





ASHLEY
WORTH



CO-OP MARKETING MANAGER

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MARKETING CAMPAIGNS & PROJECT MANAGER

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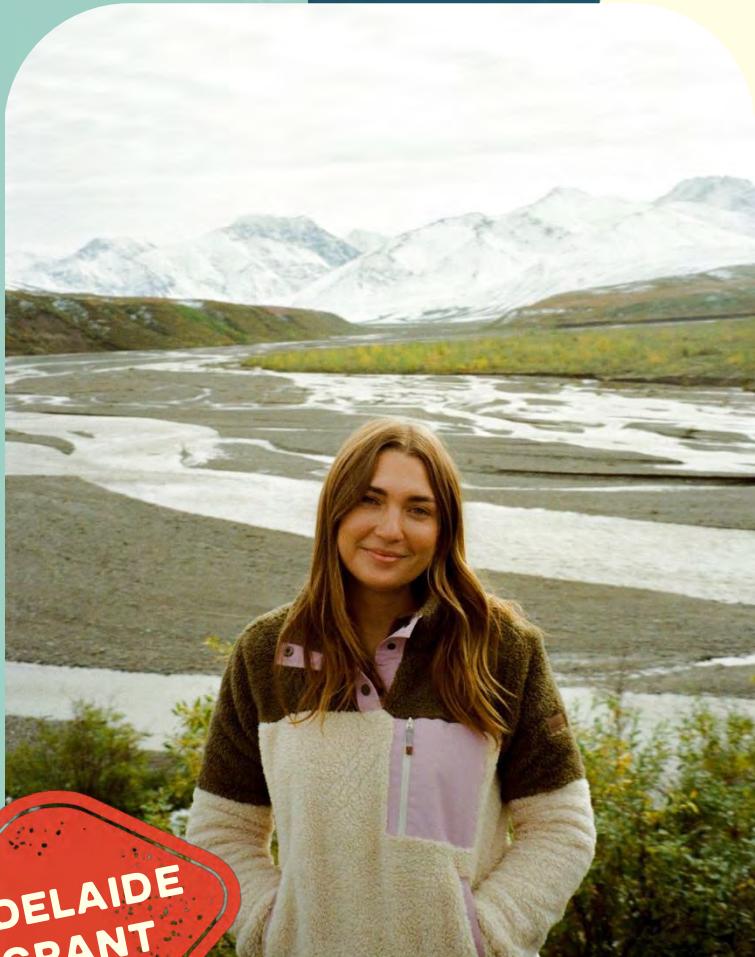


MAX
HOUTKOOPER



DIGITAL MEDIA SUPERVISOR

[MHOUTKOOPER@LOVECOMM.NET](mailto:mhoutkooper@lovecomm.net)

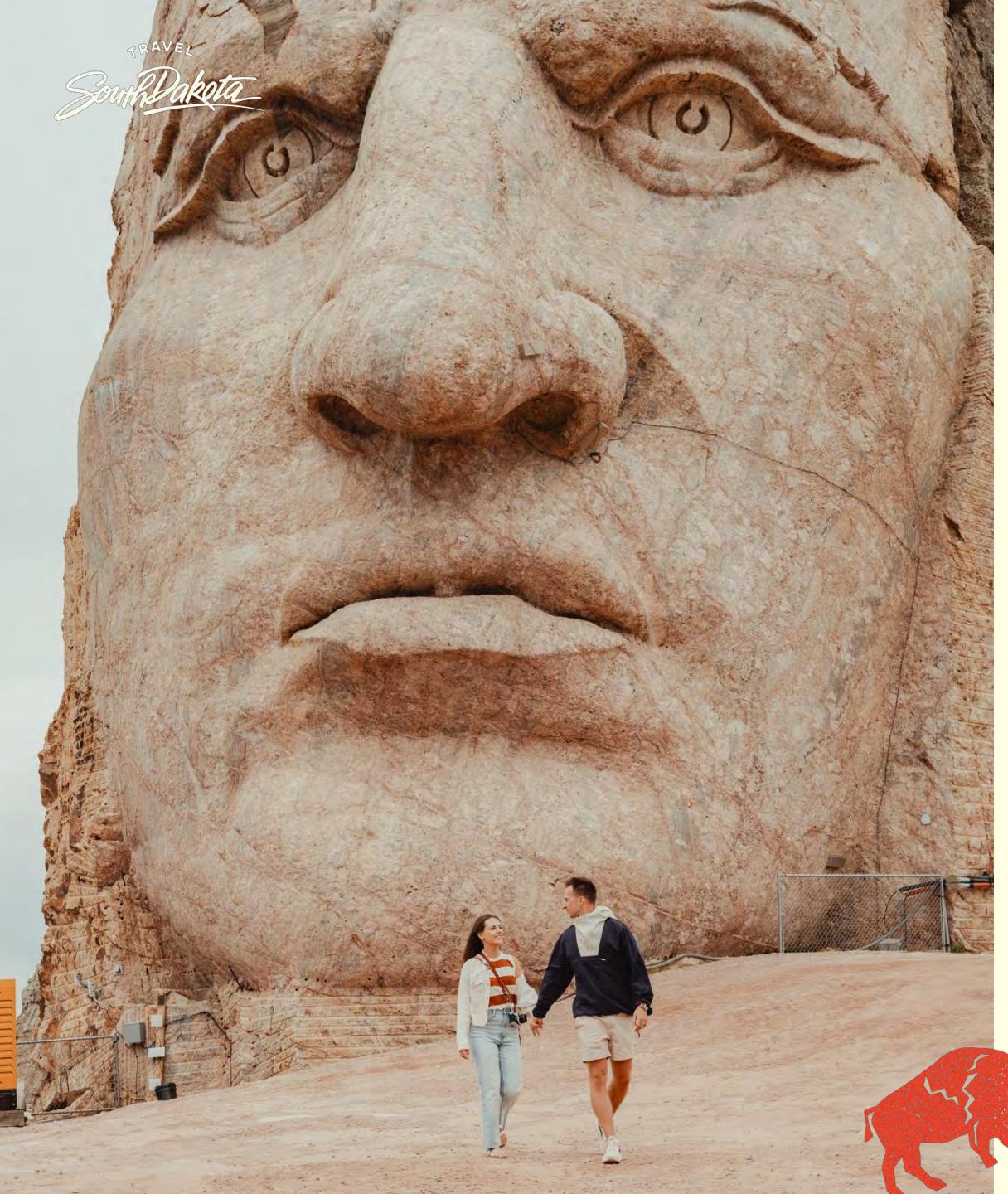


ACCOUNT SUPERVISOR

AGRANT@LOVCOMM.NET



**WHO KNOWS....
WHAT THE COMMUNITY
CO-OP PROGRAM IS?**



COMMUNITY CO-OP

- **Stretches local budgets** by combining partner dollars with Travel South Dakota investment
- Delivers **greater reach and stronger visitation impact** than local efforts alone
- Access to **strategic agency partnerships**
- Customizable media plans and ad creative
- Travel South Dakota covers the cost of creative production

Partner Contribution Range: \$40k+
Travel South Dakota Match: 1:1

The program is best for South Dakota communities and BID organizations looking to maximize marketing budgets and reach more potential visitors through state-supported advertising.





COMMUNITY CO-OP PARTNERS



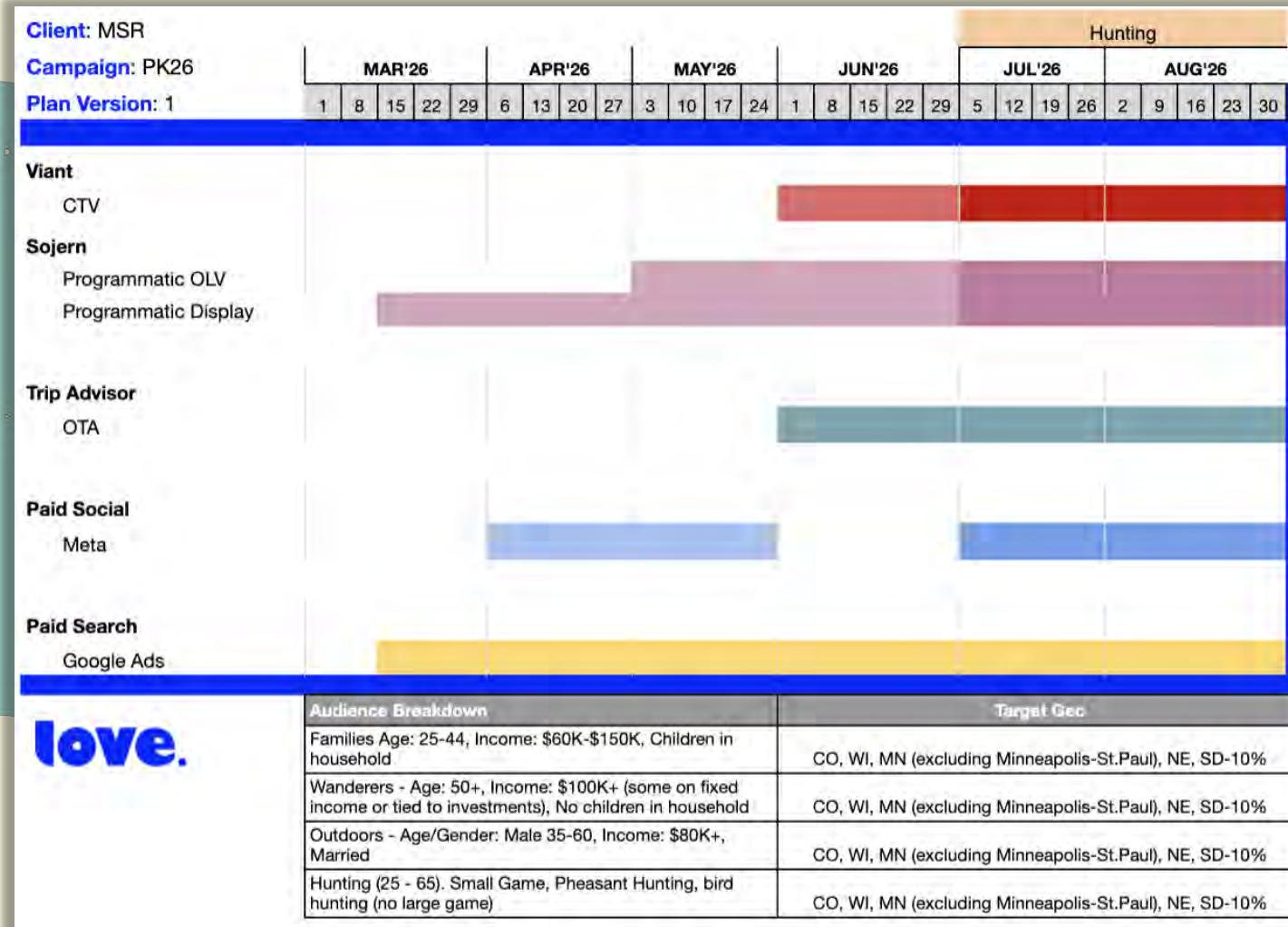
BLACK HILLS
& BADLANDS



CUSTER



EXAMPLE MEDIA FLOW





POP QUIZ:

**WHAT'S SOMETHING
NEW YOU LEARNED
ABOUT THE CO-OP
PROGRAM?**



POP QUIZ:

WHO KNOWS WHAT THE A LA CARTE PROGRAM IS?



A LA CARTE



- **Flexible and partner funded program**
- Partners can build a **customized mix** of A La Carte tactics **tailored to individual goals**
- Includes access to Travel South Dakota's creative and media expertise
- **Options for all budget ranges**
- Travel South Dakota covers the cost of creative production
- **Access top-tier tactics at discounted rates**

Partner Contribution Range: \$250- \$8,600



POP QUIZ:

**Now, who can describe the
value of the A La Carte
Program?**



2025 A LA CARTE SIGN UPS

52

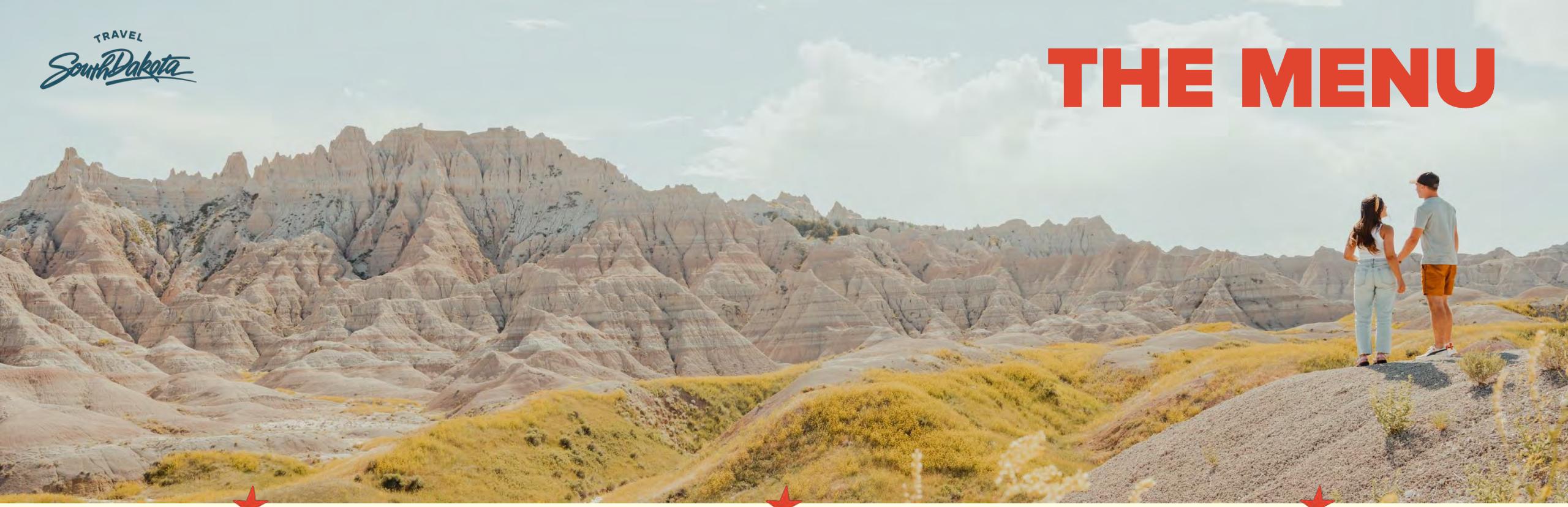


2025 Adara est. Booking Revenue

\$6.2M



THE MENU



PRINT

DIRECT MAIL
GROUP TRAVEL
FULL PAGE SPREAD

DIGITAL MEDIA

DISPLAY ADS
EMAILS
STREAMING AUDIO
DIGITAL BILLBOARDS
TRAVELSOUTHDAKOTA.COM OPPORTUNITIES

ACTIVATIONS

WELCOME CENTER TAKEOVER
WELCOME CENTER DISPLAY ADS
CONTENT CREATION

APPLICATION DEADLINES

FEB 1

- Direct Mail
- Digital Billboards
- Print

APRIL 1

- Digital Audio
- Content Partnerships
- Welcome Center

JULY 1

- Digital
- Group Travel





HOW TO APPLY?

Visit sdvisit.com/la-carte-cooperative-marketing-program



Come visit us at the A La Carte booth during networking breaks to learn more!

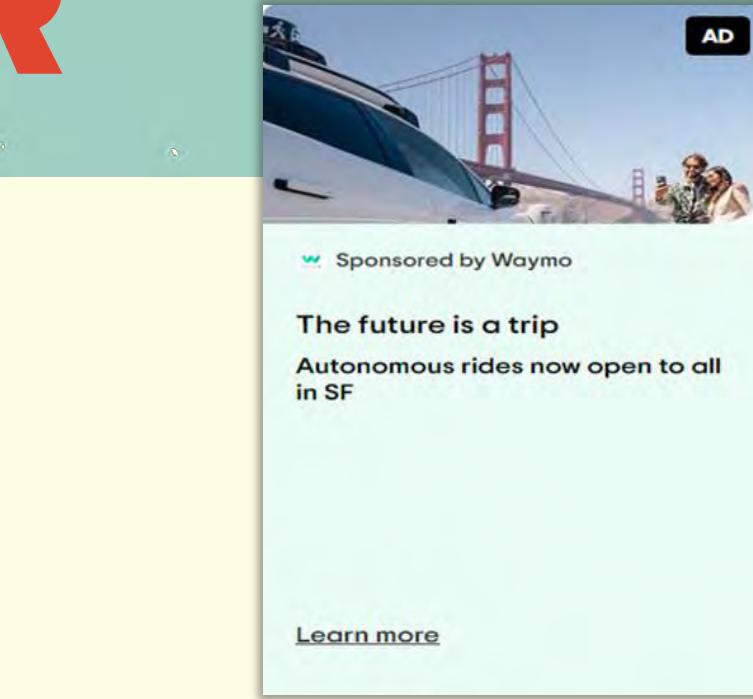




TRIPADVISOR

- Reach users as they are looking for inspiration for future travel.
- Great for reaching users who are actively planning
- Good user on-site engagement

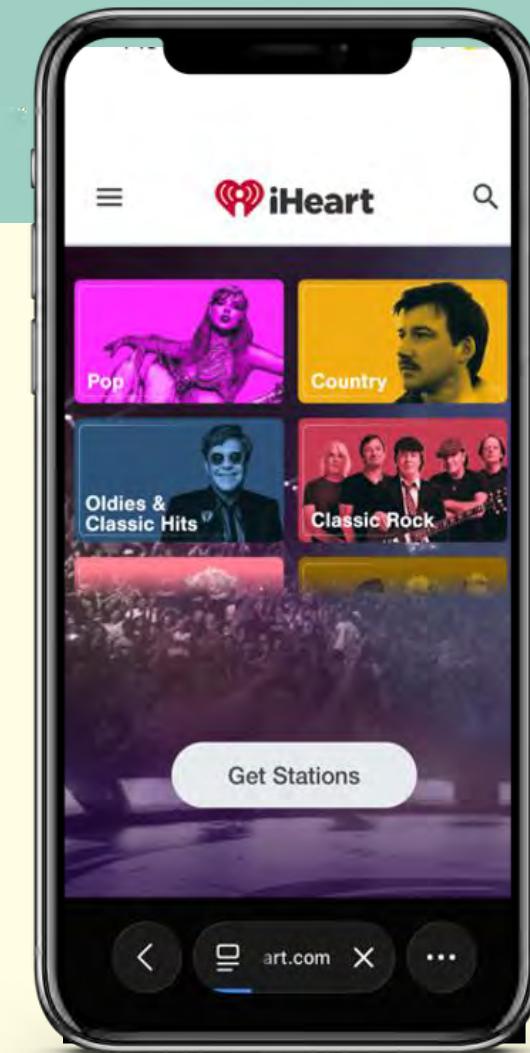
Native Ads | Cost: \$5,500



DIGITAL AUDIO

- Run on iHeart Radio
- Great for high awareness
- Can let your “voice” shine

Audio Ad | Cost: \$4,500



DISPLAY BANNERS

- Reach users who have visited travelsouthdakota.com, while they browse other content on the web.
- Great for focused targeting for users who are aware of South Dakota
- Includes visitation tracking

Retargeting Display | Cost: \$4,000



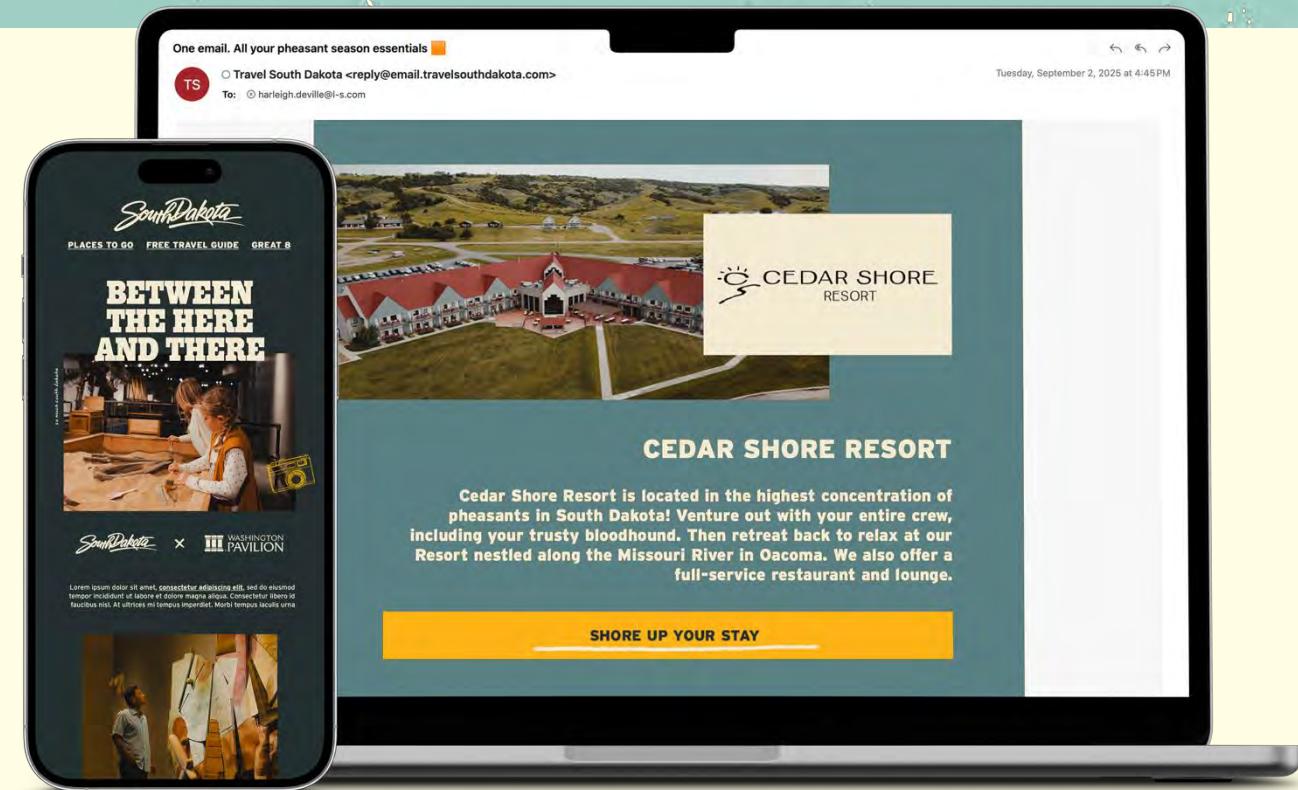
EMAIL MARKETING

- Reach users who have opted in to Travel South Dakota's email newsletters
- Target users with specific niche interests
- Directly reach users who are looking for new info for South Dakota Travel
- Different options to align with your goals

*NEW FOR THIS YEAR:

- Visitor Guide "Thank You" Spotlight - \$1,000
- Monthly Event Spotlight - \$500
- Interest Based Spotlight -\$500

Targeted Emails | Cost: \$500- \$2,500





DIGITAL BILLBOARDS

+ DIGITAL DISPLAY!

- Combine the impact of Digital Out-of-Home with geo-fenced display ads to engage travelers on the move and online!
- 375K estimated impressions (250K direct OOH + 125K display)
- ROI foot traffic study
- Omaha or Denver Market

BILLBOARDS + BANNERS | Cost: \$3,500



ALL ABOARD FOR FUN

ALL ABOARD FOR FUN

1880 TRAIN.
Black Hills Central Railroad

South Dakota

LEARN MORE

PRINT

- Showcase your destination in regional travel magazines and/or MN Newsletter that reach readers planning their next getaway to South Dakota.
- **Placement Options:**
 - May Omaha Magazine
 - June 5280 Magazine
 - Minnesota Star Tribune Print

PRINT ADS | Cost: \$1,100- \$2,765



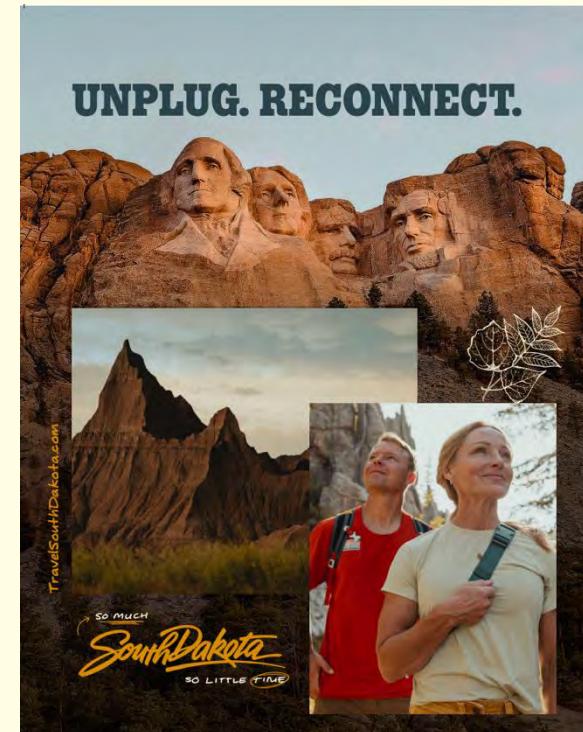
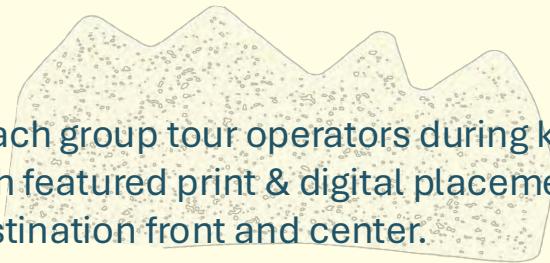
GROUP TOUR MAGAZINE

- Reach group tour operators during key planning windows with featured print & digital placements that put your destination front and center.

Publications:

- Group Travel Leader (October 2026)
- Leisure Group Travel (December 2026)
- Destinations ABA (January/February 2027)

PRINT ADS | Cost: \$2,400



so much
South Dakota
so little time



Discover the rich heritage of the Lakota people at the Aksa Lakota Museum in Chamberlain. Located at St. Joseph's Indian School, along the scenic Missouri River, it features a compelling collection of art, artifacts, and interactive exhibits. A meaningful cultural experience for visitors of all ages—admission is free!

800-798-3452 | AksaLakota.StJoe.org



Located at one of South Dakota's most scenic state recreation areas, Lewis & Clark Resort welcomes groups year-round. Choose from motel rooms to family cabins, just steps from beautiful Lewis & Clark Lake. Enjoy a new pool, access to both Lewis & Clark Lake and the Missouri River, and nearby Yankton. It's your perfect home base for outdoor adventure and peaceful relaxation.

605-665-2680 | LewisandClarkResort.com



Discover the charm of Brookings where culture, history and natural beauty come together. Stroll 25 acres at McCrory Gardens, admiring works by Harry Anderson and others at the South Dakota Art Museum and explore rural traditions at the South Dakota Agricultural Heritage Museum.

605-692-7444 | VisitBrookingsSD.com



Cedar Shore Resort is a full-service resort tucked in the bluffs of the Missouri River in Oacoma. With stunning views of open waters and ample on-site outdoor recreation opportunities, Cedar Shore is a year-round destination.

605-234-6376 | CedarShoreResort.com



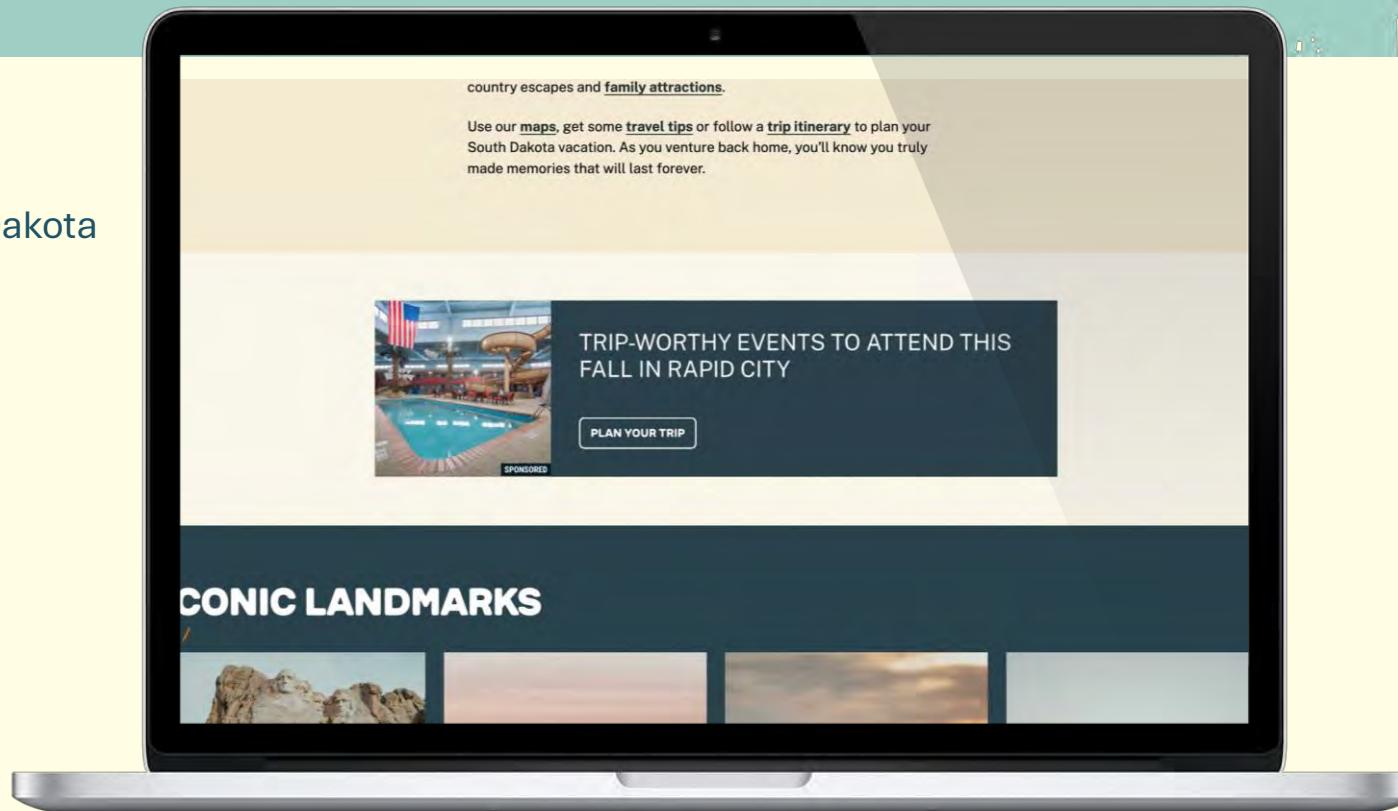
TRAVELSOUTHDAKOTA.COM

- Reach travelers that are already on the Travel South Dakota site with a variety of sponsorship options.

Options include:

- Native Display Ads
- Homepage Sponsorship
- Sponsored Content
- Interstitial Unit
- Lead Generation Program

Sponsorship Cost: \$1,500-\$5,000



Homepage Sponsorship

TRAVELSOUTHDAKOTA.COM

country escapes and family attractions.

Use our maps, get some travel tips or follow a trip itinerary to plan your South Dakota vacation. As you venture back home, you'll know you truly made memories that will last forever.

TRIP-WORTHY EVENTS TO ATTEND THIS FALL IN RAPID CITY

PLAN YOUR TRIP

SPONSORED

CONIC LANDMARKS

SPONSORED

Homepage Sponsorship

LEAD GENERATION

Gain exposure in front of South Dakota's most qualified travelers and grow your opt-in database with our lead generation program.

HOW IT WORKS

STEP 1
Visitors sign up to receive information from Travel South Dakota and can request to hear directly from your business.

STEP 2
Upon requesting info, visitors receive an auto-generated email written by you.

STEP 3
You receive triple-qualified traveler contact information weekly.

TRIPLE QUALIFIED

THANK YOU!

We've received your request for South Dakota travel information. Check the boxes below to receive more details directly from these featured partners – each ready to help you plan your next great adventure in South Dakota.

EXPLORE THE HEART OF THE HILLS
Black Hills Vacations

DISCOVER CITY & WATERFALL WONDERS
Experience Sioux Falls

WHERE LAKES, ART & PRAIRIE MEET
Visit Watertown

Lead Generation Program

Iconic Landmarks Things to Do Places to Go Plan Your Trip

Search

FREE VACATION GUIDE

ENGLISH

RUSH MOUNTAIN ADVENTURE PARK

A MOUNTAIN OF FAMILY FUN

Go off the beaten path to find South Dakota's only adventure park with a cave. Feel the thrill of the Mountain Coaster, Zipline Rides, and Challenge Ropes Course just moments before exploring Sunken Cave.

PLAN YOUR ADVENTURE

SPONSORED

Interstitial Unit

SOUTH DAKOTA EXPERIENCES

WATERTOWN IS A MUST-STOP ON YOUR NEXT FAMILY ROAD TRIP
Discover off-the-beaten-path adventures the whole family will love!

16 THINGS YOU DIDN'T KNOW ABOUT SOUTH DAKOTA
There's more to South Dakota than meets the eye, from hidden history to off-the-beaten-path wonders.

AWESOME ROADSIDE ATTRACTIONS
When it comes to roadside stops, South Dakota boasts some of the best, including Wall Drug Store & The World's Only Corn Palace.

20 FF DAKO
Going or Dakota,

SPONSORED

Sponsored Content

Explore Lakota History & Culture
At Akta Lakota Museum, explore Lakota heritage through artifacts, art, and the Medicine Wheel Garden.

AKTA LAKOTA MUSEUM AWAITS!

Lakota Culture Comes Alive
Explore Lakota life through art, history, and tradition at the immersive Akta Lakota Museum.

PLAN YOUR VISIT TODAY!

Top 10 Family Attractions
Dig for fossils or watch an alligator show – your family will love these exciting attractions!

UNLEASH THE FUN

SPONSORED

Native Display Ads



WELCOME CENTER

- Own the spotlight and meet travelers face-to-face at South Dakota's busiest Welcome Centers! *Chamberlain, Wilmot, Valley Springs, or Vermillion*

OR

- Catch more than 220K travelers on the road with bold display ads that inspire them to explore more while they're already in-market with a video ad.

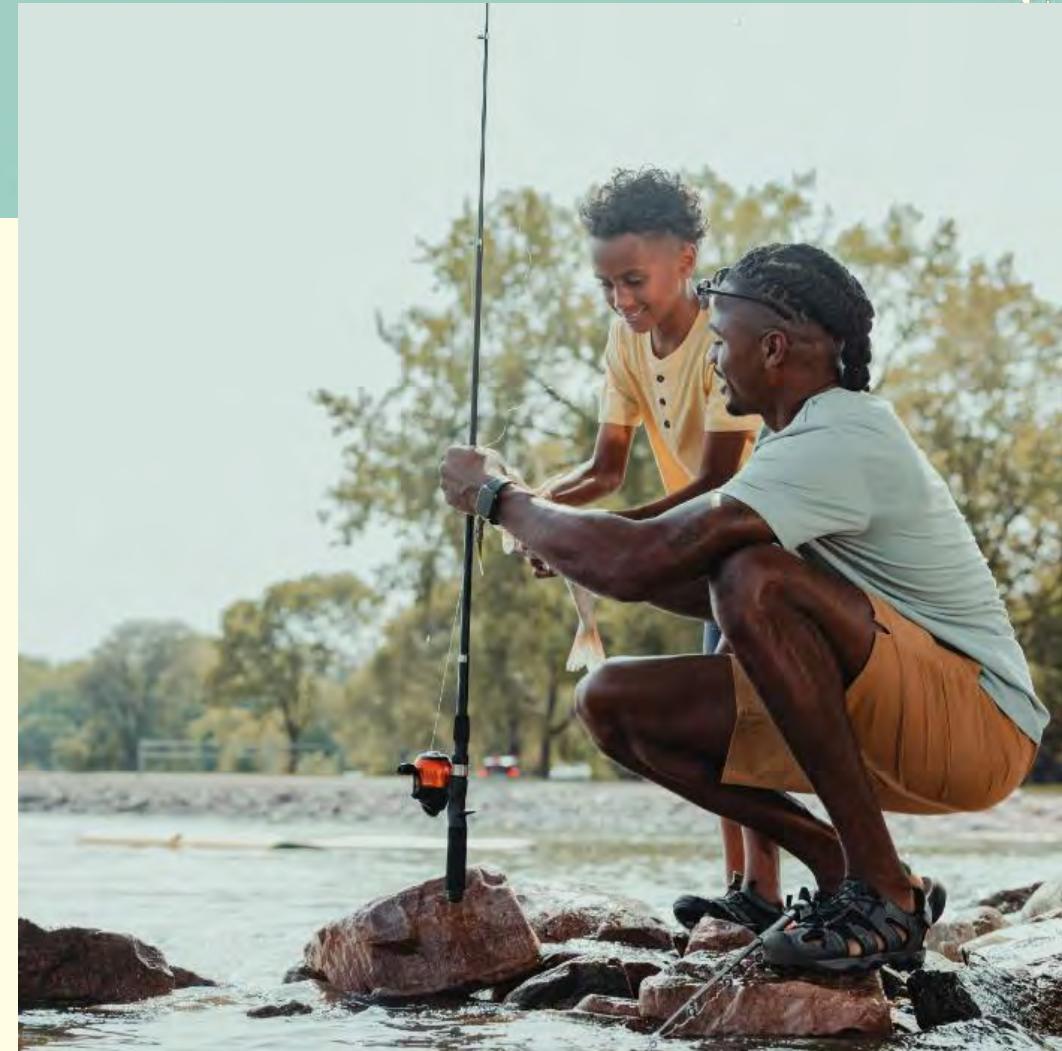
Cost: \$250-\$1,000



CONTENT

- Bring your destination to life through a multi-platform storytelling partnership with 605 Magazine- one of South Dakota's most engaging lifestyle publications.
- **Each package includes print ads, editorial spreads, and professional photography with digital, podcast, and social media exposure.**

- **Bronze- \$5,900**
- **Silver- \$7,800**
- **Gold- \$8,600**





Ready...set...go!



**Name as many A La Carte
options as you can!**

APPLICATION DEADLINES

FEB 1

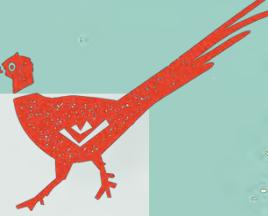
- Direct Mail
- Digital Billboards
- Print

APRIL 1

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JULY 1

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