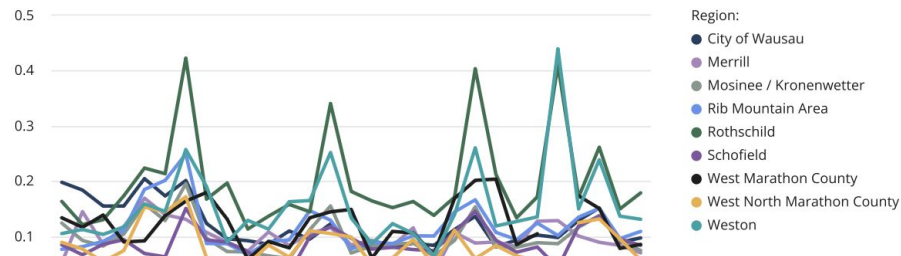
management plan is recommended. Tip (empty value) or Other in the region definitions indicates that this visitation is taking place outside the regions you defined during setup.

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Total Visitation by Region



Visitor-To-Resident Ratio By Region



2025 Event Highlights

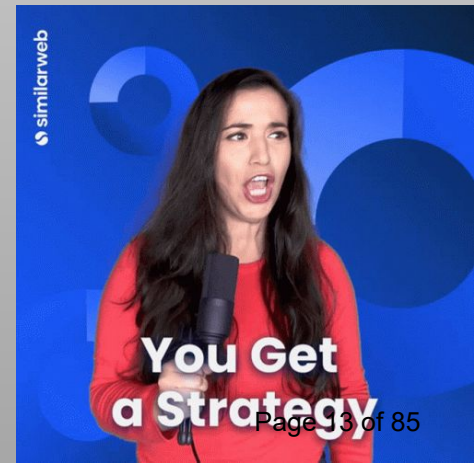
Record Visitor Numbers

- Badger State Summer Games
- IRONBULL, Wausau 24, Marathon
- Gravel biking loops and signage
- PrideFest, Artrageous, culinary campaigns
- Great Pinery Waterway, Ice Age Trail



Strategic Needs for 2025–2027

- Zartico renewal
- Midweek travel & campaign expansion
- Live/Work site & relocation series with GWPP
- Grant matching & storytelling growth
- Continue “One Voice” strategy
- More revenue, more direct marketing spend



Our Ask

- 3-Year Contract
- 45% Room Tax Allocation
- Support for data, marketing, and event development



The Value of Partnership

- “We don’t try to get a seat at the table — we help set the table.”
- Help Wausau compete, grow, and thrive
- Thank you for your support



Objections?

? Why increase to 45%?

- We've shown significant ROI — \$1 invested returns \$600+ in tourism spending.
- Wausau receives 60%+ of the county's hotel activity — and should lead investment.
- 45% aligns with what comparable communities provide to their DMOs.

? Why a 3-year contract?

- Allows for sustainable planning, long-term campaign execution, and grant matching.
- Reduces administrative burden of annual approvals.
- Provides stability during uncertain economic cycles.

? Can't we just fund Zartico or events directly?

- The power is in integration — data, marketing, video, and events work together.
- Zartico data fuels targeting, grants, and storytelling. It's not just software — it's our strategy engine.

? Isn't this a lot of money?

- Visit Wausau operates on less than 0.2% of total tourism revenue.
- We bring in millions with an efficient, lean team and accountable structure.



ROOM TAX COMMISSION

Date and Time: Monday, October 27, 2025, at 4 :00 p.m., Council Chambers

Members Present: Michael Martens (C), Tim VanDeYacht (VC), Chad Henke, Lindsey Lewitzke

Members Excused: Lisa Rasmussen

Noting the presence of a quorum Chairperson Martens called the meeting to order at 4:00 p.m.

Update from the Wausau/Central Wisconsin Convention & Visitors Bureau.

Tim White, Executive Director of the Wausau/Central Wisconsin Convention & Visitors Bureau, provided an update on the Wausau/Central Wisconsin Convention & Visitors Bureau and outlined the proposed parameters of an upcoming contract with the City of Wausau and the organization.

Discussion was held. No action taken.

Minutes of the previous meeting(s) (07/28/2025).

Motion by Lewitzke, seconded by VanDeYacht, to approve. Motion carried 4-0.

Discussion and Possible Action regarding Tourism Grant request applications.

The Wings Over Wausau application was discussed. VanDeYacht questioned if the organization running the event would commit to booking more hotel rooms for the event within the city to support room tax allocations.

Motion by Henke, seconded by Lewitzke, to approve \$20,000. Motion carried 4-0.

The 4th of July Festival application was discussed. VanDeYacht questioned if this event would generate room stays from visitors to the area from out of town. Lewitzke stated this upcoming years event would test that as the event will be held on a Saturday, prompting visitors to stay the whole weekend. Martens stated it was harder for communities to put on quality fireworks shows which could help draw visitors to the event.

Motion by VanDeYacht, seconded by Henke, to approve \$10,000. Motion carried 4-0.

The Chalkfest application was discussed.

Motion by Lewitzke, seconded by Henke, to approve \$2,500. Motion carried 4-0.

The Grand Theater 2025-2026 Season application was discussed. Lewitzke questioned if this was in addition to the standing allocation that is provided annually to the Grant Theater. It was stated this is in addition to the annual allocation for the purpose of marketing specific shows for the season.

Motion by Henke, seconded by VanDeYacht, to approve \$30,000. Motion carried 4-0.

The Center for the Visual Arts application was discussed. Lewitzke questioned the return on investment in terms of visitors verses the allocation requested. Martens agreed that it was a lot of allocation being requested for a small number of visitors. VanDeYacht questioned the marketing program outlined in the allocation.

Motion by VanDeYacht, seconded by Lewitzke, to approve \$0. Motion carried 3-1, with Henke opposed.

The Trail Development request was discussed. Lewitzke stated support for the allocation if the trail development is promoted properly. Martens stated support as this will bring visitors to the area who are looking for outdoor recreational activities. Henke stated support as destination cities with strong tourism often support trail development. VanDeYacht stated concerns with clarity of use for growth and development, and stated reservations with ongoing allocations. Henke further stated support for this year's allocation and looking at future allocations on a yearly basis.

Motion by Henke, seconded by VanDeYacht, to approve \$50,000 for 2026 only. Motion carried 4-0.

The Downtown Flower Baskets request was discussed. Henke stated this would be a good fit for an allocation as it enhanced the downtown business core. VanDeYacht questioned the use of room tax allocations for this request. Lewitzke questioned how expansive the allocation request could become in the future if this allocation was granted as there a number of other projects within the city which could fall under the same type of use. VanDeYacht

questioned if this would bring visitors to the city. Lewitzke stated that the flower baskets could be supported by volunteers or another creative solution to have the baskets but maintain them in a more cost effective manner. Martens stated that the funding would go to primarily to maintenance.

Motion by Henke, seconded by Lewitzke, to approve \$15,000. Motion failed 2-2, with Henke and Martens in support.

The Riverlife Piers request was discussed. Henke stated support as it would increase use of the Riverlife Trail.

Motion by Henke, seconded by Lewitzke, to approve \$6,900. Motion carried 4-0.

Adjourn

Motion by VanDeYacht, seconded by Henke, to adjourn the meeting. Motion carried. Meeting adjourned at 5:15 p.m.

For full meeting video on YouTube: <https://www.youtube.com/watch?v=ABi7be8o2YQ>

DRAFT



COMMISSION ROOM TAX TOURISM GRANT APPLICATION

Getting Started

Beginning January 1, 2017 the State Law mandates the City forward to a tourism commission any room tax revenue exceeding the amount the municipality may retain. The Commission must spend room tax revenue on tourism promotion and tourism development.

Tourism Promotion and Tourism Development is defined in the Wisconsin Statutes to mean any of the following that are significantly used by transient tourists and reasonably likely to generate paid overnight stays at more than one establishment in the municipality on which room tax is imposed:

- Marketing projects, including advertising buys, creation and distribution of printed or electronic promotional tourist materials, or efforts to recruit conventions, sporting events or motor coach groups.
- Transient tourist informational services.
- Tangible municipal development, including a convention center.

Transient tourist means any person residing for a continuous period of less than one month in a hotel, motel or other furnished accommodations.

The Commission is obligated to submit on an annual basis a detail report of its room tax expenditures to the Wisconsin Department of Revenue.

The Room Tax Tourism Grant program is designed to promote tourism related activity within the City of Wausau with specific emphasis on tourism that is reasonably likely to generate overnight stays in hotel facilities.

APPLICATION DEADLINES:

Applications are considered on a rolling cycle.

The room tax commission meets at 4 PM on the 4th Monday of these months:

- October
- January
- April
- July

Applications must be submitted by the **2nd Monday** of these months to be considered.

ELIGIBLE PROJECTS AND USE OF FUNDS:

- Design, production and placement costs for marketing that targets visitors from outside the City of Wausau and its surrounding communities. This includes but is not limited to: brochures, fliers, posters, direct mail, registration materials, print ads, radio ads, television ads. Website enhancements that are reasonably likely to increase tourism and overnight hotel stay. Web and social media marketing that increase traffic of visitors from outside the City of Wausau and its surrounding communities.
- Purchase of marketing lists, search engine marketing ad words, google ad words.
- Offsite signage such as billboards targeting visitors that live outside the City and its surrounding communities.
- Fees must be payable to a third party vendor. In-kind fees are not eligible.

ELIGIBLE APPLICANTS:

- Not for Profit Organizations with an IRS determination.
- Not for Profit Organization is in good standing with the City.
- Event is located in or near the City of Wausau and offers verifiable economic benefits to the City of Wausau through increased room nights.
- The event or promotional opportunity should demonstrate economic impact as it relates to tourism and is reasonably likely to generate multiple hotel stays.
- Repeat grant applicants have filed timely post event reports.

GRANT RECOGNITION:

All awarded marketing projects must include the City of Wausau logo and where space allows, the following grant recognition: "Sponsored in part by the City of Wausau Room Tax."

GRANT LIMITS:

- Grants will be limited based upon funding.

ADDITIONAL INFORMATION:

- All grants will be evaluated on established criteria and ranked competitively by the Commission.
- The grant application will serve as a grant agreement and must be signed by an authorized official within the organization.
- The grant expires one year after awarded by the Room Tax Commission.
- Grantees should request funds via email request to finance@ci.wausau.wi.us
- The Room Tax Summary Compliance reporting should be submitted timely to finance@ci.wausau.wi.us

EVALUATION CRITERIA:

- Completeness and quality of the application. 10 points
- A well-developed marketing strategy that can reasonably be expected to generate multiple hotel stays. 30 points
- The event and application substantiate local economic impact from:
 - local visitors. 5 points
 - day trip visitors. 15 points
 - overnight visitors. 30 points
- The methodology proposed to survey attendees is well developed and will likely generate good quality information regarding event attendees and whether they are local or non-local. 10 points
- The event is unique, unduplicated and creative . 20 points
- Expected/historical event attendance:
 - 0-1,000 attendees annually. 5 points
 - 1,000-5,000 attendees annually. 10 points
 - 5,000+ attendees annually. 15 points
- Event located within the City of Wausau. 5 points

REVIEW AND AWARD PROCESS:

- Timely grant requests will be reviewed by staff for completeness.
- The Commission will review, score and rank proposals based upon the Evaluation Criteria.
- Staff will compile ranking for Commission consideration.
- Commission will review and make a final grant determination.
- Grant applicants will be informed of the grant determination.

Organization Info**Name of Organization ***

Partnership for Progressive Ag

Authorized Official First Name *

Jeni

Authorized Official Last Name *

Rudolph

Authorized Official Title *

Secretary

Email Address *

alicehost2026@gmail.com

Organization Website URL *

marathonppa.org

Street Address *

1000 W Campus Drive

City*

wausau

State*

WI

Zip*

54401

Daytime Telephone*

(715) 218-1504

Grant Information

Grant Request Amount*

\$5,000.00

Total Project/Event Budget*

\$78,434.00

Event Title*

Alice in Dairyland Finale

Event Date(s) or Date Range*

May 13-17

Projected Number of Attendees*

300

Event Location*

Hilton Garden Inn

Have you applied or been awarded room tax or other public funding for this event?*

Yes No

Estimated Number of Hotel Stays from the Project/Event*

175

*

New Event/Project

Existing Event/Project

Project/Event Description*

Please see attached letter

Optional: Upload Project/Event Details

alice support letter.pdf

989.49KB

alice sponsorship 3.pdf

1.71MB

alice overview.pdf

1.43MB

Alice contract08092024.pdf

9.1MB

Marketing Plan

Provide a detailed marketing plan or strategy. Complete the marketing budget below that lists each marketing piece, the location of the piece, approximate dates of views, cost, planned distribution of materials etc. Outline specifically how this plan is reasonably likely to generate overnight hotel stays. Additionally, highlight those marketing materials that are outside the City of Wausau and those that are over 90 miles away.

Marketing Plan Description *

Please see attached

Marketing Media Description *

Social media, print media, website, email

Locations covered by the media/publications *

State of Wisconsin

Approximate dates *

June 2025- May 2026

Expected Cost *

\$17,500.00

Grant Request *

\$5,000.00

Total Plan Requested Amount

\$5,000.00

Difference between grant requested and planned

\$0.00

Additional information may be attached

alice marketing plan.pdf

737.73KB

alice budget.pdf

258.88KB

Hotel Stays

Detail how your organization/project/event will be reasonably likely to create overnight stays in the City of Wausau lodging facilities. Please explain your methodology for identifying multiple hotel stays generated by the event and surveying event goers. *

Plan is to include multiple different hotels on the website where we are selling tickets to the event to allow attendees to select the hotel that best meets their needs.

Repeat events are required to provide evidence of historic room nights. *

n/a

Is your event/project reserving a block of rooms for this event in a City of Wausau hotel? *

Yes No

Please provide number of rooms, number of nights and name of the hotel. *

TBD

Required Documents**ORGANIZATION WIDE BUDGET ***

ppa who we are.pdf

1.56MB

PROJECT OR EVENT BUDGET *

alice budget.pdf

258.88KB

alice sponsorship to date.pdf

596.17KB

RECENT YEAREND FINANCIAL STATEMENTS *

ppa 2024 Tax Return Documents (PARTNERSHIP FOR PROGRE - Client Copy).pdf

90.01KB

IRS DETERMINATION *

alice ces.pdf	522.61KB
alice irs.pdf	399.32KB

BOARD OF DIRECTORS *

alice board of directors.pdf	554.08KB
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Submit

I understand the restrictions placed on the expenditure of room tax funds governed by the Room Tax Commission and certify that the requested funds will be used for the purposes described in this application or approved by the Commission. I understand that the use of funds is subject to review and a post event reporting is required. Grant recipients will be considered ineligible for future grants until post event reporting is filed. This application will serve as a grant agreement and award as noted below.

Applicant Full Name *

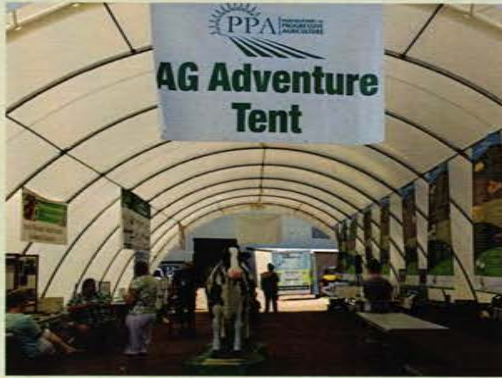
Jeni Rudolph

Applicant Title *

Secretary, PPA

Date Time

12/29/2025



Overview

The Partnership for Progressive Agriculture (PPA) is a local non-profit organization whose focus is on agriculture promotion and education. The collaboration of agriculture enthusiasts is comprised of a 15-member Board of Directors, 3 active committees and a membership base.

The PPA supports agriculture through their mission: "educate, promote and advocate". Throughout the year the PPA hosts many different events in which they develop networks to educate, advocate, and promote a diverse and sustainable agriculture community.

PPA Events

Farm City Dinner

Brings together community business and farmers to network and promote agriculture. The Farm City Dinner is held in early March. Awards and recognition ceremonies for farmers and students.

June Dairy Breakfast

Farm tours, educational exhibits and cheese tasting gives our community neighbors a first-hand look into the dairy industry bridging the gap between the consumer and producer. Delicious breakfast to enjoy with the whole family!

Ag Adventure Tent

Located at the Wisconsin Valley Fair, the Ag Adventure Tent offers hands-on, interactive displays, product samples, and educational opportunities for visitors of all ages.

Golf Scramble

Come out and support the PPA at our annual golf scramble. Golf, drinks, dinner, and a short presentation to follow along with activities throughout such as Hay Bale Tee Off, Poker Run, and "You Can't Hit the Barn" contest.

On The Moo-ve

On the Moo-ve was developed in response to the rising demand by consumers to learn how dairy farmers care for their cattle and why dairy foods are a critical component of a healthy, balanced diet. On the Moo-ve features a life size fiberglass cow that can be "milked" and travels around central Wisconsin.

PPA Involvement

Become a member today!

The Partnership for Progressive Agriculture invites anyone who is interested in being an advocate for agriculture to become a member. There are many different levels of membership and we greatly appreciate your support!

Volunteer Opportunities

Volunteers are needed and appreciated at many events including the June Dairy Breakfast and Adventure Ag Tent. For more information please visit our Facebook page or website at marathonppa.org



Mission Statement

"The Partnership for Progressive Agriculture develops and supports valuable networks in and around the Marathon County regional community to educate, promote, and advocate for a diverse and sustainable agriculture."

Vision Statement

The Partnership for Progressive Agriculture's vision is to bring together diverse members of Marathon County's Agriculture Community to:

- Stimulate agriculture economic development.
- Assist entrepreneurial efforts.
- Encourage advocacy and communications among/for agriculture.
- Communicate, educate and promote contributions made by agribusiness to the local economy and communities.
- Foster responsibility/stewardship of the land.
- Facilitate creative, progressive and innovative agricultural activity.



2024 Calendar of Events

March

7th - Farm City Dinner

19th - NTC Ag Days

April

18th - Wausau Chamber Expo

June

23rd - June Dairy Breakfast At Fust Farms

July/August

30th to 8th - Ag Adventure Tent At Fair

September

5th - Bunker's Golf Course

December

6th - Wausau Christmas Parade

Marathon Country Partnership for Progressive Agriculture

Mailing Address:
Partnership for Progressive Agriculture
1000 W. Campus Dr.
Wausau, WI 54401

Phone: (715) 581-7778

Email: marathonppa@gmail.com

Social Media Channels:



Who We Are & What We Do

12-27-25
Budget is available upon request but PPA & Alice In Dairyland are 2 separate entities



Educate, Promote, and Advocate for Agriculture in Central Wisconsin

Business	Amount (\$)	Sponsorship Level
C.Sobczak	\$500	Bronze
Foxworthy Supply	750	Bronze
Steph and Justin Haase	500-in kind	Bronze
Wisconsin Farmers Union	500	Bronze
WPS	500	Bronze
Forward Bank	\$5,000	Diamond
Marathon County	\$5,000	Diamond
Merrill Equipment	\$5,000	Diamond
Nicolet	\$5,000	Diamond
NTC	\$5000in kind	Diamond
Breitenfeldt Farm	in kind- FFA	Friend of Ag
Foremost	100	Friend of Ag
Happy Hooper Hoof Care	\$100	Friend of Ag
Heritage Vet Partners	\$150	Friend of Ag
Marathon Cheese	\$100	Friend of Ag
Newbys Evergreen	\$100 in kind	Friend of Ag
Quality Title	100	Friend of Ag
River Country Co-op	100	Friend of Ag
Rotographics	180-in kind	Friend of Ag
Shortlane Ag Supply, LLC	In Kind	Friend of Ag
Sobczak Sisters	\$100	Friend of Ag
Spectrum Insurance	250	Friend of Ag
Willow Springs	300	Friend of Ag
Childrens Imaginarium	\$3,700 In Kind	Gold
Cloverbelt Credit Union	\$2,500	Gold
Crawford County	2500	Gold
Ginseng Board	2500	Gold
Village of Rib Mt	\$3,000	Gold
Village of Weston	\$4,500	Gold

Visit Wausau	In kind	Gold
PPA	\$10,000	Platinum
Abby Bank	\$1,000	Silver
AgCountry Farm Credit Services	\$1,500	Silver
Krueger Floral n gifts	\$1,500	Silver
Marathon County Farm Bureau	\$1,000	Silver
Van Der Geest Dairy	\$1,000	Silver
Wipfli	\$1,000	Silver

BENEFITS TO SPONSORS

- Be associated with the historic Alice program, that educates consumers on Wisconsin agriculture and **promotes product sales** ranging from ginseng and beef to Christmas trees and whiskey.
- **Show your customers you care about their business** by helping Alice promote agriculture in Wisconsin.
- **Build bridges between farmers and consumers.** It's important to educate school children and the public about where their food comes from.
- Exhibit your **community involvement.**
- Promote your business **throughout the state of Wisconsin** via television, radio, and social media.

IMPORTANT DATES

2026

May 15th - Friday Night Showcase

• **5 pm - Contestant Interactive Booths**

• **6 pm - Appetizers and Cash Bar**

• **7:30 pm - Contestant Q+A**

May 16th - Saturday Night Finale

• **5 pm - Social Hour**

• **6 pm - Dinner**

• **7:30 pm - Finale Presentations**

• **Crowning of next Alice in Dairyland**

Contact Information 79th Alice Host

Email: alicehost2026@gmail.com

Contact Information PPA

Website: marathonppa.org



79th Alice in Dairyland

Sponsorship
Information

HOSTED BY:



79TH ALICE IN DAIRYLAND SPONSORSHIP LEVELS

MARATHON COUNTY - FINALS MAY 2026

Be a part of this exciting event promoting agriculture in our community, hosted by Partnership for Progressive Agriculture.



PLATINUM \$10,000 +

8 Tickets (Full Table) to the Finale Banquet on Saturday Night

8 Tickets (Full Table) to the Showcase on Friday Night

Plaque Presentation at the Finale

Prominent Logo Placement on Signage at The Showcase and Finale Banquet

Top Listing/Logo on Official Alice Program and News Releases

Prime Logo Placement on Event Website and Social Media

Alice Finalist & VIP Meet and Greet - Specifics TBD



DIAMOND \$5,000-\$9,999

4 Tickets to the Finale Banquet on Saturday Night

4 Tickets to the Showcase on Friday Night

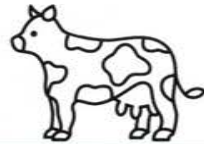
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Alice Finalist & VIP Meet and Greet - Specifics TBD



GOLD \$2,500-\$4,999

2 Tickets to the Finale Banquet on Saturday Night

2 Tickets to the Showcase on Friday Night

Signage at The Showcase and Finale Banquet

Logo/Listing in Official Alice Program

Logo on Event Website and Social Media

Alice Finalist & VIP Meet and Greet - Specifics TBD



SILVER \$1,000-\$2,499

2 Tickets to the Finale Banquet on Saturday Night

Signage at The Showcase and Finale Banquet

Logo/Listing in Official Alice Program

Listing on Event Website and Social Media



BRONZE \$500-\$999

Signage at The Showcase and Finale Banquet

Listing in Official Alice Program

Listing on Event Website and Social Media



FRIEND OF AGRICULTURE \$100-\$499

Listing in Official Alice Program

Listing on Event Website and Social Media



79th Alice in Dairyland Sponsorship Form



Company Name: _____

Contact Person: _____

Address: _____

Phone: _____ Email: _____

Sponsorship Levels:

Platinum (\$10,000 +)*
8 Showcase Tickets: Use Donate**
8 Finale Tickets: Use Donate**

Diamond (\$5,000 to \$9,999)*
4 Showcase Tickets: Use Donate**
4 Finale Tickets: Use Donate**

Gold (\$2,500 to \$4,999)*
2 Showcase Tickets: Use Donate**
2 Finale Tickets: Use Donate**

Silver (\$1,000 to \$2,499)
2 Finale Tickets: Use Donate**

Bronze (\$500 to \$999)
 Friend of Agriculture (\$100 to \$499)

Enclosed is a check for \$_____ or Please Invoice me for \$_____

In Kind Donations & Monetary Value: _____

Checks made payable to: Partnership for Progressive Agriculture (Put "Alice" on Memo Line)

Mail Checks and this form to: **Partnership for Progressive Agriculture**
Attn: Alice
1000 W Campus Drive
Wausau, WI 54401

Questions? Please Contact Jeni Rudolph (715) 218-1504, Julie Bohr (715) 581-1254
or email Alicehost2026@gmail.com

*These sponsorship levels include having your logo included in our publications and advertising, please send logo in jpg format to alicehost2026@gmail.com

**Donated Tickets will be used for Local Students, and Contestants Families

The Partnership for Progressive Agriculture (PPA) 501c3 Tax Identification Number 30-0578781

Alice in Dairyland 2026- Estimated Budget

Income Sources	Estimated Amount
Sponsorships	\$ 37,750.00
In kind donations	\$ 9,980.00
Ticket sales (showcase and Finale)	
Grants	\$ 8,000.00
DATCP reimbursement	\$ 3,292.00
TOTAL REVENUE	\$ 59,022.00
Expenses	
Briefing	
hotel/ meals	\$ 4,230.00
photographer/name tags/transportation	\$ 2,366.00
venue room rental	\$ 700.00
Showcase	
venue rental/décor/AV needs	\$ 5,306.75
food	\$ 3,120.00
transportation	\$700.00
Finale	
hotel	\$ 9,856.00
Food	\$ 3,570.00
venue rental	\$ 2,640.00
transportation	\$ 1,400.00
finale food/room/AV/videographer	\$ 21,745.00
Other	
office supplies/website/advertising	\$ 3,500.00
printing/logo	\$ 3,500.00
keepsake booklets	\$ 3,500.00
insurance	\$ 500.00
welcome to MC video	\$ 4,000.00
monthly in county events	\$ 4,800.00
graphic design	\$ 2,000.00
invites/FB page	\$ 1,000.00
TOTAL EXPENSES	\$ 78,433.75

ALICE IN DAIRYLAND

Background

Alice in Dairyland is a one-year, contracted public relations and communications professional employed by the **Wisconsin Department of Agriculture, Trade and Consumer Protection**. During the year, Alice travels to approximately 400 events throughout the state promoting Wisconsin agriculture to a diverse demographic range of audiences in both rural and urban settings. Alice also works extensively with the media to fulfill the mission of educating consumers about the agriculture industry in the state.

The process and program of selecting the next Alice in Dairyland is called “the finals” and is held in a different county every May (“host county”). The finals consist of a three-day public interview and selection process highlighting the agriculture industry of the host county. During the year leading up to the finals, the current Alice will visit the host county approximately once a month to learn about the agri-businesses and production unique to that county. She will also promote those industries and promote the hosting of the finals to residents and beyond via multiple media sources. Additionally, the county will host a two-day event in March, culminating in a press conference announcing up to six candidates for the upcoming Alice position.

Impact

Hosting an Alice in Dairyland finals within your county can generate extensive interest in agricultural industries both locally and throughout the state. Alice in Dairyland utilizes her statewide platforms, including social media, print articles, radio and television appearances, to promote the host county’s agricultural economy. Recent host counties have found extensive support from local agricultural businesses excited to highlight their products through the Alice in Dairyland program.

Project Responsibilities

Organize and facilitate a volunteer committee to develop the hosting plan for the county. The committee will be responsible for promotions, event development and logistics. A representative from DATCP will assist in the planning process.

12 Monthly Events (Leading Up to Finals) in MARATHON COUNTY

Alice will visit the host county monthly (or as close to as possible) from June–May leading up to the finals, to promote the county’s unique agricultural businesses, products and economy. Alice visits will be scheduled and coordinated with DATCP. Each visit will be distinctive and can include any of the following as organized by the county planning committee: agri-business tours, media interviews, school visits, dairy breakfasts, county fair, agri-tourism events, or other agriculturally related events. Alice will also cut down the first ceremonial Christmas tree for the Wisconsin Christmas Tree Growers Association at an in-county tree farm in November. These events will assist in promotions for the county as well as the Alice finals. Events do not need to be organized by the committee if the committee already hosts and plans events that meet the above criteria (e.g. a dairy breakfast or a county fair) that Alice may appear at as part of these ongoing events.

The Briefing

Up to six candidates are selected for the position of Alice through a rigorous hiring process at DATCP and are announced to the public for the first time at a press conference held in, and organized by, the committee. This two-day event happens on a Friday to Saturday in mid to late March. During the briefing event, the committee will organize and coordinate with DATCP several parts of the schedule, which includes individual and group photos of the candidates, press conference, “meet and greet” candidates reception with media and the committee, and optional agri-business tours. This event also includes educational workshops and training organized and conducted by DATCP to prepare candidates for the Alice Finals selection process. Friday evening, the candidates and Alice will meet the host county committee for dinner.

The Finals

The Finals are held entirely in the host county in May. At the finals, the candidates will participate in an intense and extensive three-day, partially public, interview process which includes speeches, interviews, media spots, presentations and tours all highlighting agriculture. DATCP coordinates the selection process while the committee is responsible for coordinating the itinerary logistics, venues and event details during the finals. After the rigorous process, a new Alice in Dairyland is selected. Alice officially begins her position with DATCP in July. Key highlights of the finals:

Agri-Business Tours

The committee promotes several of the host county's major industries by touring up to six agri-businesses. The candidates learn about the various businesses and are responsible for giving a 60-second summary presentation on one at the Selection Finale. Each tour should last no more than one hour in length. Each of the tour stops is also highlighted in the Finale Program Booklet.

Question & Answer (Q&A) Event

The Q&A Event is an opportunity for the public to meet the candidates and watch a portion of the selection process. The event displays the candidate's ability to express ideas clearly in front of an audience and to think quickly. This program occurs the evening of the second day of the finals. Typically, it is a ticketed event, open to the public with a social hour and light refreshments followed by the formal Q&A session. The committee may choose to host this as a dinner event.

Finale Program (final selection of new Alice)

This event takes place on the third day of the Finals and can occur on a Friday or Saturday evening. It typically includes a reception, a banquet and the Finale program. DATCP supplies an outline of the program which includes: a three-minute speech by each candidate; a 60-second highlight on an agri-business tour by each candidate; a farewell presentation by the current Alice; and a representative of the Department of Agriculture, Trade and Consumer Protection to announce the next Alice in Dairyland. The committee coordinates with DATCP to develop the script, select an emcee and coordinate a rehearsal of the finale. The committee is also responsible for any promotional pieces they would like in the presentation (limited to three minutes in length) and developing the PowerPoint presentation to be run at the Selection Finale. The final promotional piece developed by the committee is the "Program Booklet" that attendees receive as a keepsake, which encompasses the finals process, highlights the county's agriculture industry, and features each of the candidates and thanks industry partners and sponsors. DATCP works with the host county to provide text and approve the final program prior to printing.

Organized by the non-for-profit: Partnership for Progressive Agriculture
10/2024

Marketing Plan Description

Alice in Dairyland Finale – Marathon County (May 13–17)

The Alice in Dairyland Finale, scheduled to take place in Marathon County from **May 13–17**, will be promoted through a comprehensive, multi-channel marketing strategy designed to maximize public awareness, attendance, and engagement across Marathon County and the surrounding region. The marketing plan combines statewide support, local partnerships, and a balanced mix of digital and traditional outreach methods.

Statewide Promotion and DATCP Support

Marketing efforts will be supported by the Wisconsin Department of Agriculture, Trade and Consumer Protection (DATCP) through official Alice in Dairyland and DATCP communication channels. This statewide promotion will elevate the visibility of the Finale beyond Marathon County and highlight the importance of Wisconsin agriculture, leadership development, and community involvement.

Social Media Outreach

Social media marketing will be led primarily through Facebook, utilizing event pages, scheduled posts, and coordinated content shared by Alice in Dairyland, DATCP, and partner organizations. Content will include event announcements, candidate profiles, educational highlights, sponsor recognition, and ticketing information. Social media engagement will be amplified through cross-promotion by agricultural organizations, community groups, and local businesses.

Website Promotion

Event information will be featured on the Alice in Dairyland website and supporting partner websites. These platforms will serve as centralized information hubs, providing schedules for May 13–17 activities, ticketing details, sponsor recognition, and links to related promotional content.

Email Marketing

Targeted email campaigns will be distributed to agricultural organizations, sponsors, alumni, community leaders, and past attendees. Emails will include save-the-date messaging, event updates, ticket sales information, and reminders leading up to and during the May 13–17 Finale week.

Print Materials and Traditional Media

Print materials such as posters, flyers, and event programs will be distributed throughout Marathon County at agricultural venues, local businesses, community centers, and partner locations. Press releases and event listings will be shared with local newspapers, radio stations, and community publications to reach audiences who prefer traditional media.

Direct Mail Outreach

Targeted direct mail will be used to reach key stakeholders, sponsors, agricultural supporters, and community leaders within Marathon County and surrounding areas. Direct mail pieces will

provide detailed event information, ticket opportunities, and highlight the community and economic impact of hosting the Alice in Dairyland Finale.

Community Partnerships and Cross-Promotion

Local partners, sponsors, and community organizations will be encouraged to promote the Finale through their own marketing channels, including newsletters, social media, and in-house displays. This collaborative approach strengthens community engagement and ensures broad awareness of the Alice in Dairyland Finale events taking place May 13–17 in Marathon County.



Board of Directors Meeting
 Thursday, December 11th, 8am
 NTC Farm or Zoom

Agenda

- I. Call to Order Bohr
- II. Minutes
- III. Treasurer Report
- IV. Committee Reports
 - Education/Promotion Bayer
 - Economic Development/Membership Bohr
 - June Dairy Breakfast Bohr
 - On the Moo-ve
 - Alice in Dairyland Rudolph

Old Business:

Continuing Business:

- Memorials – Mary Kay
- Board Members
- Policies
- Fair Donation – MASS Program/Little Britches – etc
- Parade
- Farmer’s Market
- Scholarship

New Business:

Future Topics:

Next meeting: Thursday, January 8, 2025

Adjourn:

Leadership

2025

Officers

- President:** Julie Bohr
- Vice President:** Greg Cisewski
- Treasurer:** Jean Schult
- Secretary:** Jeni Rudolph

Board of Directors

3rd Year:

- Brenda Walters
- Tyler Seehafer
- Patrick Baecker
- Jean Schult

2nd Year:

- Julie Bohr
- Jeni Rudolph
- Joe Szczepanski
- Greg Cisewski

1st Year:

- Heidi Fischer
- Mia Bayer
- Steph Haase

Executive Coordinator

Kelsey Jascor

Committees/Chairs

Education/Promotion

Mia Bayer

**Economic Development/
Membership**

Vacant

June Dairy Breakfast

Julie Bohr

On the Moo-ve

Vacant

Events/Important Dates

- January 24th – Alice Milk Merchant
- March 5th – Farm City Dinner
- March 6th – Alice in Dairyland Briefing
- June 7th – June Dairy Breakfast – NTC
- May 14 – 16th Alice Finale

JA

**AGREEMENT BETWEEN
WISCONSIN DEPARTMENT OF AGRICULTURE, TRADE
AND CONSUMER PROTECTION
AND THE ALICE IN DAIRYLAND 2026 STEERING COMMITTEE**

ALICE IN DAIRYLAND BRIEFING AND FINALS CONTRACT

The Wisconsin Department of Agriculture, Trade and Consumer Protection ("Department") and Alice in Dairyland 2026 Host County Steering Committee ("Committee") enter into this contract for purposes of setting forth the responsibilities of the parties in conducting the Alice in Dairyland Briefing ("Briefing") and the Alice in Dairyland Finals ("Finals") in Marathon County ("County") in 2026.

1. **Overview of Final Selection Process Events**

The Briefing will be held over two days in March 2026 in the host county. (Specific dates to be determined with Marathon county and DATCP). The Final Interview activities, Commodity Showcase/Q&A event, Banquet and Finale will be held Thursday through Saturday, in May 2026. (Specific dates to be determined with Marathon county and DATCP) The Briefing itinerary includes professional photos and a press conference. The Finals itinerary includes 6 Industry/Agribusiness tours; TV and radio interviews in County and Individual interviews during the 3 days. Day 2: includes an evening event that with dinner or hors d'oeuvres and a candidate component ie: showcase/ Q & A/discussion panel session; Day 3: rehearsal of the finale program, and an evening social hour, dinner, and finale program followed by an optional reception.

Highlights of the finale program include: a prepared speech by each candidate; a clip from each candidate's mock television interview; a 60-second presentation on an agribusiness tour by each candidate; a farewell presentation by the current Alice; and the announcement by the Secretary or representative of the Department of Agriculture, Trade and Consumer Protection of next year's host Committee and the newly selected Alice.

AUTHORITY

2. This contract is made pursuant to authority of the Department under s. 93.07 (3), Wis. Stats. and an appropriation under s. 20.115(3)(a), Wis. Stats.

SCOPE OF PROJECT-COMMITTEE OBLIGATIONS

3. The Committee agrees to plan and conduct local events for the Briefing and Finals. Except as otherwise provided in this Agreement, the Committee agrees to provide all necessary funding, materials, group transportation and other resources needed to conduct the local events for the Alice in Dairyland Briefing and Finals. The Committee will comply with the conditions set forth in the terms and conditions of the Agreement.
4. Details and arrangements for the Alice in Dairyland Briefing and Finals will be planned jointly by the Committee and the Department. The Department's Division of Agricultural Development is responsible for final approval of all decisions. The Committee shall contact the Department if any undecided issues arise.

STEERING COMMITTEE

5. The Committee shall choose one or two members to serve as chair or co-chairs ("Chair") of the Steering Committee. A Department employee shall serve as a liaison to the Steering Committee.
6. The Committee and subcommittees shall meet as deemed necessary by the Chair.

7. The Committee shall be led by the Chair and the Department employee liaison. The Committee shall also include the chairs of the five subcommittees. The Committee shall elect a secretary (maintains minutes) and treasurer (maintains finances and produces final financial reports) from among the five subcommittee chairpersons.
8. The Committee shall manage and directly control all phases of the planning, operation, budget, and progress of the Alice Briefing and Finals to a successful conclusion and ensure all subcommittees work in tandem.
9. The Chair shall lead, assist, advise, and manage to ensure that the subcommittee chairs and their committees are performing their tasks; maintain the progress, direct, and assist the Committee in meeting its responsibilities; and plan, schedule, and conduct Steering Committee meetings.
10. The Chairs shall appoint a chairperson from the Committee for each subcommittee; guide subcommittees in planning and budgeting for all details associated with the Alice in Dairyland Briefing and Finals; set timelines for completion of arrangements and tasks assigned to subcommittees; oversee communications between subcommittees to avoid duplication of efforts, double solicitation of sponsors, missing required elements, etc; provide the Department with copies of all correspondence from the Committee and copies of minutes from all Committee and subcommittee meetings; and provide the Department with a report from the Committee and each subcommittee within two months after the Finals are completed.
11. The Committee shall file a report with the Department from each of its subcommittees within two months after the completion of the 2026 Finals. The reports shall list each subcommittee's members, work plan, activities, expenditures, and comments/suggestions for the next sponsoring Committee.
12. The Committee shall obtain and provide the Department proof of the necessary liability insurance for the 2026 Alice in Dairyland Briefing and Finals events no later than December 1, 2025.

FINALS AND TICKETS SUBCOMMITTEE

13. The Finals and Tickets Subcommittee shall include a chairperson who is a member of the Committee. The Steering Committee shall appoint additional members to this subcommittee. The Finals and Tickets Subcommittee shall be responsible for the following:
 - A. Invitations-Invite former Alices, sponsors, and local elected officials to the Finals. The Department will distribute information to former Alices, Alice partners as well as the Top Candidates and the current Alice.
 - B. Finals Program & Scripts-In coordination with the Department representative develop the program itinerary for the event, PowerPoint presentation, outline and the script. With assistance from the Steering Committee, select the Master of Ceremonies to host the Finals Selection Program. The Master of Ceremonies must be approved by the Department. Organize volunteers and resources necessary to execute the event.
 - C. Location/ Venue Details-Determine and secure the site(s) for the Finals Selection Program. Coordinate all arrangements (with assistance of General Arrangements Subcommittee) for the Finals Selection Program and Reception. Obtain approval from the Department before details of the Finals Selection Program are confirmed. Finals site needs to include (but is not limited to) room for the program, rooms for social gathering, room for the selection panel, room for office/ event headquarters, separate press room, and high-speed internet availability. In addition, coordinate the following:

- 1.) Decorations: stage design, decorations, event assistants (i.e. 4-H or FFA).

*Alice -
Start
July 2025*

- 2.) AV Equipment: (projectors, screen, microphones, etc.).
 - 3.) Meal for the event.
 - 4.) Tables and set-up with all reserved tables
- D. Technical Support-Provide technical support person(s) and equipment including laptops, projectors, sound equipment, lighting, microphones, easels, etc. as requested by the Department for the Briefing and Finals. Technical support person will coordinate, create, and run Alice Finals Selection Program to include County highlights and PowerPoints of Candidates and current Alice, TV interviews clips, etc. The Finals subcommittee is also responsible for ensuring the equipment is in proper working order, stage lighting and sound is appropriate, including microphones, etc. Sub Committee may be asked by the Department to provide technical support to videotape mock TV interviews and record radio interviews during Finals, at Committee expense.
 - E. Tickets-Develop, print and distribute (in cooperation with Promotions and Special Events Subcommittees) all tickets for events held in conjunction with the Finals Selection Program.
 - F. Videographer-Hire and supervise a videographer to record, with sound, the Finale Selection Program on the final evening. A total of 5 copies will need to be created and made available to the Department within one month of the program. DATCP and the committee will agree on the media used to transfer the video to DATCP. The Subcommittee must secure an agreement with the Videographer that assigns the copyright of the recording to the Department.
 - G. County Showcase Video/Presentation-At the Committee's discretion, hire and supervise a videographer to produce a host County PowerPoint/video highlighting the County to be played during the Finals Selection Program and/or to be used in additional marketing efforts. DATCP will review video prior to being finalized. The Subcommittee must secure an agreement with the Videographer that assigns the copyright of the recording to the Department. This video will be played at the previous year finals and used for marketing throughout your year.

FINANCE SUBCOMMITTEE

- 14. The Finance Subcommittee shall include a chairperson who is a member of the Steering Committee. The Steering Committee shall appoint additional members to this subcommittee. The Finance Subcommittee shall be responsible for the following:
 - A. Budget-Establish a budget and keep an accurate account of all transactions. The Finance Subcommittee shall also pay bills generated from hosting the Briefing and Finals and ensure that financial statements are accurate. The Subcommittee shall keep a current balance sheet and a list of expected bills to ensure adequate funds are available throughout the planning and conducting of the Briefing and Finals.
 - B. Fundraising-Coordinate fundraising activities to cover the cost of hosting the Alice Briefing and Finals, materials for collecting donations and compile complete list of donors to ensure proper recognition.
 - C. Insurance-Obtain and pay for a general liability insurance umbrella policy to cover the Briefing and Finals events. The Committee or a local dairy committee may be able to assist the Subcommittee with insurance needs. The insurance policy must include at least

\$1,000,000 aggregate, \$500,000 per any occurrence annual, \$500,000 personal & advertising injury each occurrence, \$50,000 fire damage-any one fire, \$5,000 medical expense-any one person.

- D. Tax Exempt Status-Explore application for tax-exempt status for the Finals Committee, in consultation with the Steering Committee. Note: Achieving tax exempt status can be a lengthy process and is not mandatory.
- E. Ticket Price-With assistance from other Committees, determine Finals Program ticket prices no later than January 1, 2026.

GENERAL ARRANGEMENTS SUBCOMMITTEE

- 15. The General Arrangements Subcommittee shall include a chairperson who is a member of the Steering Committee. The Steering Committee shall appoint additional members to this subcommittee. The General Arrangements Subcommittee shall be responsible for the following:
 - A. Interview Locations-Arrange for a location to record radio and television interviews on the first day of the Finals. These interviews do not need to be live, although the radio interviews could be. (Note: TV and radio stations work well or work with the Department to accommodate the possibilities of the Committee.) Secure a location that can be used during all three days of the Finals for the three-member selection panel to meet to review materials and meet with candidates. A conference room at the hotel fits these needs well.
 - B. Lodging-Recommend locations and reserve lodging for the Candidates for the Briefing and Finals and for the three- or four-member interview panel for the Finals. State rate, which includes any resort fees, must be available at these locations. Space must be available to accommodate four department staff at the same location at the State Rate.
 - C. Meals-Arrange and schedule meals during the Briefing and Finals. It may be beneficial to pre-order meals if possible.
 - D. Name Badges-Provide professional name badges for each candidate and panel member to be worn during the Briefing and Finals. Also prepare nametags for Steering and Subcommittee members and volunteers to be worn during the Briefing and Finals.
 - E. Photographs-Select a local photographer and pay for the photographer's services to take individual candidate studio head-and-shoulder shots if needed and group photos of the candidates and Alice at the Briefing. Subcommittee must secure an agreement with the photographer that assigns the copyright for the photos to the Department. Digital files of these images must be available to the Department that same day for release following the press conference. The group photo is to be used on the cover of the Finals' souvenir program. The group photo may be in studio or on location. Approval of the photo location is required by the Department. Various backgrounds for the group photos may be done.
 - F. Tours-Schedule six tours at local agri-businesses, agriculture-related historical sites and/or agriculture-related tourist attractions to occur during the Finals. Tours should not be confirmed for the days of the Briefing or Finals without approval by the Department. The possibility of one tour during the Briefing can be planned with DATCP approval. Each candidate will prepare a presentation on one of the six Finals tours to be presented at the Finals selection program. Ask all tour stops in advance for stock photos to be

included in selection program presentation, biography for finale program and possibility of media attending the tour.

- G. Transportation- Coordinate transportation for the six candidates, their props, timekeepers, four Department employees, and three to four selection panel members throughout the Finals. Provide the first tentative itinerary including addresses, phone numbers, and actual drive times between tours, meal, etc. to the Department by January 1 of host year.

PROMOTIONS SUBCOMMITTEE

- 16. The Promotions Subcommittee shall include a chairperson who is a member of the Steering Committee. The Committee shall appoint additional members to this subcommittee. The Promotions Subcommittee shall be responsible for the following:
 - A. Finale Program Booklet-Develop the Keepsake Finale Program booklet. The Department must have time to edit the booklet, and final approval must be received prior to printing, including any advertising to be inserted. Committee content responsibilities include: List of all volunteers and sponsors; photographs and information on each tour; letter from Steering Committee Chairperson, letter from the County Board (and or other dignitary), cover details, entire program layout, and printing. The Subcommittee may include advertising, other information, and photographs with approval from the Department. The Subcommittee is responsible for collecting information, design, layout, and printing. An additional 50 copies of the booklet need to be provided to DATCP following the Finals. The Department provides the text for: candidate biographies; letters from Governor, DATCP Secretary, and current Alice; pictures/names/years of all previous Alices; background of Alice Program, the selection process and the program partners.
 - B. Develop and promote the Alice in Dairyland Finals Logo specific to the county to be used in conjunction with the DATCP Alice in Dairyland program logo. The Department must approve logo prior to printing.
 - C. Media & Advertising-Establish working relationships with local newspapers, radio, and television stations. The Promotions Subcommittee, with the assistance of Department staff, shall generate media coverage before, during and after the Finals. The Department will compile press packets on the six candidates for release to the media. Early promotion of the Finals by the Committee will help increase ticket sales and attendance. Sponsors of the Finals shall be appropriately recognized in pre- and post-Finals publicity. It is recommended that all subcommittees submit a list of sponsors to the Promotions Subcommittee, promptly and periodically, to ensure proper recognition. Promotions of ticket sales are the responsibility of the Subcommittee.
 - D. Press Conference & Press Room - Provide a room for the press conference for the Briefing announcement of the Candidates and, in collaboration with the Department, invite media. The current Alice in Dairyland will serve as the Master of Ceremonies, but the Subcommittee will need to develop a script for Committee speakers, officials and others who should participate. The room shall have a space for interviews. Provide a private press room at the Finals program for a press conference immediately following the Finals with the new and outgoing Alices.
 - E. Promotional Materials-Work with the Committee and Subcommittees on all public events associated with the Finals to ensure appropriate media coverage and notice of the events to the public. This can include press releases, developing posters, signage, radio/TV spots, etc.

- F. Finals Facebook Page and Website-In conjunction with DATCP, maintain and update the Alice in Dairyland Finals Facebook page and supply county information to DATCP for the Alice website.

SPECIAL EVENTS SUBCOMMITTEE

- 17. The Special Events Subcommittee shall include a chairperson who is a member of the Committee. The Committee shall appoint additional members to this subcommittee. The Special Events Subcommittee shall be responsible for the following:
 - A. Community Events
Look for functions for the current Alice to attend, June to April, that may be held in conjunction with an already established community event happening at the same time. Identify annual area events where Alice in Dairyland can speak about the program and the upcoming Finals. Past special events in other counties have included visits to professional clubs (i.e. Kiwanis, Lions), schools, county dairy breakfasts and agricultural showcases held prior to or after the Alice in Dairyland Finals.
 - B. Events to Promote the Finals
Plan special events held in conjunction with the Finals, other than with the Finals Program itself. Special events should be community-focused and for people of all ages. An annual event that coincides with this is the first Christmas Tree Cutting. The county will select a local tree farm which is a member of the Wisconsin Christmas Tree Producers Association for the first Official Christmas Tree Cutting of the Season to be held in mid-November. The county will coordinate the event. It is also this committee's responsibility to invite media (with assistance from Promotions) and the public to the tree cutting.
 - C. WI Commodity Showcase/Q&A Event/Discussion Panel
Plan this event for the night prior to the Finale Program. A location, meal, décor, and panel area with microphones, screen and projector will need to be organized by the Special events committee. This is often a ticketed event and always open to the public. The Committee will comply with Department procedures set for these two components in the interview process.
Note: This event can be held in conjunction with an established community event or can stand on its own.

DEPARTMENT OBLIGATIONS

- 18. The Department agrees to participate in planning and conducting local events for the 2026 Alice in Dairyland Briefing and Finals.
- 19. The Department will counsel, advise, and guide the Committee throughout the planning process for the 2026 Alice in Dairyland Briefing and Finals and will participate in Committee meetings via attendance or telecommunications.
- 20. The Department will select up to six candidates to participate in the Briefing and Finals. The Department will also select three or four Interview Panel members who will select the new Alice in Dairyland based on the Department's pre-determined benchmarks.
- 21. The Department will counsel, advise and guide the Committee throughout the planning process for the Briefing and Finals, using written and verbal communication, and will attend Committee

meetings or participate via teleconference. Department staff will be accessible for questions and approval of details.

22. The Department will coordinate speakers for the Briefing.
23. The Department will work with the Promotions Subcommittee to coordinate publicity. Media contacts may be made by Department staff without the consent of the Promotions Subcommittee. Media packets on each candidate will be compiled and distributed by Department staff.
24. The Department may plan media promotions with the current "Alice" in the County before, during and after the Briefing and Finals.
25. The Department may plan promotions featuring programs administered by the Department before, during, and after the Briefing and Finals.
26. Any costs associated with paragraphs 22 through 25 must be approved by both the Committee Chair and the Department liaison/Alice in Dairyland Program Manager.

PAYMENT OF EXPENSES-COMMITTEE OBLIGATIONS

27. The Committee is responsible for the following expenses:
 - A. Lodging, meals and transportation:
 - 1.) In-County lodging and meals for up to six Candidates during the Briefing for up to two nights.
 - 2.) Lodging and meals for three or four interview panel members on up to four nights (maximum) during the Finals. Panel members will be lodged in separate rooms.
 - 3.) Lodging and meals for up to six Candidates on up to four days and nights during the Finals. Candidates will be lodged in separate rooms.
 - 4.) Transportation for the candidates, interview panel, and up to four DATCP employees on three days and nights during the Finals, not including travel to and from the County.
 - B. Meeting rooms, equipment costs:
 - 1.) Costs associated with the use of meeting rooms, event venues and equipment (easels, microphones, projector, lighting etc.) during the Briefing and Final events held in the County. This includes the facilities and equipment costs related to the Finale program event.
 - 2.) During the Finals, the Committee shall pay for all costs associated with producing digital files for the Department during the taped radio interviews, which will take place during the Finals. The recording must be available to the Interview Panel same day. Audio files become the property of the Department.
 - 3.) During the Finals, the Committee shall pay for all costs associated with producing one digital file of each Candidate during the "mock" TV interviews, which take place during the Finals. A 30-second clip of each interview will be played during the Finals Program. All video and digital files become the property of the Department.

C. Photos of Candidates:

- 1.) Photographer expenses in taking the individual photos if needed and group pictures of Candidates and Alice in Dairyland at the Briefing and the expenses to supply copies of the photographs or digital files for Department and Committee use.
- 2.) Payment for any editing work is the responsibility of the Committee.

D. Tickets:

- 1.) Provide one ticket to the discussion panel event for each candidate, three or four interview panelists and up to three DATCP staff. (13 total)
- 2.) Provide four banquet and finale program tickets for the current "Alice" and each candidate to be used for themselves, family, and/or guests. (28 total)
- 3.) Provide one banquet and finale program ticket for each Interview Panel Member (3 or 4 total.)
- 4.) Provide one banquet and finale program ticket for each former Alice in Dairyland scheduled to attend.
- 5.) Provide at least fifty copies of the keepsake program to the Department to be distributed to future host counties and candidates.
- 6.) Provide access into ticketed events for any members of the media.

E. Videographer:

- 1.) The costs of hiring a videographer to record a professional video with sound of the Finale Program. Five copies of the video shall be supplied to the Department on a removal device.
- 2.) The costs of hiring a videographer/tech support person to create, produce, and run all the Finale Selection Program PowerPoint/technology.
- 3.) The costs of hiring a videographer to create and produce a video/PowerPoint highlighting host County.

F. Miscellaneous expenses:

- 1.) Costs of adequate liability insurance for the Briefing and Finals events and any special events.
- 2.) Costs associated with nametags for both the Briefing and the Finals events.
- 3.) All expenses incurred associated with the Briefing and Finals, other than those listed as Department obligations.
- 4.) Fees and expenses associated with maintaining and updating the Alice in Dairyland Facebook Finals page.

PAYMENT OF EXPENSES-DEPARTMENT OBLIGATIONS

28. The Department shall be responsible for the following expenses:

A. Lodging, meals and transportation:

- 1.) Lodging, meals, and transportation for Department employees, including the current Alice, for the Briefing held in the host county.
- 2.) Lodging for Department employees, including the current Alice, during the Finals.
- 3.) Transportation expenses of the Interview Panel members to and from the host County during the Finals.
- 4.) Transportation, meals and lodging expenses for Alice in Dairyland's visits to the host County to promote the Finals and attend events.
- 5.) Ticket costs of the Friday event and Finale Selection Program for DATCP employees attending for business purposes, including Board members.
- 6.) Ticket costs of the Finale Selection Program for the trainers/speakers who volunteer at the Briefing and/or are partners of the Alice program including:
 - a. Briefing Speaker 1
 - b. Briefing Speaker 2
 - c. Others as necessary

B. Briefing Materials:

- 1.) Costs of the Briefing packets, speakers, meals, and other miscellaneous items for each candidate are an expense of the Department for candidate training.

CONTACT PERSONS

29. All communications and submissions of reports regarding this Agreement will be made through the following designated contact persons:

For the Department

Debbie Gegare, Alice in Dairyland Program Coordinator
Division of Agricultural Development
DATCP, P.O. Box 8911, Madison, WI 53708-8911
Phone: 608-224-5116 Fax: 608-224-5111 Email: Debbie.Gegare@wisconsin.gov
Cell Phone: 608-347-6707

For the Committee

GENERAL PROVISIONS

- 30. The State of Wisconsin standard State contract provisions, Standard Terms and Conditions (DOA-3054) and Supplemental Standard Terms and Conditions for Procurement for Services (DOA-3681), are attached to and made part of this Agreement in Attachment A. In the event of a conflict between any provision contained in Attachment A and any other provision of this Agreement, such other provision shall prevail over the conflicting provision in Attachment A.
- 31. Amendments to this agreement, if any, must be approved in writing by the Department and the Committee. Either party may terminate this Agreement upon 30 days written notice to the other party.
- 32. All records pertaining to this contract shall be retained by the Committee for at least five years following the end of the contract term. The Committee shall maintain reasonable segregation between records and other files or accounts. The Committee shall provide upon request access to the Department to inspect and copy any documents or records.
- 33. The Committee shall keep financial records according to generally accepted accounting principles and practices. The Committee will keep those records for at least five years, or until the Department completes a final audit of the Committee's performance, whichever occurs last.
- 34. Termination of contract-This Contract may be terminated, in writing, by the Department if the Committee fails to fulfill the obligations of this Contract, violates federal, state or local laws, ordinances, rules, regulations, or formal guidance. The Department shall give the Committee not less than thirty (30) days written notice (delivered by certified mail, return receipt requested) of intent to terminate and an opportunity for consultation prior to termination. If the Contract is terminated prior to the end date, the Committee shall refund to the Department the full amount of payments made under this contract. The refund shall be submitted to the Department within thirty (30) days of the date of Termination of this Contract.
- 35. Each undersigned representative of the Department and the Committee certifies that he or she is fully authorized to enter into the terms of this Agreement they are responsible for and to execute and legally bind such party to this Agreement.

NOW, THEREFORE, in consideration of their mutual agreements, the parties agree to the terms and conditions in this contract.

Dated: _____, 2024

7/16/2024 | 11:35 AM CDT

MARATHON ALICE IN DAIRYLAND
STEERING COMMITTEE

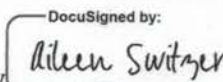
DocuSigned by:

By _____
74FC8624B9C3464
Jeni Rudolph, Marathon County Host Representative

Dated: _____, 2024

7/29/2024 | 8:54 PM CDT

WISCONSIN DEPARTMENT OF AGRICULTURE,
TRADE AND CONSUMER PROTECTION

DocuSigned by:

By _____
2A10437EC13F4C8
Aileen Switzer, Deputy Secretary

Partnership for Progressive Agriculture
79th Alice in Dairyland Committee
1000 West Campus Drive
Wausau, WI 54401
marathonppa.com

December 29, 2025

Dear Committee Members,

On behalf of the Partnership for Progressive Agriculture (PPA) and the future host of Alice in Dairyland - a proud promoter and advocate of agricultural education in Marathon County, I am writing to respectfully request your support for this exciting opportunity coming to our region: the 79th Annual Alice in Dairyland program. Marathon County will be hosting the **Alice in Dairyland event**, a cherished Wisconsin tradition that celebrates our state's rich agricultural heritage and highlights the significant role agriculture plays in our economy and culture.

The PPA was approached by the Department of Agriculture, Trade and Consumer Protection (DATCP) to host this prestigious event, because of the vast variety of agricultural commodities in our region, Marathon County, the largest county in the state. Alice in Dairyland is Wisconsin's premier agricultural ambassador program, overseen DATCP. Each year, one individual is selected to serve as the state's agricultural spokesperson, engaging in public outreach, media interviews, educational visits, and event appearances to promote the diversity and value of Wisconsin's agricultural economy.

The Partnership for Progressive Agriculture, a local 501(c)(3) nonprofit organization, is spearheading the planning and coordination efforts for this yearlong celebration. PPA is committed to developing and supporting valuable networks throughout Marathon County to educate, promote, and advocate for a diverse and sustainable agricultural industry. Hosting the 79th Alice in Dairyland provides a unique opportunity to spotlight our county's rich agricultural heritage and innovative producers, while fostering connections across rural and urban communities. Marathon County is home to a wide range of agricultural operations and agribusinesses; from dairy and ginseng to forestry and direct-to-consumer enterprises. The Alice in Dairyland program will help bring statewide attention to these unique opportunities through regular visits, local media engagement, and educational outreach.

Beginning in June of 2025 the current Alice has been visiting our county at least once a month to learn about Agri business and production unique to our community. She will promote those industries and promote the hosting of the finals to residents and beyond via multiple media sources. In March of 2026 the county will host a 2 day event accumulating in a press conference announcing up to six candidates for the upcoming Alice position. The finals held in May of 2026 will include the candidates participating in an intense and extensive 3 day partially public interview process which includes speeches and interviews media spots presentations and tours all highlighting agriculture in Marathon County.

The benefits to hosting this event will result in both immediate economic benefits as well as long term opportunities in bringing new visitors to our county to explore. Over 300 visitors will come to our area for the Alice in Dairyland briefing and finale many of whom have not been to the region before and will likely return once they experience the wide array of diverse agricultural businesses as well as our unique mix of rural and urban areas. Alice's visits throughout the year will peak visitors curiosity resulting in

return visits to our area as her visits will be showcased through media and marketing throughout the state of Wisconsin.

Our community overall will benefit from increased tourism as visitors, contestants' families, event organizers and attendees travel to our community boasting local spending through lodging dining and transportation. Support for local businesses will occur through event planning that will involve local vendors such as caterers, florists, audiovisual services and printing services generating income for these businesses. Tours of local farms and agri-businesses will showcase their products and services, potentially increasing their customer base. Hosting an event such as this will boost civic pride and encourage participation and community building activities indirectly benefiting the local economy by fostering a vibrant connected population.

Our current budget for the event is \$78,434 to date we have raised \$37,750 from local businesses which includes \$3000 from Village of Rib Mountain, \$4500 from Village of Weston and \$5000 from Marathon County, In kind donations to date are \$9980. The PPA, the nonprofit host of the event has sponsored \$10,000. Other funds that will help pay for the event will include ticket sales to the finale and showcase. Any contributions received will be directed towards specific needs to fund this event such as candidates and judges, lodging, meal and transportation, meeting rooms, event venues and equipment used,

We invite the City of Wausau to join us in supporting this initiative. Included is the tiered sponsorship guide, outlining options for financial contributions and the recognition associated with each level. We would be honored to recognize the City of Wausau as a community champion of agriculture through your involvement.

Your support directly contributes to the success of this initiative and to the long-term vitality of Marathon County and City of Wausau agricultural sector.

Thank you for considering our request. Please feel free to contact us with any questions or to discuss how your committee can play a role in this special year for our community.

Sincerely,
Jeni Rudolph
Chair of the 79th Alice in Dairyland Committee
alicehost2026@gmail.com



COMMISSION ROOM TAX TOURISM GRANT APPLICATION

Getting Started

Beginning January 1, 2017 the State Law mandates the City forward to a tourism commission any room tax revenue exceeding the amount the municipality may retain. The Commission must spend room tax revenue on tourism promotion and tourism development.

Tourism Promotion and Tourism Development is defined in the Wisconsin Statutes to mean any of the following that are significantly used by transient tourists and reasonably likely to generate paid overnight stays at more than one establishment in the municipality on which room tax is imposed:

- Marketing projects, including advertising buys, creation and distribution of printed or electronic promotional tourist materials, or efforts to recruit conventions, sporting events or motor coach groups.
- Transient tourist informational services.
- Tangible municipal development, including a convention center.

Transient tourist means any person residing for a continuous period of less than one month in a hotel, motel or other furnished accommodations.

The Commission is obligated to submit on an annual basis a detail report of its room tax expenditures to the Wisconsin Department of Revenue.

The Room Tax Tourism Grant program is designed to promote tourism related activity within the City of Wausau with specific emphasis on tourism that is reasonably likely to generate overnight stays in hotel facilities.

APPLICATION DEADLINES:

Applications are considered on a rolling cycle.

The room tax commission meets at 4 PM on the 4th Monday of these months:

- October
- January
- April
- July

Applications must be submitted by the **2nd Monday** of these months to be considered.

ELIGIBLE PROJECTS AND USE OF FUNDS:

- Design, production and placement costs for marketing that targets visitors from outside the City of Wausau and its surrounding communities. This includes but is not limited to: brochures, fliers, posters, direct mail, registration materials, print ads, radio ads, television ads. Website enhancements that are reasonably likely to increase tourism and overnight hotel stay. Web and social media marketing that increase traffic of visitors from outside the City of Wausau and its surrounding communities.
- Purchase of marketing lists, search engine marketing ad words, google ad words.
- Offsite signage such as billboards targeting visitors that live outside the City and its surrounding communities.
- Fees must be payable to a third party vendor. In-kind fees are not eligible.

ELIGIBLE APPLICANTS:

- Not for Profit Organizations with an IRS determination.
- Not for Profit Organization is in good standing with the City.
- Event is located in or near the City of Wausau and offers verifiable economic benefits to the City of Wausau through increased room nights.
- The event or promotional opportunity should demonstrate economic impact as it relates to tourism and is reasonably likely to generate multiple hotel stays.
- Repeat grant applicants have filed timely post event reports.

GRANT RECOGNITION:

All awarded marketing projects must include the City of Wausau logo and where space allows, the following grant recognition: "Sponsored in part by the City of Wausau Room Tax."

GRANT LIMITS:

- Grants will be limited based upon funding.

ADDITIONAL INFORMATION:

- All grants will be evaluated on established criteria and ranked competitively by the Commission.
- The grant application will serve as a grant agreement and must be signed by an authorized official within the organization.
- The grant expires one year after awarded by the Room Tax Commission.
- Grantees should request funds via email request to finance@ci.wausau.wi.us
- The Room Tax Summary Compliance reporting should be submitted timely to finance@ci.wausau.wi.us

EVALUATION CRITERIA:

- Completeness and quality of the application. 10 points
- A well-developed marketing strategy that can reasonably be expected to generate multiple hotel stays. 30 points
- The event and application substantiate local economic impact from:
 - local visitors. 5 points
 - day trip visitors. 15 points
 - overnight visitors. 30 points
- The methodology proposed to survey attendees is well developed and will likely generate good quality information regarding event attendees and whether they are local or non-local. 10 points
- The event is unique, unduplicated and creative . 20 points
- Expected/historical event attendance:
 - 0-1,000 attendees annually. 5 points
 - 1,000-5,000 attendees annually. 10 points
 - 5,000+ attendees annually. 15 points
- Event located within the City of Wausau. 5 points

REVIEW AND AWARD PROCESS:

- Timely grant requests will be reviewed by staff for completeness.
- The Commission will review, score and rank proposals based upon the Evaluation Criteria.
- Staff will compile ranking for Commission consideration.
- Commission will review and make a final grant determination.
- Grant applicants will be informed of the grant determination.

Organization Info

Name of Organization *

Ironbull Inc

Authorized Official First Name *

John

Authorized Official Last Name *

Lauer

Authorized Official Title *

Executive Director

Email Address *

john@ironbull.org

Organization Website URL *

Ironbull Inc

Street Address *

PO BOX 957

City*

WAUSAU

State*

WI

Zip*

54402

Daytime Telephone*

(715) 297-2822

Grant Information

Grant Request Amount*

\$20,000.00

Total Project/Event Budget*

\$83,200.00

Event Title*

Red Granite Grinder and Rib Mountain Trail Races

Event Date(s) or Date Range*

September 12 and October 10, 2026

Projected Number of Attendees*

750

Event Location*

Rib Mountain State Park / Granite Peak (RMTR) - Start Athens and throughout Marathon County

Have you applied or been awarded room tax or other public funding for this event?*

Yes No

Please Describe*

Ironbull Series Races

Estimated Number of Hotel Stays from the Project/Event*

60

*

New Event/Project

Existing Event/Project

Project/Event Description*

The Rib Mountain Trail Races is a running race that takes place on the trails of Rib Mountain State Park starting and ending at the Granite Peak Ski area base. There are 3 distances; 50k 25k and 15k with total maximum elevation gain of 7400 feet.

The Red Granite Grinder is a gravel bike race that takes place on the gravel and dairy roads of northwest Marathon County starting and ending at Erback Park in Athens WI.

Optional: Upload Project/Event Details

Red Granite Grinder Summary.pdf

195.99KB

Rib Mountain Trail Races summary.pdf

482.19KB

Marketing Plan

Provide a detailed marketing plan or strategy. Complete the marketing budget below that lists each marketing piece, the location of the piece, approximate dates of views, cost, planned distribution of materials etc. Outline specifically how this plan is reasonably likely to generate overnight hotel stays. Additionally, highlight those marketing materials that are outside the City of Wausau and those that are over 90 miles away.

Marketing Plan Description *

Meta advertisements - a significant opportunity to drive new business from across the Midwest
 Google ads (search / performance max campaigns)
 Wisconsin Bike Fed Full Page ad for RGG
 Ultra Running Magazine periodical and schedule posting
 Silent Sports Magazine ads

Marketing Media Description *

Meta advertisements - a significant opportunity to drive new business from across the Midwest
 Google ads (search / performance max campaigns)

Locations covered by the media/publications *

Statewide WI and Regional Midwest - Global with social Media

Approximate dates *

Starting February 1 - October 1 2026

Expected Cost *

\$18,000.00

Grant Request *

\$20,000.00

Total Plan Requested Amount

\$20,000.00

Difference between grant requested and planned

\$0.00

Additional information may be attached

Marketing Plan 2026 Ironbull.pdf	179.89KB
2026-Bike-Fed-Media-Kit (1).pdf	18.27MB
Data_Q10_260111.pdf	66.24KB

Hotel Stays

Detail how your organization/project/event will be reasonably likely to create overnight stays in the City of Wausau lodging facilities. Please explain your methodology for identifying multiple hotel stays generated by the event and surveying event goers. *

These races are advertised outside the Wasuau area and participants routinely will travel to experience races such as these. It is reasonably likely that some people will book rooms in the area nearest the race venue. Our methodology for identifying stays generated buy the event largely fall on the result of prompt and targeted survey questions asking specifically.. " did you stay in a hotel in Wausau? If not where did you stay?"

Repeat events are required to provide evidence of historic room nights. *

See attached Graph in previous slide Q10 shows survey data from the 2025 RGG in regards to lodging.

Is your event/project reserving a block of rooms for this event in a City of Wausau hotel *

Yes No

Required Documents

ORGANIZATION WIDE BUDGET *

PROJECT OR EVENT BUDGET *

RGG - RMTR 2026 Premiminary Budget.pdf 48.98KB

RECENT YEAREND FINANCIAL STATEMENTS *

2025 Race Reports.pdf 174.98KB

IRS DETERMINATION *

IRONBULL IRS Determination Letter.pdf 70.83KB

BOARD OF DIRECTORS *

BOARD OF DIRECTORS - List.pdf 39.52KB

Submit

I understand the restrictions placed on the expenditure of room tax funds governed by the Room Tax Commission and certify that the requested funds will be used for the purposes described in this application or approved by the Commission. I understand that the use of funds is subject to review and a post event reporting is required. Grant recipients will be considered ineligible for future grants until post event reporting is filed. This application will serve as a grant agreement and award as noted below.

Applicant Full Name *

John Lauer

Applicant Title *

Executive Director

Date Time

01/11/2026

	0	0 Rib Mountain Trail Race	0
	0	Estimated # racers	330
	0	Event Date	09/12/2026
	0		0
Public Support	0		0
	0	Sponsors (and foundations)	5000
	0	Room Tax Dollars	8000
	0	Grants	0
	0	Donations / Contributions	0
	0	Other	0
Total Public Support	0		13000
	0		0
Event Revenue	0		0
	0	Event Sponsorships	6800
	0	Event Fees	21863
	0	Event Merchandise	1000
	0	Online Merchandise	0
	0	Event Other	0
Total Event Revenue	0		29663
	0		0
Total Revenues	0		42663
	0		0
Operations	0		0
	0	Accounting Fees	0
	0	Legal Fees	0
	0	Salaries and Wages	11981
	0	Payroll Taxes	0
	0	SEP Plan Contribution	0
	0	Postage Mailing	0
	0	Supplies	0
	0	Office Supplies	0
	0	Web Site	0
	0	Computer & Software	0
	0	Credit Card & Bank Fees	0
	0	Insurance Liability & Disability	0
	0	Contingency - 0%	0
Total Operations Expenses	0		11981
	0		0
Event Expenses	0		0
	0	Awards	1935
	0	Event Management	3725
	0	Volunteers	40
	0	Food / Drink	3560
	0	Merchandise	3960

	0	Event Activity	1700	0
	0	Miscellaneous	0	0
	0	Promotion	12441	0
	0	Contingency	0	0
Total Event Expenses			27361	0
	0		0	0
Total Expenses			39342	0
	0		0	0
Net Cash Flow (before distrib			3321	0
	0		0	0
Partner Distribution			1000	0
Ironbull-Net Cash Flow			2321	0

Red Granite Grinder

500
10/10/2026
0
0
5000
12000
0
0
0
17000
0
0
0
41458
1500
0
0
42958
0
59958
0
0
0
0
15696
0
0
0
0
0
0
0
0
0
0
0
15696
0
0
2100
7825
280
4455
2800

4272
800
5630
0
28162
0
43858
0
16100
0
1250
14850

Ironbull, Inc.
Profit and Loss Statements for 2025 Races

All Transactions

	Armed Forces Day	Red Granite Grinder	RMAC	Snowbound in the Underdown	Solstice Summit	Ultra Trail	Underdown	Winter RMAC	TOTAL
Ordinary Income/Expense									
Income									
41000 - Donor Restricted Contributions	0.00	0.00	0.00	50.00	0.00	0.00	160.49	0.00	210.49
42000 - Government Grants	0.00	0.00	0.00	250.00	0.00	6,004.39	900.00	0.00	7,154.39
43400 - Direct Public Support									
43450 - Individ, Small Business Contrib	0.00	264.94	25.00	45.00	45.00	235.00	112.00	0.00	726.94
Total 43400 - Direct Public Support	0.00	264.94	25.00	45.00	45.00	235.00	112.00	0.00	726.94
47200 - Race Income									
45100 - Online Merchandise	0.00	1,162.00	505.00	0.00	0.00	0.00	25.00	310.00	2,002.00
47220 - Event Sponsorships	1,000.00	2,000.00	3,000.00	0.00	1,000.00	1,000.00	0.00	0.00	6,000.00
47240 - Event Fees	0.00	31,920.87	68,036.91	4,200.00	4,089.41	17,617.75	7,977.00	9,529.74	143,371.68
47280 - Event Merchandise	0.00	2,103.00	2,075.94	525.00	1,042.00	906.00	807.00	280.00	7,738.94
Total 47200 - Race Income	1,000.00	37,185.87	73,617.85	4,725.00	6,131.41	19,523.75	8,809.00	10,119.74	161,112.62
Total Income	1,000.00	37,450.81	73,642.85	5,070.00	6,176.41	25,763.14	9,981.49	10,119.74	169,204.44
Cost of Goods Sold									
50000 - Cost of Goods Sold									
50002 - Merchandise Sales Fee	0.00	51.78	0.00	4.69	15.87	14.43	10.62	9.38	106.77
50003 - Donation Processing	0.00	2.05	0.00	0.00	0.00	1.58	0.00	0.00	3.63
Total 50000 - Cost of Goods Sold	0.00	53.83	0.00	4.69	15.87	16.01	10.62	9.38	110.40
Total COGS	0.00	53.83	0.00	4.69	15.87	16.01	10.62	9.38	110.40
Gross Profit	1,000.00	37,396.98	73,642.85	5,065.31	6,160.54	25,747.13	9,970.87	10,110.36	169,094.04
Expense									
61000 - Program Expenses									
61100 - Awards	0.00	1,812.77	5,677.35	0.00	676.56	1,728.16	0.00	216.00	10,111.84
61150 - Partner - Distribution	0.00	1,555.00	0.00	1,558.52	60.00	0.00	160.49	0.00	3,334.01
61200 - Event Management	0.00	4,253.10	9,673.00	24.25	2,203.92	2,989.00	596.85	50.00	19,790.12
61300 - Volunteers	0.00	0.00	869.47	0.00	156.36	0.00	0.00	0.00	1,025.83
61310 - Food / Drink	220.00	520.32	2,051.06	553.24	79.02	395.87	682.10	0.00	4,501.61
61320 - Merchandise	0.00	2,547.00	6,056.54	350.00	694.67	604.00	554.67	960.76	11,767.64
61330 - Event Activity	0.00	3,291.41	8,922.49	1,013.50	100.00	750.00	1,966.75	311.06	16,355.21
61550 - Promotion									
61552 - Promotion (Reimbursed)									
61554 - Promotion Merrill									
61554.3 - Promotion Merrill Spring 25	0.00	0.00	0.00	250.00	0.00	0.00	0.00	0.00	250.00
61554.5 - Promotion Merrill Fall 25	0.00	0.00	0.00	0.00	0.00	0.00	900.00	0.00	900.00
Total 61554 - Promotion Merrill	0.00	0.00	0.00	250.00	0.00	0.00	900.00	0.00	1,150.00
Total 61552 - Promotion (Reimbursed)	0.00	0.00	0.00	250.00	0.00	0.00	900.00	0.00	1,150.00
61555.3 - Promotion (JEM Reimbursed...	0.00	0.00	0.00	0.00	0.00	6,004.39	0.00	0.00	6,004.39
61550 - Promotion - Other	100.00	9,508.50	3,767.81	7.57	3,026.13	5,343.36	19.16	1,145.41	22,917.94
Total 61550 - Promotion	100.00	9,508.50	3,767.81	257.57	3,026.13	11,347.75	919.16	1,145.41	30,072.33
Total 61000 - Program Expenses	320.00	23,488.10	37,017.72	3,757.08	6,996.66	17,815.78	4,880.02	2,683.23	96,958.59
65000 - Operations									
65020 - Postage, Mailing Service	0.00	0.00	52.70	0.00	0.00	0.00	0.00	0.00	52.70
65070 - Computer and Software	0.00	0.00	18.99	0.00	0.00	0.00	0.00	0.00	18.99
Total 65000 - Operations	0.00	0.00	71.69	0.00	0.00	0.00	0.00	0.00	71.69
65100 - Other Types of Expenses									
65120 - Insurance - Liability, D and O	137.88	479.51	1,006.80	110.80	78.93	313.07	111.64	161.05	2,399.68
Total 65100 - Other Types of Expenses	137.88	479.51	1,006.80	110.80	78.93	313.07	111.64	161.05	2,399.68
66000 - Payroll Expenses									
66100 - Salaries and Wages	0.00	15,696.00	8,238.00	1,205.00	3,446.00	11,981.00	2,396.00	5,093.85	48,055.85
Total 66000 - Payroll Expenses	0.00	15,696.00	8,238.00	1,205.00	3,446.00	11,981.00	2,396.00	5,093.85	48,055.85
Total Expense	457.88	39,663.61	46,334.21	5,072.88	10,521.59	30,109.85	7,387.66	7,938.13	147,485.81
Net Ordinary Income	542.12	-2,266.63	27,308.64	-7.57	-4,361.05	-4,362.72	2,583.21	2,172.23	21,608.23
Net Income	542.12	-2,266.63	27,308.64	-7.57	-4,361.05	-4,362.72	2,583.21	2,172.23	21,608.23



BOARD OF DIRECTORS

Tim Buchholz - tim@ironbull.org - President

Bill Bertram - william.c.bertram@gmail.com – Vice President

VACANT - Secretary

Mary Coates - Mary.Coates7@outlook.com - Treasurer

Meg Wry - megwry@gmail.com - Member

Greg Griese - greg.griese@gmail.com - Member

Jason Myers - jasonmyers314@gmail.com - Member

Sean Wright - swright@grandtheater.org – Member

Shane Hitz - sehitz1@gmail.com - Member

Zach Ziesemer - zach@teamwisconsinrunning.com - Member

Demis Burgess - denisb@charter.net - Member

Jessica Schaefer - sponsorships@ironbull.org – Member

Tim White – twhite@visitwausau.com - Member

Amanda Sahr - asahr@dandldavisfoundation.com - Advisor

Corey Huck - chuck@uwsp.edu - Advisor



2026 Preliminary Budget

	Total	Admin	Snowbound in the Underdown	Rib Mountain Adventure Challenge	Solstice Summit	Rib Mountain Trail Race	Red Granite Grinder	Underdown	Winter RMAC
Estimated # racers			75	500	Archived for 2026	330	500	150	150
Event Date			2/21/2026	5/23/2026		09/12/2026	10/10/2026	8/15/2026	12/5/2026
Public Support									
Sponsors (and foundations)	\$ 57,700	\$ 47,100	\$ -	\$ 600	\$ -	\$ 5,000	\$ 5,000	\$ -	\$ -
Room Tax Dollars	\$ 45,288	\$ 20,000	\$ 250	\$ 3,695	\$ -	\$ 8,000	\$ 12,000	\$ 850	\$ 493
Grants	\$ 4,000	\$ 4,000	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Donations / Contributions	\$ 300	\$ 300	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Other	\$ 1,510	\$ 1,510	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Total Public Support	\$ 108,798	\$ 72,910	\$ 250	\$ 4,295	\$ -	\$ 13,000	\$ 17,000	\$ 850	\$ 493
Event Revenue									
Event Sponsorships	\$ 6,800	\$ -	\$ -	\$ -	\$ -	\$ 6,800	\$ -	\$ -	\$ -
Event Fees	\$ 154,984	\$ -	\$ 3,375	\$ 66,425	\$ -	\$ 21,863	\$ 41,458	\$ 8,363	\$ 13,500
Event Merchandise	\$ 5,200	\$ -	\$ -	\$ 2,000	\$ -	\$ 1,000	\$ 1,500	\$ 200	\$ 500
Online Merchandise	\$ 800	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 500	\$ 300
Event Other	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Total Event Revenue	\$ 167,784	\$ -	\$ 3,375	\$ 68,425	\$ -	\$ 29,663	\$ 42,958	\$ 9,063	\$ 14,300
Total Revenues	\$ 276,582	\$ 72,910	\$ 3,625	\$ 72,720	\$ -	\$ 42,663	\$ 59,958	\$ 9,913	\$ 14,793
Operations									
Accounting Fees	\$ 2,000	\$ 2,000	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Legal Fees	\$ 1,000	\$ 1,000	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Salaries and Wages	\$ 105,964	\$ 61,618	\$ 1,205	\$ 8,238	\$ -	\$ 11,981	\$ 15,696	\$ 2,396	\$ 4,830
Payroll Taxes	\$ 8,476	\$ 8,476	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
SEP Plan Contribution	\$ 7,000	\$ 7,000	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Postage Mailing	\$ 200	\$ 200	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Supplies	\$ 5,700	\$ 5,700	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Office Supplies	\$ 1,200	\$ 1,200	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Web Site	\$ 550	\$ 550	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Computer & Software	\$ 1,000	\$ 1,000	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Credit Card & Bank Fees	\$ 300	\$ 300	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Insurance Liability & Disability	\$ 2,000	\$ 2,000	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Contingency - 0%	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Total Operations Expenses	\$ 135,390	\$ 91,044	\$ 1,205	\$ 8,238	\$ -	\$ 11,981	\$ 15,696	\$ 2,396	\$ 4,830
Event Expenses									
Awards	\$ 15,635	\$ -	\$ 600	\$ 9,250	\$ -	\$ 1,935	\$ 2,100	\$ 650	\$ 1,100
Event Management	\$ 25,717	\$ -	\$ 717	\$ 11,400	\$ -	\$ 3,725	\$ 7,825	\$ 1,050	\$ 1,000
Volunteers	\$ 1,980	\$ -	\$ -	\$ 1,460	\$ -	\$ 40	\$ 280	\$ -	\$ 200
Food / Drink	\$ 21,170	\$ -	\$ 625	\$ 9,750	\$ -	\$ 3,560	\$ 4,455	\$ 1,880	\$ 900
Merchandise	\$ 15,160	\$ -	\$ -	\$ 6,800	\$ -	\$ 3,960	\$ 2,800	\$ -	\$ 1,600
Event Activity	\$ 23,787	\$ -	\$ 100	\$ 15,340	\$ -	\$ 1,700	\$ 4,272	\$ 825	\$ 1,550
Miscellaneous	\$ 800	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 800	\$ -	\$ -
Promotion	\$ 30,301	\$ 6,800	\$ 250	\$ 3,005	\$ -	\$ 12,441	\$ 5,630	\$ 900	\$ 1,275
Contingency	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Total Event Expenses	\$ 134,550	\$ 6,800	\$ 2,292	\$ 57,005	\$ -	\$ 27,361	\$ 28,162	\$ 5,305	\$ 7,625
Total Expenses	\$ 269,940	\$ 97,844	\$ 3,497	\$ 65,243	\$ -	\$ 39,342	\$ 43,858	\$ 7,701	\$ 12,455
Net Cash Flow (before distributions)	\$ 6,642	\$ (24,934)	\$ 128	\$ 7,477	\$ -	\$ 3,321	\$ 16,100	\$ 2,212	\$ 2,338
Partner Distribution	\$ 15,911	\$ -	\$ 100	\$ 12,000	\$ -	\$ 1,000	\$ 1,250	\$ 1,561	\$ -
Ironbull-Net Cash Flow	\$ (9,269)	\$ (24,934)	\$ 28	\$ (4,523)	\$ -	\$ 2,321	\$ 14,850	\$ 651	\$ 2,338

IRONBULL Marketing

Plan outline:

1. Review budgets & requirements
 - a. Per race
 - b. Overall - how much do we have to spend?
 - c. What's required for promotion for sponsors, etc.

2. Build marketing plans and timelines based on race dates
 - a. Even if I'm not executing everything, I think it's important for all of us to be on the same page about what is happening at what times and who is doing each activity because everything works together.
 - b. For example, for our target audience, I believe we could run ads (Google and Meta) 4-6 months from an event and see conversion (because the races require preparation). Though, we will probably see the highest number of conversions closer to the race (our awareness marketing will help us convert)
 - i. For Meta ads, we'll want several variations that we can run every 1-2 months so the ads do not fatigue (lose interest from our audience)
 1. This means 3 - 6 short videos about a particular event
 - c. For each individual part, you can decide if you'd like me to put a more in-depth plan or not (social media, email marketing, Meta ads, Google ads).
 - d. The budget for this will determine the timeline as well.

Order of Operations:

These are the activities I feel I should start with to have the highest impact (plan first, execution second, analysis third)

1. Meta ads
2. Google ads
3. Email marketing

Re-evaluate and proceed with the next plan.

MISSION:

To create outdoor adventures for all ages and abilities by producing silent sport races and challenges. We foster healthy lifestyles while showcasing our natural resources.

HOW IRONBULL CONTRIBUTES TO ITS MISSION:

- Provide premier racing events and meaningful community experiences
- Introduce and foster healthy, adventurous lifestyles for families, friends, and communities through silent sports
- Inspire environmental stewardship of the Central Wisconsin landscape by investing in parks, trails, providing access to outdoor recreation, and modeling sustainable behaviors
- Partner with and support likeminded clubs and organizations to maximize our positive impact on the Central Wisconsin outdoor recreation industry
- Serve as an outdoor lifestyle magnet that attracts active individuals and families who want to live, learn, work and play in Central Wisconsin
- Establish Central Wisconsin as a leading silent sports and outdoor adventure destination in the Midwest

UNDER THE RACE UMBRELLA

- Underdown Trail Races (IRONBULL is a lead supporter)
- Rib Mountain Trail Races (Host)
- Red Granite Grinder (Host)
- Rib Mountain Adventure Challenge Races (IRONBULL is a lead supporter)
- Snowbound in The Underdown (IRONBULL is a lead supporter)
- Solstice Summit (Host)

OUTCOME OF THIS DOCUMENT:

To increase attendance at IRONBULL hosted events by ____%

Questions:

What does success mean to leadership at IRONBULL for each event, in regard to attendance and retention?

What is the total cost for each event?

What are current income streams for each event?

What is the historical attendance for each ticket category for each event?

What percentage of current attendees participated in the past?

What percentage of racers participate in more than one event throughout the year?

Are you aware of how people are finding your races now?

Who is your website provider?

What tools do you use for email?

MARKETING ACTIVITY TO ACQUIRE NEW CUSTOMERS

When it comes to ad spend, instead of setting a budget for each activity, I like to identify how much money we can spend to acquire a customer and then stop any ads that are not producing the desired result.

Segment Audiences Based On Motivation:

- Competitive Racers (pace-focused)
- Recreational Adventurers (bucket-listers, weekend warriors)
- Newbies / First-timers (need reassurance + community)
- Families (kids, group activities, low barrier of entry)

Before we begin - Evaluate customer flow - is your purchasing process seamless? Is it easy to find information before the event to make event day seamless?

CUSTOMER ACQUISITION MARKETING MIX

KEY CONTENT (step 1)

- Start with strong content (we'll need this to promote across all channels)
 - Lean into story telling
- Influencer/Participant/Ambassador Marketing
 - Ask top racers if you can film them or have them film themselves (depending on their skills)
 - Before race interview
 - Body cam during the race
 - Post race interview
 - Shots of them enjoying the post race entertainment
 - If there are influencers in the industry that will participate in the events, allow them to do so for free in return for content (some won't trade - they'll want money - but it's worth a try)
 - If the cost is worthwhile, I would recommend it
- Create an IRONBULL Ambassador Program: free entry, custom gear, exclusive training access in exchange for content/posts/recruitment.
- Prioritize micro-influencers (1k–10k followers) with high engagement in local markets (Central WI, Minneapolis, Chicago, Madison).
- Make a shareable content pack for all ambassadors—logos, hashtags, post ideas, sample captions.

^^This is the type of content people will relate to the most and will inspire people to get involved

- Video interviews with different types of racers (advanced, novice, etc)
- Video interviews with those who contribute to the mission of IRONBULL (get to know the team)
- Photos and videos during races
- Testimonials - video or pictures of the people

- Have professionals in the field share tips and tricks on how to train and fuel - could make additional dollars by providing training plans specific to the race and trails
- Virtual challenges built in Strava as stepping stones leading up to a race - share winners and highlights

PAID ACTIVITIES

*For each activity, we'll want to identify outcomes and key metrics

Use tracking tools like pixel and Google analytics

- Geofencing (targeting specific event dates, 3 to 6 months from your event)
 - Wausau24 used this method to build up their awareness originally
 - They advertised to people who participated in and attended similar events earlier in the year
 - For geofencing, from my experience, they will charge an average of \$1500 - \$2000/month during months that they are running ads for a certain geo - this varies though
- Keywords/SEO/Google ads (start running 3 to 6 months prior to event)
 - Use tools like keywords everywhere to identify what people are searching when they seek out your races
 - Use keywords to run Google ads that pop up when people search those keywords
 - \$250 - \$1000+/month in ad spend, per event
 - Use keywords to adjust copy on your website to increase organic SEO
 - Use keywords to inform text that should be used for bios on Google
 - Use blogs with keywords to drive acquisition through information
 - Create credible backlinks through features with credible sources (blogs, publications, etc)
- Google My Business Account - create a Google My Business Account for each race and IRONBULL as a whole
 - This helps Google understand who you are and shows you to more people
 - Build credibility with positive reviews on Google
 - Regularly post photos and have people leave reviews
 - Poor reviews can do the opposite - it's important to have a reputation management plan in place - how will you respond to positive and negative reviews - proactively ask supporters to leave positive reviews when you launch this account.
- Meta ads (2-3 weeks from your event)
 - Use strong content
 - Use short, effective text
 - Have a strong landing page
 - Create a sense of urgency
 - Early bird tickets
 - Flash sales
 - Etc.

- Run many variations
 - Until you know what really works, you'll be testing.
 - To reduce the amount of time "figuring it out", running many variations will help.
- Make sure a pixel is set up to track conversions - this informs Meta if your ads are performing well or not and they will show what is working to more people
- Email & SMS Marketing
 - To past racers: For each friend that signs up, get 20% off your tickets
 - Create drip campaigns
 - When people sign up
 - For current database leading up to the event
 - With Mailchimp, you can also collect phone numbers and send exclusive offers and during race updates via phone
- Make sure you're listed on all sites that people would land on to find races (local and regional)
- Community Engagement + Representation
 - Show up at other races with a booth
 - If you sign up this weekend, get 15% off
 - Advertise through local businesses and gyms
 - Fitness peeps are always looking for ways to stay motivated, working toward something.
 - Partner with local tourism and economic development programs
 - Travel Wisconsin
 - Central WI tourism boards
 - REI, Fleet Feet, local outfitters
 - Offer content partnerships or co-promotion opportunities.

In addition to promoting individual events, we could run a seasonal campaign to create year-round engagement:

- "IRONBULL 4-Season Challenge" (register for 3+ events and earn a special medal or jacket)
- Monthly Strava club challenges with prizes
- Fall trail clean-up volunteer days
- Etc.

BUILDING LOYALTY + RETAINING RACERS

This would be another plan to build - we can work on that next!

JUST FOR FUN, LET'S USE AI TO HELP US!

Prompt: I'm trying to acquire more racers for a running event in Central Wisconsin. How do the top 10 race companies in the world market their races?

10 Top Race Companies & Their Key Marketing Tactics

1. Ironman Group (Ironman, Rock 'n' Roll Marathon, UTMB)

- **Emotional Branding:** Sell transformation (“Anything is possible”).
- **Video storytelling:** Inspirational athlete journeys and course previews.
- **Loyalty programs:** VIP experiences, legacy athlete recognition.
- **Email Funnels:** Highly segmented based on distance, location, race history.

2. World Marathon Majors (Boston, London, Berlin, Chicago, NYC, Tokyo)

- **Prestige marketing:** Qualifier-only model boosts demand.
- **Influencer & Elite Athlete Partnerships:** Social media content and ambassador storytelling.
- **International targeting:** Market heavily in regions known for “racing tourism.”
- **Lottery buzz:** Scarcity increases FOMO and early opt-ins.

3. Spartan Race / Tough Mudder (now owned by Spartan Inc.)

- **Tribe Identity:** “You’re a Spartan” positioning. Strong use of brand archetypes.
- **Referral incentives:** Bring a friend, get rewards.
- **Local gyms/fitness partners:** In-person training programs drive conversion.
- **Email reactivation:** Target previous participants with course updates and “what’s new.”

4. Run Disney

- **Themed experiences:** Costumes, photo ops, characters—less about performance, more about fun.
- **Families & Groups:** Bundled packages (kids races, after-hours parks).
- **Scarcity + Tiered Pricing:** Sell out races quickly, then promote waitlists.
- **Event weekends:** Emphasis on extended, immersive experiences.

5. NYRR (New York Road Runners)

- **Community Engagement:** Free races, youth programs, year-round content.
- **Data-rich CRM:** Targeted messaging based on pace, past events, and interests.
- **App-based tools:** Training plans, pacing calculators, countdowns.
- **Social proof:** Highlight user-generated content & media coverage.

6. Great Run Company (UK) – Great North Run, Great South Run

- **Inclusive Messaging:** Focus on accessibility and personal goals (“run your great”).
- **Localized content:** Geo-targeted Facebook and Instagram ads.
- **Altruistic tie-ins:** Promote charity participation visibly.
- **TV & livestreaming:** Leverage national media exposure.

7. B.A.A. (Boston Athletic Association)

- **Legacy & Prestige:** Content that emphasizes history and exclusivity.
- **Runner loyalty:** Strong club & alumni engagement year-round.
- **Elite validation:** Showcase top athletes and qualifying standards.
- **Countdown culture:** Use important dates to drive social media hype.

8. ASO Events (Paris Marathon, Tour de France)

- **International appeal:** Multi-language targeting across continents.
- **Premium add-ons:** VIP start lines, experience packs, concierge travel.
- **Video storytelling:** Course previews, city highlights, finisher reels.
- **Media Partnerships:** Co-branded content with running publications.

9. Garmin-sponsored races (e.g., Garmin Marathon)

- **Tech integrations:** Connect training data to registration.
- **Email + wearable syncs:** Reminder nudges triggered by behavior.
- **Challenges + gamification:** Compete virtually to earn discounts.
- **Performance overlay:** Highlight “race analytics” or post-race data.

10. Berlin Marathon (SCC Events)

- **Global targeting:** Leverages Berlin’s iconic status with global ad campaigns.
- **High production value:** Drone footage, pro photography.
- **Training groups & plans:** Long-tail engagement pre-race.
- **Bundled experiences:** Partner with travel providers for race-cation packages.



Key Takeaways for Your Central Wisconsin Race

1. Lean into Storytelling

- Feature past participants, local heroes, or scenic routes.
- Use short video clips + stills across IG and TikTok.

2. Create a Tribe

- Give your racers something to belong to (e.g., “The Heartland Hustlers Club”).

- Start a Facebook group for participants.

3. Use Scarcity + Early Bird Offers

- Tiered pricing based on registration timing.
- Limited-edition medals or shirts for the first 100 signups.

4. Engage Local Influencers & Micro-Celebs

- Local high school coaches, gym owners, wellness influencers.

5. Referral & Group Discounts

- “Bring 3 friends, get your race free” incentives.
- Family or company team pricing.

6. CRM & Email Drip Sequences

- Collect interest early.
- Use countdown emails: “12 weeks out,” “Course preview,” “Race week checklist.”

7. Post-Race Content Strategy

- Free high-res photos.
- Highlight finish line moments, medals, and the vibe to drive next year’s FOMO.



Photo by Dave Schlabowske



**WISCONSIN
BIKE FED**

2026 MEDIA KIT

THE RIDE GUIDE



The Bike Fed’s signature publication, the annual Ride Guide, is brimming with captivating and valuable content. Each spring, the cycling community looks forward to the printed magazine and online version to plan their biking adventures for the upcoming season. The Ride Guide is the place for people who ride to discover YOUR bike friendly destination, business, products and events.

When our audience reads your content they feel the experience. With 23 impressive past issues, the Ride Guide has a dedicated following and serves as THE resource for everything related to cycling in Wisconsin. Through the print and online version - promoted through email, social media, digital ads and our website – you can reach anyone who rides a bike.

In 2026, 10,000+ Ride Guides will be mailed to Bike Fed supporters, as well as distributed at events, bike shops, coffee shops, and other cycling and tourism-focused businesses across Wisconsin, the Chicago metro area, and the Twin Cities.

We also offer communities and businesses the opportunity to have the Ride Guide sent directly to their employees, customers and select mail lists at an affordable rate. **Who would you like to invite to experience what you offer? The Bike Fed can make that happen.**

The 2026 Ride Guide is a premium showcase opportunity. We find joy in sharing inspiration with all who pedal, those gearing up for speed and those who are casually rollin’ along the trail. You will connect with active people who appreciate the lifestyle, and a sweet ride.



**INTERESTED IN ADVERTISING? GREAT!
LET'S GET IN TOUCH:
katie@wisconsinbikefed.org | 414-828-0653**

AUDIENCE AND CIRCULATION

THE BIG PICTURE

Bicycle related industries generate:

\$5.36 billion

in economic output for the state of Wisconsin annually.¹

Bicycling ranks in the

TOP 5

nature-based outdoor activities among Wisconsin residents²

A record 112 million Americans—35% of those ages 3 and older—rode a bike at least once in 2024³

77%

of our members value brands that support cycling in Wisconsin

91%

of our members are satisfied or very satisfied with the Ride Guide

AUDIENCE

The Bike Fed reaches people who bike, in many ways:

- **Annually** through the Ride Guide
- **365-day access** to timely updates to our website
- **Weekly** e-newsletter
- **Daily** social media content tailored to our audience
- **87% of members** feel getting the Ride Guide is an important or very important benefit of membership
- People are spending 34% more time exploring our content in the last 18 months
- Website Views are up 50% in the last 18 months
- Enewsletters have an average open rate of 20%, with 18,000+ subscribers
- 22,000+ followers on social media, a 10% increase since 2022

DISTRIBUTION & CIRCULATION

10,000 magazines will be distributed within our circulation area of Wisconsin, the Chicago metro area, and the Twin Cities.

¹Wisconsin Department of Transportation, Bureau of Planning and Economic Development, 2024 - Economic Impact of Bicycling in Wisconsin

²Wisconsin Statewide Comprehensive Outdoor Recreation Plan (SCORP), 2019-2023

³PeopleForBikes, 2024 - U.S. Bicycling Participation Study

2026 AD PACKAGE PROMOTIONS



\$1,650

Separately \$2,150

Full Page Ad	\$1,500
Sidebar Ad	\$400
Enews Sponsorship	\$150
Social Media Posts	\$100

\$2,500

Separately \$3,400

2 Page Spread	\$2,500
Online Story	\$650
Enews Sponsorship	\$150
Social Media Posts	\$100



Photo by Dave Schlabowske

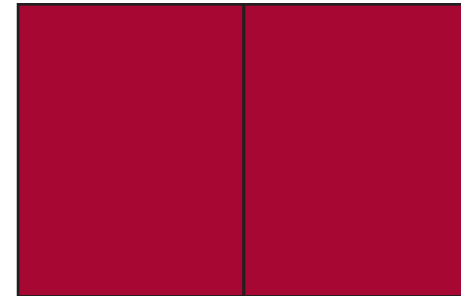
PRINT AND DIGITAL ADS

To meet consumer expectations while capitalizing on our web experience, sponsored online content is available as a component to our Ride Guide print edition.

RIDE GUIDE: PRINT EDITION + ONLINE STORY OPTIONS

AD SIZE & LOCATION

1/4 Page	\$500
1/2 Page <i>Vertical Only</i>	\$800
Full Page	\$1,500
Full Page <i>Premium Placement</i>	\$1,750
Two-Page Spread	\$2,500
Additional pages <i>With two-page-spread</i>	\$1,200
Inside Cover	\$2,000
Outside Cover	\$2,500
OLS	\$650



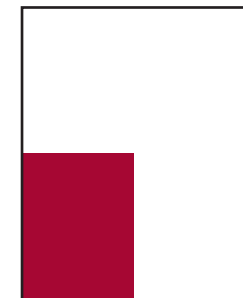
Two-Page Spread 16.0" x 10.5"



Inside/Back Cover & Full Page
8.0" x 10.5"



1/2 Page 3.875" x 10.5"



1/4 Page 3.875" x 5.1875"

PUBLICATION SCHEDULE

Print edition artwork and story deadline: January 20, 2026

Please plan to contact us well in advance to work through advertising options, pricing, invoicing, and payment, as well as to give your graphics designer ample time to create your amazing ad and submit it to us no later than January 20, 2026.

TECH SPECS FOR PRINTED ADS



FILE SUBMISSION

Please submit files only as PDF. PDF/X1a is preferred. Please do not submit Word, PPT, JPEG, or other file types. Please only submit one advertisement per file.

FILE NAMING

Please name your file with: advertiser name, ad size, and magazine issue. Example: advertiser-name_quarter_page_spring2025.PDF

PDF SPECS

Ensure that Crop/Trim marks and Bleed marks are active and offset to .1667". All ads must include .125" of bleed on all sides — please make sure this is selected when outputting your PDF. PDF/X1a is preferred.

Feel free to use our provided PDF Presets for exporting.

PHOTOS

All photos should be at 300ppi or they will appear blurry when printed. Photos that look fine on a computer monitor may still not be large enough for print. You are responsible for providing print-ready photos with your ad.

SAFE AREA

All content must be within the live/safety area (see table on right). Live/Safety area is .25" from all sides, based on trim size. The Bike Fed is not responsible for text or graphics that are positioned outside this area.

TEMPLATES

We have a variety of ad templates available to make your life easier in Illustrator, InDesign, and PDF Formats. If you use our PDF templates, please remember to remove the template layer before you export to PDF.

AD SIZE	BLEED SIZE	LIVE/SAFETY	TRIM SIZE
1/4 Page	4.125" x 5.4375"	3.375" x 4.6875"	3.875" x 5.1875"
1/2 Page	4.125" x 10.75"	3.375" x 10"	3.875" x 10.5"
Full Page	8.25" x 10.75"	7.5" x 10"	8" x 10.5"
Inside Cover	8.25" x 10.75"	7.5" x 10"	8" x 10.5"
Back Cover	8.25" x 10.75"	7.5" x 10"	8" x 10.5"
Two-Page Spread	16.25" x 10.75"	15.5" x 10"	16" x 10.5"

TECHNICAL QUESTIONS:

We are more than happy to help! Direct technical questions to:

katie@wisconsinbikefed.org | 414-828-0653

DOWNLOAD TEMPLATES AND PDF PRESET



<https://wisconsinbikefed.org/wp-content/uploads/2024/10/BikeFed-Ad-Templates-2025.pdf>

DIGITAL ADVERTISING



E-NEWSLETTER SPONSORSHIP

18,000+ opted in viewers

LOCATION

Bottom of the weekly e-newsletter

CONTENT

One high resolution photo and 50 words

COST

\$150/week

SUBMISSION

- Please submit files only as PNG or JPG
- Please only submit one advertisement per file.
- E-mail content to info@wisconsinbikefed.org by the Wednesday 2 weeks preceding your requested Saturday newsletter date.

SOCIAL MEDIA POSTS

22,000+ followers

LOCATION

Facebook, Instagram

CONTENT

One high resolution photo and 50 words, link to online story or Bike Fed website with ad

COST

\$150 per series of Facebook, Instagram

SUBMISSION

Please submit files only as PNG or JPG. Please only submit one advertisement per file.

TECHNICAL QUESTIONS?

We are more than happy to help! Direct technical questions to:
katie@wisconsinbikefed.org | 414-828-0653

Today's e-newsletter is sponsored by (Bike Fed organizational member and founding Event Partner!) Great Headwaters Trails Foundation, Inc.:



Great Headwaters Trails Foundation, Inc. is a non-profit organization committed to developing and supporting a system of bicycle and pedestrian trails connecting the communities of eastern Vilas County. Join us in Conover on July 26th for the 14th Annual Ride with Leinie fundraiser ride. Check out their [online story](#) to learn more (including Bike Fed supporter discount!) and visit ghtrails.org for more information.

Example of e-news sponsorship. Sent out weekly



Example of social media post

WEB ADVERTISING



SIDEBAR AND BANNER WEBSITE ADS

	SIZE IN PIXELS	PRICE
Sidebar ads <i>Ad will be posted for 12 months</i>	235px x 470px	\$400/year

Banner ads <i>Minimum 6 months paid up-front</i>	2,400px x 320px*	\$45/month
------------------------------------------------------------	------------------	------------

*original size - display size scales based on device and window size

FILE SPECIFICATIONS

FILE SUBMISSION

Please submit files only as PNG or JPG and only submit one advertisement per file.

FILE NAMING

Please name your file with advertiser name and start date.

Example: advertiser-name-June-2026.JPG

FILE SIZE

Please ensure that all submitted files are 40/kb and under in size.
Animations subject to approval.

ONLINE STORY (5 minute read)

LOCATION

Bike Fed Website - in appropriate tab for topic

CONTENT

750 words, up to 3 high res photos

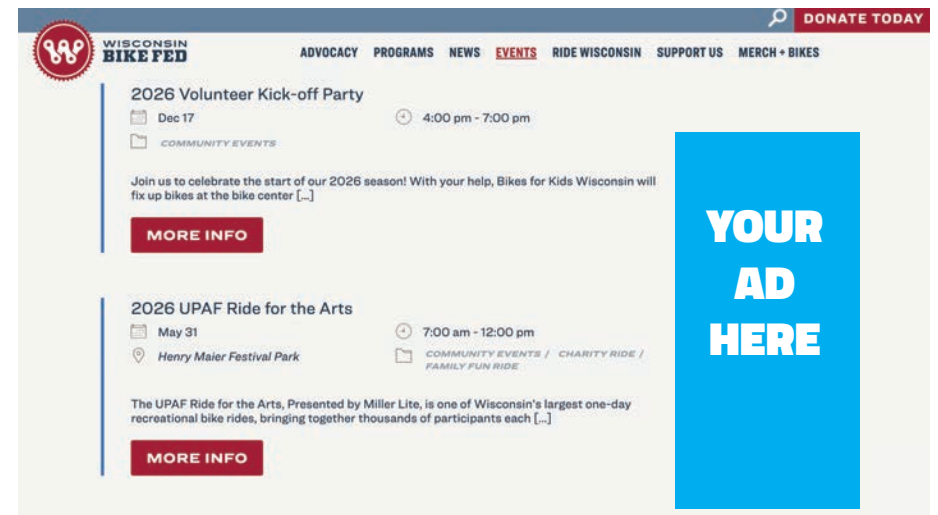
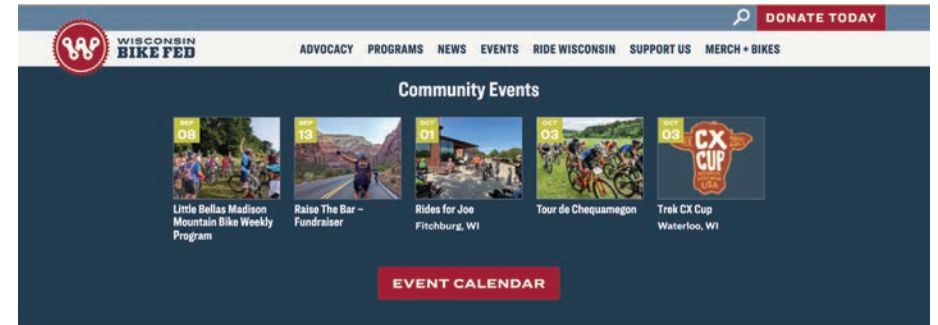
COST

\$650 - first story, \$300 each - up to 3 stories after, within the same 12 months

SUBMISSION

Please submit story file as Word or Google Doc and image files as only PNG or JPG and only submit one advertisement per file.

E-mail content to info@wisconsinbikefed.org to reserve dates for posting.



Web ads are placed on our Homepage and/or Events pages.



Photo by Lehi Cano

READY TO ADVERTISE?

Of course you are!

Contact

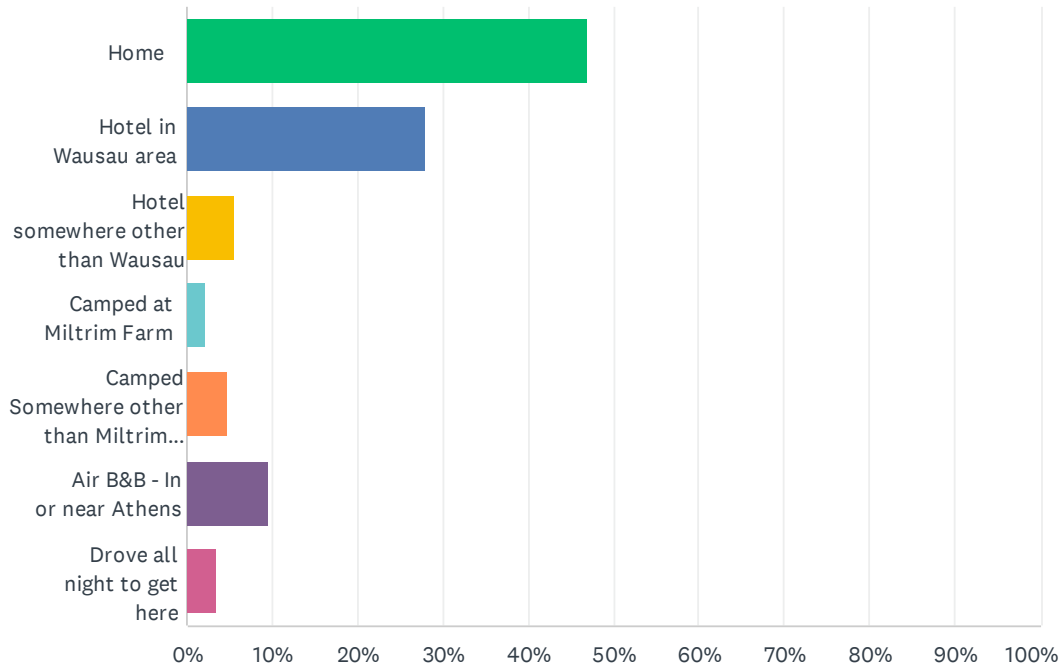
katie@wisconsinbikefed.org
414-828-0653



**WISCONSIN
BIKE FED**

Q10 Where did you stay for the race weekend?

Answered: 147 Skipped: 3



ANSWER CHOICES	RESPONSES	
Home	46.94%	69
Hotel in Wausau area	27.89%	41
Hotel somewhere other than Wausau	5.44%	8
Camped at Miltrim Farm	2.04%	3
Camped Somewhere other than Miltrim Farm	4.76%	7
Air B&B - In or near Athens	9.52%	14
Drove all night to get here	3.40%	5
TOTAL		147



October 10, 2026

Athens, WI

50, 100, or 150 miles & kids recreational ride

WHY The RED GRANITE GRINDER?

Ready for adventure? With more gravel than ever before, riders are treated with miles upon miles on red granite, a gravel rider's dream. Our routes are designed to give riders the chance to fully experience rural Central Wisconsin passing by dairy farms, over pristine

rivers & creeks, through beautiful canopies of hardwoods during peak fall colors, while rolling over red granite aka red gold.

This event is part of the Ironbear 1000 which highlights Wisconsin's epic gravel. Bring friends & family for the weekend's festivities (see more info below). The Red Granite Grinder was rated by Strambecco as one of the top three cycling events in Wisconsin!

DO YOU HAVE THE ENDURANCE AND STRENGTH TO FINISH THIS CHALLENGE?

Course Description

Each race starts and finishes in the heart of Athens with a police escort. As the distances increase, the level of adventure steps up as riders explore up to four counties of Central Wisconsin. The 50 mile route is geared towards new gravel riders with the route taking place on rural roads and well-maintained gravel trails. For those wanting to step up the adventure, 100 and 150 mile routes not only test stamina but grit.

50 Mile - A great introduction to a gravel experience

Riders start depart Athens and hit red gold just two miles down the road enroute to experience gems in Marathon County. Riders then split from the 100 & 150 mile routes where there's just a few spurts of pavement sprinkled in. After passing the exact center center of the Northwest Hemisphere, riders cross the Big Rib River twice as they meander back to downtown Athens, rejoining the longer routes, and finishing through the forest of Erbach Park.

The course comprises 86% gravel roads, 12% paved roads, and 2% well-maintained gravel trail. For those new to gravel, this route is doable on a variety of bike types with nearly the entire route on roads, finishing on a well-maintained gravel trail.

THIS traditional gravel route is a GREAT FIRST (OR FIFTY-FIRST) GRAVEL EXPERIENCE!

100 Mile - Far Gravel

Taste Xtreme Gravel which includes remote gravel, two track, and a creek crossing. Riders leave Athens, where your wheels will be rolling over the beautiful red granite this area is known for just minutes into the race. As riders swing north, they cross the Big Rib River and

then are treated with an intimate ride along the shoreline on River Road. Then the race gets serious when the route swings further north onto remote roads and county forests where it rejoins the 150 mile route. From there, riders cross county lines on private property, following the tortuous (and perhaps torturous) path of the glaciers, with the Ice Age Trail National Scenic Trail a stone's throw away. Just past the halfway point, riders stretch their legs as they dismount and tip-toe across Averill Creek, then follow double track east before reconnecting to gravel roads. As the riders turn south and re-enter Marathon County, they partake in a slice of gravel heaven as red gold rolls smoothly under their tires once again. Upon rejoining the 50 mile route, riders glide over the Big Rib River one last time, and finish through the forest of Erbach Park.

The course comprises a jaw-dropping 92% gravel roads with only 6% paved roads and a splash (literally at Averill Creek) of adventure doubletrack for those looking to step up the adventure. Friends and families can follow their racer all day with live tracking included in registration!

THIS COURSE FEATURES SEVERAL GEMS IN CENTRAL WISCONSIN - if you have it in you!

150 Mile - Full-fledged Gravel

Experience Gravel which is anything we want it to be, combined with what Mother Nature decides it's going to be. Racers begin on the 100 mile course, but then are tested on a variety of surfaces. After splitting from the 100 mile route, riders cross the Big Rib River snaking west with wind blasting in their faces (and perhaps rain or sleet to add to the challenge). Riders finally can catch their breath on the the Pine Line Trail. Despite being welcomed with crushed granite, the surface turns to coarser granite as they travel north. Riding over several tributaries & wetlands, past farm fields, skirting terminal moraines and hardwood and conifer forests, riders will enjoy the respite of the gradual climbs on the rail-to-trail. After passing the restored railroad depot, riders reenergize at the Ogema aid station, ready to tackle the gut-wrenching hills ahead as they approach the highest point in the state. Now the adventure is in full swing as racers tackle a mix of pavement, gravel, grassy dirt two track, and just plain grit. Riders weave through county forest as the route rejoins the 100 mile route amidst towering canopies in vast wilderness.

The course comprises approximately 80% gravel roads, 5% maintained gravel/granite trails, 14% pavement, and an extra dose of grit on doubletrack for those looking to step up the adventure. Friends and families can follow their racer all day with live tracking included in registration!

Kocourek Kids Ride

The Kocourek Kids Ride is a free, recreational, kid friendly ride in Erbach Park. The closed course has no road crossings and takes place entirely on maintained trails to allow all ages to participate in this event and enjoy the joy of the finish line. This marked route is designed for children and requires no large hills, plus an optional short course for young children. Youth that are up for the full course will receive a finish time while ALL children receive a finisher medal upon their arrival to the finish line! We welcome all ages on this family-friendly route, parents are welcome to join their child on the course. More info here.

To encourage the next generation of riders, all Kocourek Kids riders are free!

Race Support

Spectators and crew are encouraged as riders will need all the support they can get to muster through these courses. Riders are responsible for arranging their own mechanical, medical, and transportation needs. Aid stations will be available at specified locations with drop bags transported for the 100 and 150 mile routes. Otherwise, you are expected to be responsible for your own nutrition / hydration for the entire route so you may choose to buy a leathery gas station hot dog if you are so inclined, but beware you may see it again during the day! All trails & roads are open to normal traffic - you are required to follow the rules of the road and stay alert.

Both a GPS file and map/cue sheet will be available for download the week of the event but you are expected to find your way through the course (except for the Kocourek Kids ride which will be marked). With the elements, duration, and areas of limited cell service, backup cue sheets, compass, and odometer are highly recommended. For potentially confusing trail sections, there may be markers to ensure racers ride the correct trails.

Cell phone coverage is limited on the remote areas on the northern portions of the 100 & 150 mile routes so it is best to bring a friend to race with in case you need help.

All crew members and spectators are required to follow the rules of the road and must stay off private properties not included as part of the route. Recommended spectator areas are noted in the race guide. Crews can follow their racer with live tracking!



AN **IRONBULL EVENT**

Rib Mountain Trail Races

Rib Mountain is a beauty to behold any season of the year. Whether you call it home, or if you are just passing through, you can't help but admire this glacially eroded creation. But why observe from a distance what you can experience through all your senses. Welcome to the Rib Mountain Trail Races!

Rated by Strambecco as one of the 2024 Best Trail Running Events in the Midwest, what better way to discover than to dive right in the twists and climbs, running under a bounty of colored hardwoods on the gorgeous trails of Rib Mountain!

Course Description

New for 2025 - This years course takes you through the same scenic Rib Mountain State Park trails with a little shorter distance per loop at roughly 10.6 miles. The 15K will do one full loop, the 25K will do 1.5 loops and then descend back down to the the finish (blue line on map). The 50K will do 3 loops. There will be 2 main aid stations, one at the top at 5 miles and one at the bottom with water stations at points throughout the course.

