



## FY26 PARTNERSHIPS





# MN Twins

**April – Sept 2025**

The Minnesota Twins Baseball Club is providing Explore Minnesota with a new partnership opportunity to advertise to its engaged sports fans during the 2025 season.

The sponsorship package includes direct-to-consumer Twins.TV streaming advertising targeting Minnesota's border states, an Out-of-State media campaign sponsorship, and a custom four-week sweepstakes campaign hosted on the MN Twins website from May 1 to May 28. Promotional ads will run on Twins.com, social media posts will target the Chicago market, and a dedicated email will encourage baseball fans to sign up for a chance to win four tickets to the Twins vs. Cubs game at Target Field on July 10, four City Connect Jerseys, \$500 Concessions/Team Store gift card, lodging, and dining gift cards.

Goals include delivering branding, creating awareness, building Explore Minnesota's newsletter database and inspiring fans to explore Minnesota.





# Audacy

July 8-10, 2025

Audacy is providing Explore Minnesota with a new partnership opportunity to advertise on The 670 Score (WSCR-AM), reaching engaged radio sports fans with a Chicago Cubs vs. Minnesota Twins Series Sponsorship marketing campaign.

The gameday series campaign includes over 1.1 million estimated impressions (Adults 25-54) and 75 radio spots consisting of radio commercials and Series Sponsorship mentions during the Cubs vs. Twins match-up series from July 8 to July 10 at Wrigley Field, Chicago. The goals include creating excellent awareness and branding during a prime tourism timeframe within one of Explore Minnesota's key markets.

The radio campaign will amplify the Minnesota Twins partnership, creating additional reach and exposure within the Chicago market and inspiring sports fans to plan their summer Minnesota getaways, thereby increasing tourism and website traffic to [ExploreMinnesota.com](https://www.exploreminnesota.com).

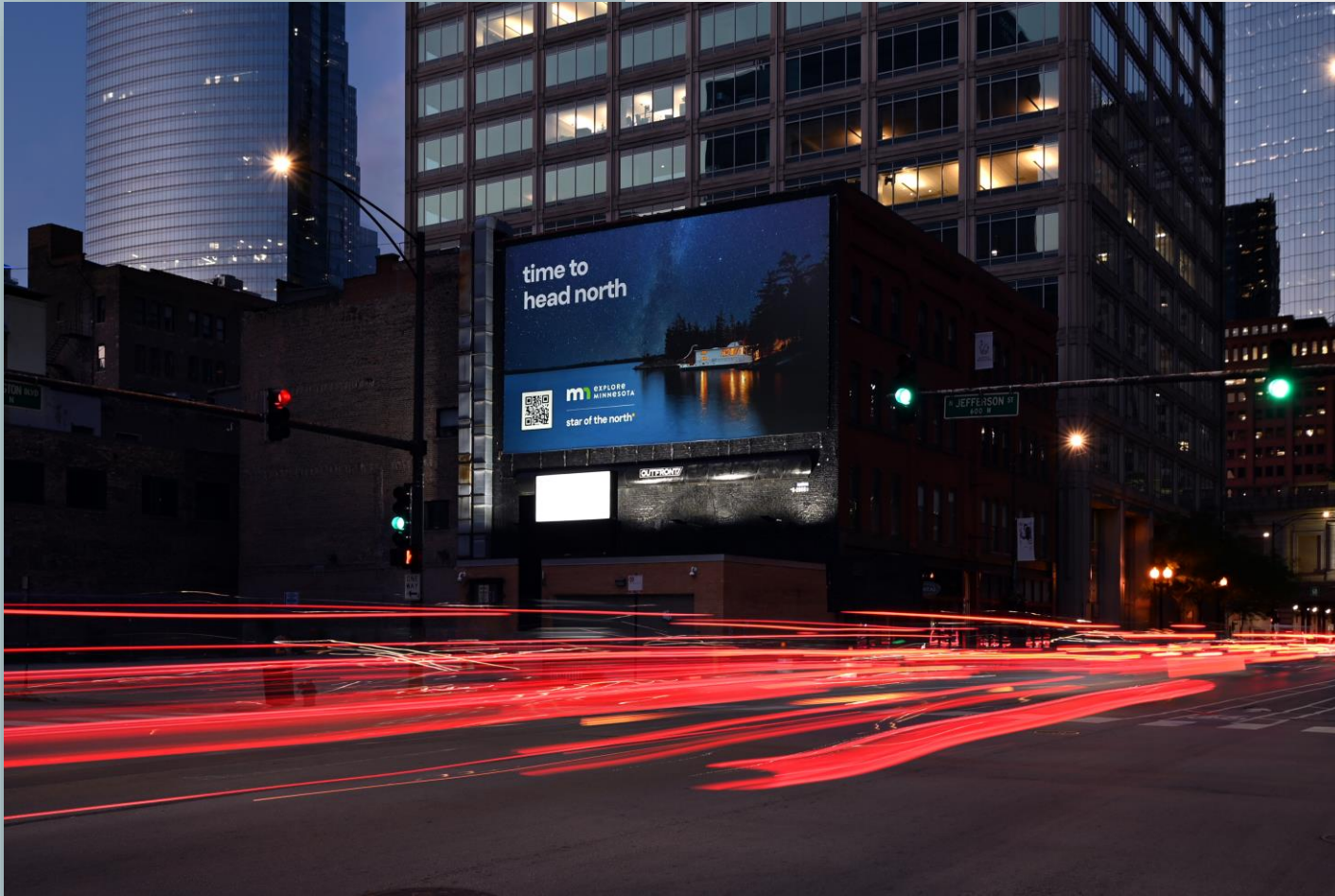
The 670 Score is the Chicago voice of the fan, celebrating more than 30 years of sports talk and delivering curated content, play-by-play, debate, and game coverage to passionate sports fans.



# Outfront Media

June 16 – July 13, 2025

**OUTFRONT**



Outfront Media is providing Explore Minnesota with a new partnership opportunity to advertise in Chicago's West Loop on a large, illuminated vinyl billboard from June 16 to July 13 in a highly trafficked and populated area near the Ogilvie Transportation Center and Chicago Union Station on Washington Boulevard.

The billboard advertising will provide excellent awareness, reach, and branding within one of Explore Minnesota's key markets during the prime tourism months, leading up to the Cubs vs. MN game series from July 8 to July 10 at Target Field, Twin Cities Pride in June, and other summer festivals and events. This campaign also aligns well with the new Minnesota Twins partnership, which includes a Gameday Getaway Sweepstakes targeting the Chicago market.

Goals include reaching out to and inspiring Chicagoans and Chicago visitors to plan and take a trip to Minnesota by plane, car, or the new Amtrak Borealis train, thereby increasing tourism and website traffic to [ExploreMinnesota.com](https://www.exploreminnesota.com).



# Chicago Magazine

September 2025

**CHICAGO**  
MAGAZINE

In partnership with Chicago Magazine, Explore Minnesota will run a full-page ad in the September Fall Travel issue distributed in over 90,000 print copies, reaching engaged Chicago residents and visitors.

The ad insertion campaign will provide excellent reach and engagement with travel enthusiasts within the Chicago area, a key market of Minnesota tourism, in efforts to extend awareness and inspire this audience to plan/take a trip to Minnesota as they plan seasonal travel, thereby also increasing website traffic to [ExploreMinnesota.com](https://www.exploreminnesota.com), travel guide orders, and social accounts.





# Milwaukee Brewers

March - Sept 2025

The Milwaukee Brewers Baseball Club is providing Explore Minnesota with a partnership opportunity to advertise to its engaged sports fans during the 2025 season. The sponsorship package includes a custom two-week sweepstakes campaign hosted on the Brewers website from May 15 to 28. Promotional ads will run on Brewers.com, and emails will target baseball fans to sign up for a chance to win tickets to the Brewers vs. MN Twins game at Target Field on June 21 and 22, lodging, and a \$1,500 gift card.

Additional branding assets include scoreboard signage and video spots running on 400+ American Family Field in-stadium televisions during in-game, inning breaks and pre-game. Goals include building Explore Minnesota's newsletter database while generating awareness and inspiration to explore Minnesota with an estimated 3-4 million impressions and 2,000 newsletter opt-ins provided with the campaign.

The graphic features a dark blue background. At the top left is the Explore Minnesota logo, and at the top right is the Milwaukee Brewers logo. The text "GAME DAY GETAWAY SWEEPSTAKES" is prominently displayed in white. Below it, a smaller line of text reads "CHEER ON YOUR CREW™ ON THE ROAD IN MINNESOTA". A yellow "ENTER NOW" button is positioned below the text. At the bottom of the graphic is a yellow suitcase.



# USA TODAY

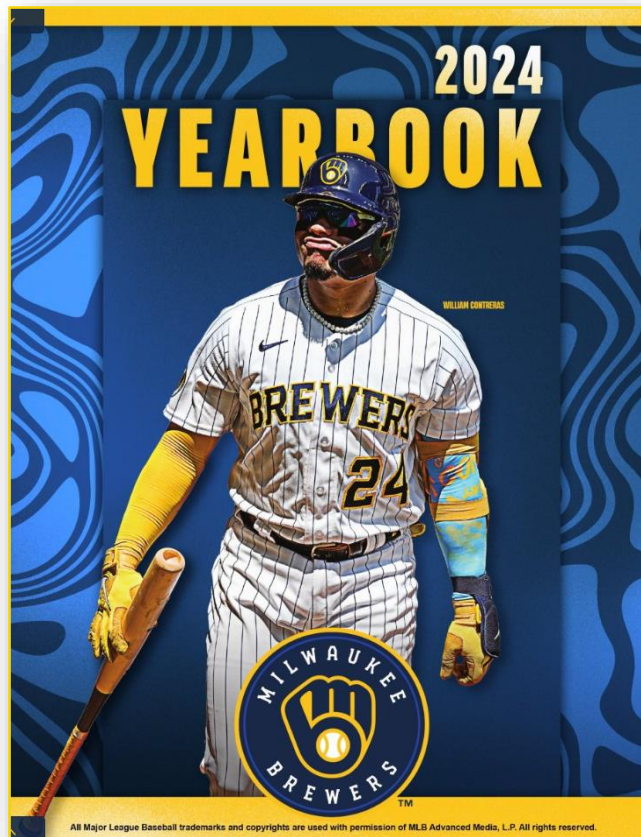
## 2025 Milwaukee Brewers Official Yearbook



March - Sept 2025

Explore Minnesota is partnering with USA Today to run a full-page ad in the *Milwaukee Brewers Official Yearbook*, which will be distributed in over 500,000 print and digital copies.

This ad campaign aligns seamlessly with the Brewers' partnership, expanding reach, boosting exposure, and increasing frequency. The goal is to inspire Brewers fans to plan trips to Minnesota, driving both tourism and traffic to [ExploreMinnesota.com](https://ExploreMinnesota.com). It also builds on the Milwaukee Brewers' partnership by expanding brand presence and frequency in this important out-of-state market.



# St. Paul Saints

March - Sept 2025

The St. Paul Saints Baseball Club is providing Explore Minnesota with an opportunity to advertise to their engaged sports fans during the 2025 season. The partnership includes a Day of the Week Sponsorship, Explore Minnesota Wednesdays, with radio advertising and live reads, TV/Stream advertising, in-game videoboard ads and home plate signage, social media features including a Player Call-ups sponsorship feature and an in-game quiz, MN Wednesday Puzzlers, highlighting Minnesota destinations and attractions, a custom two-week out-of-market sweepstakes featuring a VIP experience gameday getaway prize.

The sponsorship also provides Explore Minnesota with the opportunity to throw out the first pitch and broadcast a third-inning radio interview on KFAN Plus, 96.7 FM, during the Wednesday home games, highlighting Minnesota destinations, website banner ads, logo inclusion in the Saints pocket schedule, and Minnesota Travel Guide distribution. Goals include delivering branding, creating awareness, building Explore Minnesota's newsletter database, and inspiring fans to explore Minnesota.





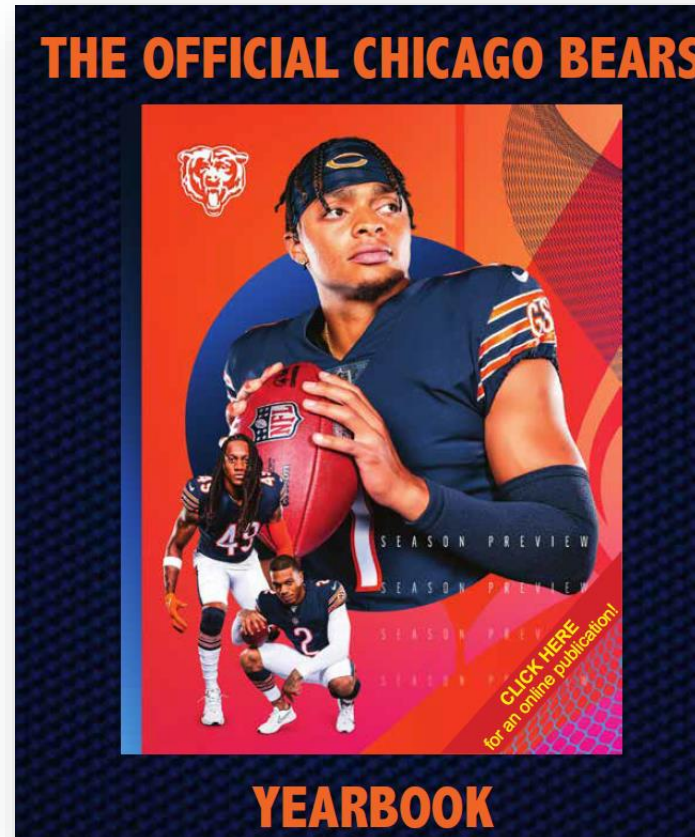
Explore Minnesota is teaming up with USA Today to run a full-page ad in the 2025–26 *Chicago Bears Official Yearbook*, which will reach over 500,000 fans both at Soldier Field and online. This high-impact placement provides valuable exposure to dedicated Bears fans in Chicago and nearby areas—a key audience for attracting Minnesota visitors.

The goal of the campaign is to inspire fans to plan a getaway to Minnesota, driving traffic to ExploreMinnesota.com, increasing travel guide requests, and boosting social media engagement. It also provides brand presence in this important out-of-state market.

# USA TODAY

## 2025-26 Chicago Bears Official Yearbook

September 2025 – January 2026





# Badger Sports Properties

August 2025 – June 2026



Badger Sports Properties is providing Explore Minnesota with a *NEW* partnership opportunity to advertise to the University's sports fans during the 2025-2026 season. Goals include building Explore Minnesota's newsletter database while creating awareness, delivering measurable brand impressions, and inspiring fans to explore Minnesota.



The sponsorship includes football radio spots, basketball baseline LED TV-visible signage, video spots running at Camp Randall, Kohl Center, UW Fieldhouse, and La Bahn Arena during games and events, and a custom Minnesota Gameday sweepstakes campaign hosted on the Badgers' website. Promotional ads, emails, and social media posts will run from September 2 to 30, targeting football fans to sign up for a chance to win tickets to the Badgers vs. Gophers game at Huntington Stadium on November 29, plus lodging and dining gift cards.



# Ralph Engelstad Arena UND Fighting Hawks Men's Hockey

August 2025 – June 2026



Ralph Engelstad Arena, home to the University of North Dakota's Fighting Hawks men's hockey team is providing Explore Minnesota with a *NEW* partnership opportunity to advertise to the University's sports fans during the 2025-2026 season. Goals include building Explore Minnesota's newsletter database while creating awareness, delivering measurable brand impressions, and inspiring fans to explore Minnesota.

The sponsorship includes in-arena signage, radio spots, and featured name mentions, and a custom Minnesota Gameday sweepstakes campaign hosted on the Badgers' website. Promotional ads and social media posts will run from August 25 to September 15, targeting football fans to sign up for a chance to win tickets to the Fighting Hawks vs. the St. Thomas Tommies game on October 12 in St. Paul, plus lodging and dining gift cards.



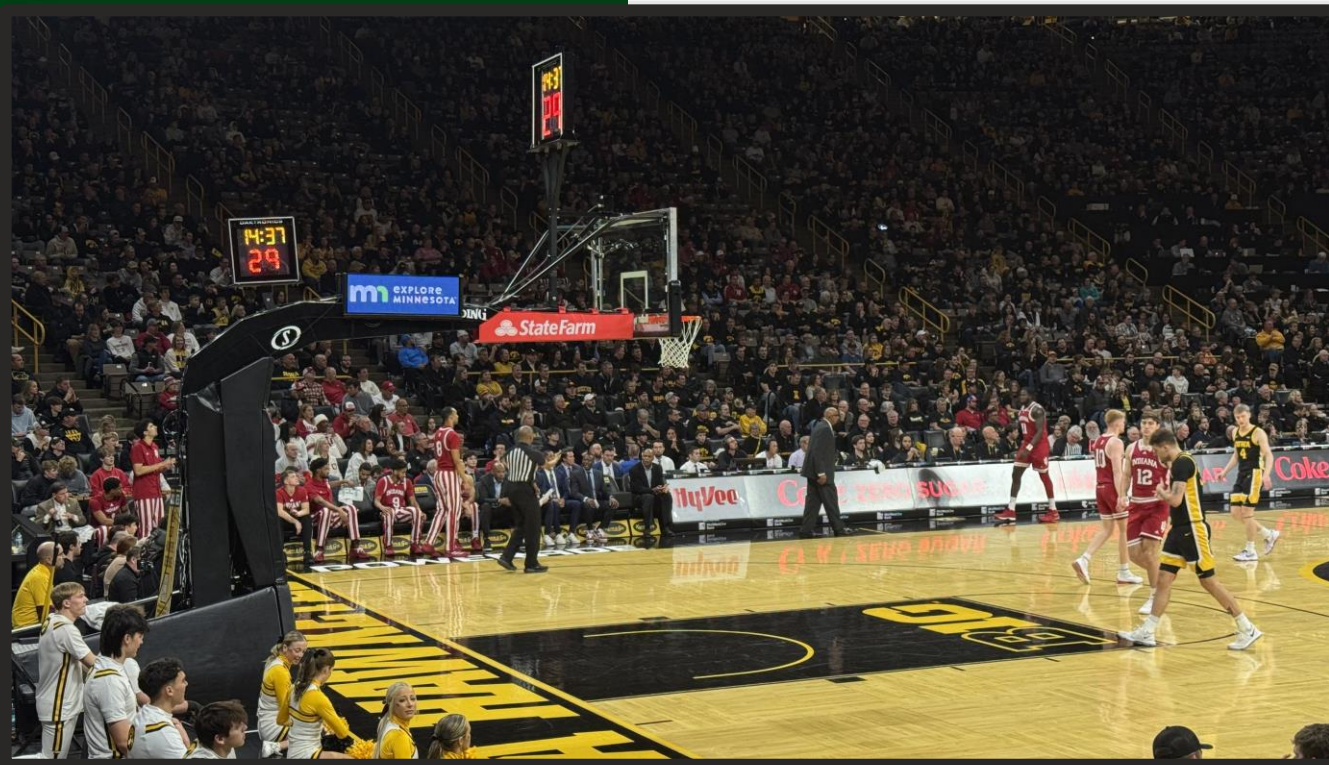
# Hawkeye Sports Properties



August 2025 – June 2026

Hawkeye Sports Properties is providing Explore Minnesota with a renewed partnership opportunity to advertise to the University's sports fans during the 2025-2026 season. Goals include building the EMT newsletter database while creating awareness, delivering measurable brand impressions, and inspiring fans to explore Minnesota.

The sponsorship includes a Minnesota Gameday Sweepstakes campaign hosted on [hawkeyesports.com](http://hawkeyesports.com) and promoted via social media posts and digital ads on the Fanbase platform and Hawk Talk Weekly newsletter. Additional branding assets include radio spots, live radio features during the football and men's basketball seasons on Hawkeye Radio Network, and TV-visible in-venue football tunnel signage and basketball goal-arm signage.







# Northwestern Sports Properties

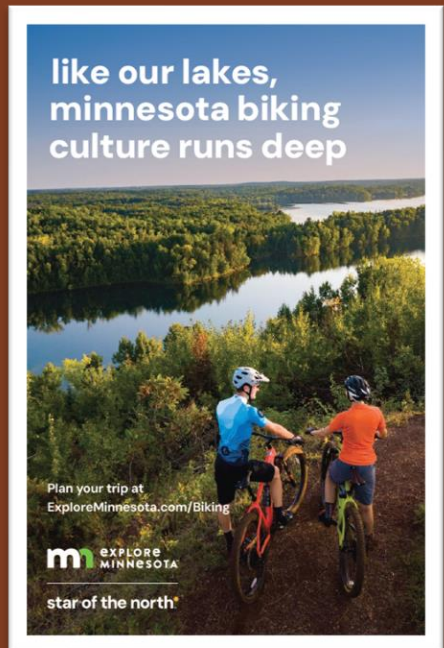
August 2025 – June 2026

Northwestern Sports Properties is providing Explore Minnesota with a renewed partnership opportunity to advertise to the University's sports fan audience during the 2025-2026 season. Goals include building the EMT newsletter database while creating awareness, delivering measurable brand impressions, and inspiring fans to explore Minnesota.

The sponsorship includes promotional assets during all Northwestern vs. Minnesota Match-up home and away games, including TV-visible LED and scoreboard signage, radio spots, "Out of Town Scores" radio feature sponsorship, live reads, digital program ads, banner ads, travel guide distribution, and a Minnesota Gameday sweepstakes.







# 2025 RAGBRAI

## USA TODAY/GANNETT MEDIA

July 19 - 22

Explore Minnesota is thrilled to partner with Gannett Media Corp – USA Today in a dynamic new campaign to showcase Minnesota tourism to participants and spectators of **RAGBRAI LII, the Register's Annual Great Bicycle Ride Across Iowa, July 19 to 26.**

In its 52nd year, RAGBRAI is the world's oldest, largest, and longest recreational bicycle touring event. It spans the state of Iowa from west to east, starting at the Missouri River and finishing at the Mississippi. Drawing riders from all 50 states and numerous countries, RAGBRAI celebrates community, endurance, and adventure, and this year, Minnesota is joining the journey like never before.

**This year's annual ride is set to make history. RAGBRAI will cross into Minnesota for the first time, bringing over 10,000 cyclists into the "Land of 10,000 Lakes" for a 15-mile stretch on July 22, Day 2 of the ride.** Riders will enjoy a scenic halfway break at Brown Park in Jackson, Minnesota, where they'll receive complimentary Minnesota Travel Guides and experience a warm Minnesota welcome.

To support this milestone, the partnership campaign includes ad placement in the official digital Participant Guide, sponsored social media posts, targeted pre-event email promotions, and logo inclusion on the RAGBRAI website. These efforts aim to spotlight Minnesota as a premier international biking and travel destination.







# 2025 FARM AID

September 20

**Farm Aid is heading to Minnesota for the first time, for its 40<sup>th</sup> anniversary on September 20th at Huntington Bank Stadium in Minneapolis**, launching a year-long celebration of four decades of powerful advocacy, historic cultural milestones, and unforgettable live music. The expected crowd of 43,000 will include roughly 30% of attendees traveling from outside the state.

Farm Aid, Inc. is providing Explore Minnesota with a new and exciting custom partnership with *Farm Aid 40*. The sponsorship includes brand name/logo and content integration across festival communications, lanyards, emails, website sponsored landing page, HOMEGROWN Concession menus, digital signage, event app, social media, with a featured branded selfie spot and more. Explore Minnesota will provide travel guides and branded lanyards for staff and artists, as well as offer cross-promotional support through its newsletters and social media channels.

Founded in 1985 by Willie Nelson, Neil Young, and John Mellencamp, Farm Aid is a nonprofit dedicated to supporting American family farmers. The organization hosts an annual music and food festival that brings together artists, farmers, and food lovers to honor family farms and raise critical funds. Farm Aid's mission is to strengthen family farming and promote a more sustainable and equitable food system through public awareness, grantmaking, food promotion, and advocacy for fair agricultural policies.



# 2025 GRAVEL NATIONAL CHAMPIONSHIPS

## Explore La Crosse & Explore La Crescent

September 20



COMPETE & RIDE  
THROUGH BLUFF  
COUNTRY

SEPTEMBER 20, 2025 | LA CRESCENT, MN



### *Gravel racing is heading to bluff country!*

For the first time ever, the **USA Cycling Gravel National Championships**, presented by Vittoria and locally championed by Explore Minnesota, will roll into **La Crescent, MN** on **September 20, 2025**. Riders will take on a breathtaking course that winds through scenic bluff landscapes, featuring punishing climbs and thrilling technical descents — the perfect recipe for a high-stakes, unforgettable gravel showdown. And when the racing ends, the party continues with the La Crescent Applefest — a weekend packed with hometown charm, local flavor, and celebration.

As the official Coulee Conqueror Sponsor, Explore Minnesota will be front and center throughout the event — with brand visibility across press releases, race bibs, commemorative posters, the event website, on-course signage, PA announcements, and more. Explore Minnesota will support the event through targeted cross-promotion on newsletters and social media, helping spotlight **Minnesota as a top-tier destination for cycling and adventure travel** around the world.

*Get ready for a race — and a weekend — you won't forget!*





# PROFESSIONAL GOLFERS' ASSOCIATION (PGA) OF AMERICA

## *2026 KPMG Championship Cup + 2029 Ryder Cup*

October 1, 2025 – September 30, 2026



### *Minnesota Takes the Spotlight on Global Golf!*

The PGA of America is set to host the prestigious **2026 KPMG Women's PGA Championship at Hazeltine National Golf Club in Chaska, MN, from June 25–28, 2026**. In partnership with Explore Minnesota, this world-class event will not only celebrate the best in women's golf—it will also shine a spotlight on Minnesota as a premier travel and sports destination.

As a Community Sponsor, Explore Minnesota will be featured across key digital channels, including social media, email campaigns, and digital ads on the official 2026 Championship website. These promotions will reach golf fans across the country and around the world throughout 2025 and 2026, inviting them to Minnesota. The KPMG Women's PGA Championship draws an average of 15,000–20,000 spectators, offering a major boost to local tourism and businesses.

And that's just the beginning—this partnership also builds momentum for the 2029 Ryder Cup, which is also coming to Hazeltine. The event previously attracted more than 250,000 spectators in 2016, over half of whom traveled from outside Minnesota. Explore Minnesota will have the first right of refusal on a regional partnership around the 2027 and 2029 Ryder Cup.

With Explore Minnesota's support, this championship is more than a tournament—it's a celebration of women's sports, a driver of tourism, and a showcase of everything Minnesota has to offer.





# Minnesota Sports & Events

## 2026 International Ice Hockey Federation's World Junior Ice Hockey Championships

December 26, 2025 – January 5, 2026



### "WE LOVE HOCKEY" SIGN

presented by:  
**m** EXPLORE  
MINNESOTA

MINNESOTA SPORTS AND EVENTS



Get ready, hockey fans—Minnesota Sports and Events is teaming up with Explore Minnesota for an exciting new partnership opportunity! Explore Minnesota will be a proud sponsor of the International Ice Hockey Federation's World Junior Ice Hockey Championships, hitting the ice in the Twin Cities from **December 26, 2025, through January 5, 2026.**

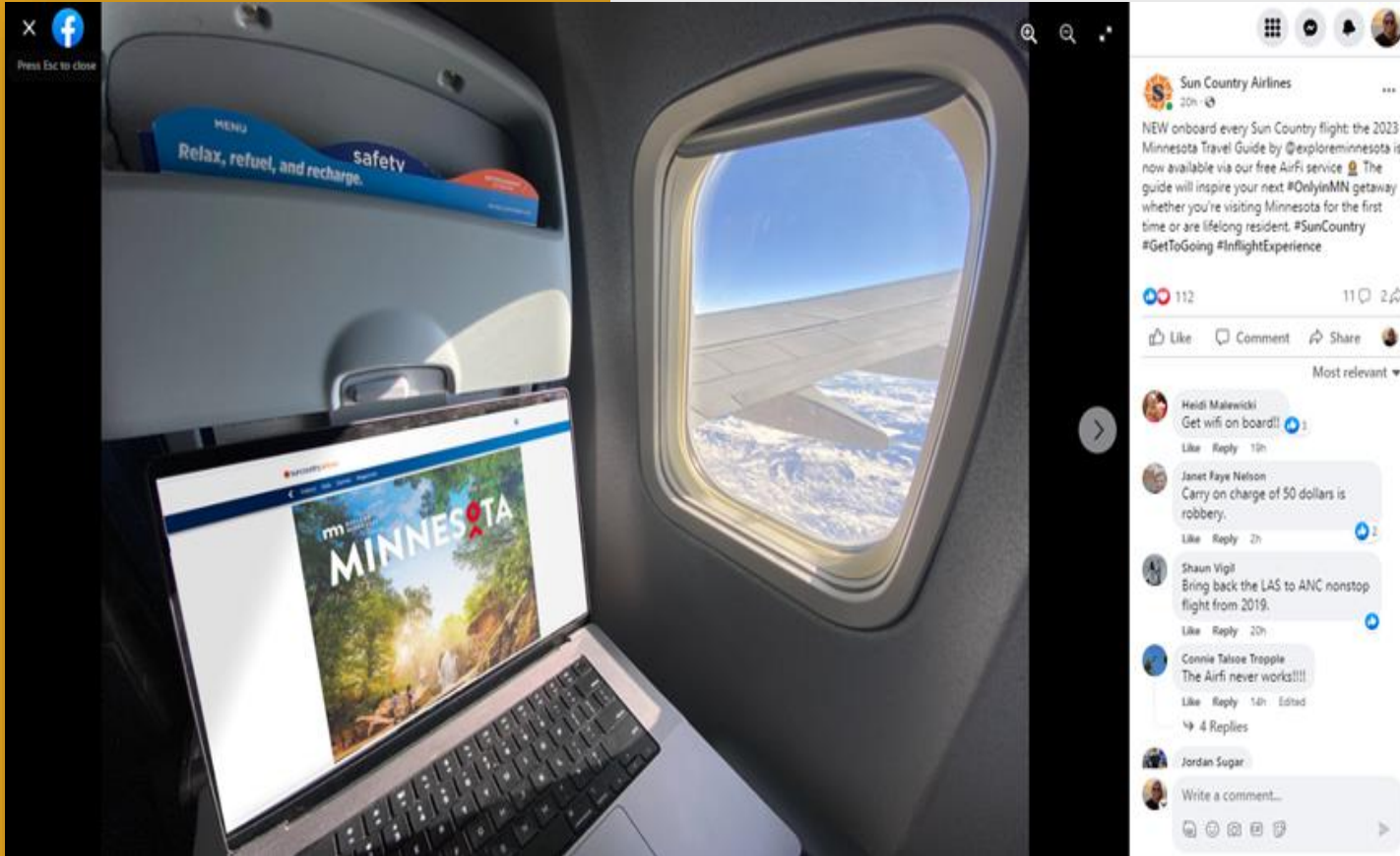
The sponsorship comes packed with energy, including **pre-tournament buzz** like a **"We Love Hockey" fan photo-op at the Mall of America**, plus **major exposure** through PR and marketing efforts, potential messaging with Golden West Broadcasting in Canada, and in-arena signage, digital campaigns, social media, websites, email marketing, and fan guide features.

This high-impact initiative aims to **ignite passion for the game, elevate Minnesota's identity as the "State of Hockey,"** and invite fans from all over to discover the spirit, excitement, and culture that makes Minnesota a must-visit hockey destination!



# Sun Country Airlines

January – December 2025



Sun Country Airlines continues to provide Explore Minnesota with an In-Flight partnership opportunity in 2025. The magazine section features a downloadable Minnesota Travel Guide, and the Explore Minnesota logo is included on the partner page linked to the Travel Guide. The partnership's goals include creating awareness and providing travel inspiration to the Sun Country passengers.


Since the partnership began in 2023, Explore Minnesota has consistently been the most-read magazine offered by Sun Country's IFE system, with 58,262 and 56,467 unique reads in 2023 and 2024, respectively.

# Pride Journeys

January – December 2025

Pride Journeys is offering Explore Minnesota a new partnership opportunity with a multi-channel national marketing package to inspire and welcome the LGBTQ+ communities to plan and take a trip to Minnesota, thereby increasing tourism and website traffic to ExploreMinnesota.com. The package includes a [Pride Journeys Travel Directory premium listing](#), Pride Journeys magazine ad inclusion, digital ads, social media and blog posts.


Pride Journeys is the premier source for LGBTQ travel, publishing destination reviews and lifestyle content that is insightful and engaging to readers. Pride Journey's syndicated articles have appeared in numerous LGBT publications nationwide, including Out Traveler, OutClique Magazine, Erie Gay News, Grab Magazine, Q Notes and more.



[Directory](#)
[Contact](#)

2024 LGBTQ Travel Directory

MINNESOTA




**Explore Minnesota**  
 Address: 121 7th Pl E # 360, St Paul, MN 55101  
 Phone Number: (888) 847-4866  
 Website: [exploreminnesota.com/lgbtq](https://exploreminnesota.com/lgbtq)

**Social Media:**  
<https://www.facebook.com/ExploreMinnesota>  
<https://www.instagram.com/exploreminnesota/>  
<https://www.youtube.com/@ExploreMinnesota>

No matter where you're from, who you love or which season is your favorite, Minnesota welcomes you to plan a trip around your passions or discover a new one. Do a drag brunch, shop small and explore queer communities, take in a summer concert and festival, dine at renowned LGBTQ-owned restaurants, or dance your way through the nation's third-largest free Pride Festival. Discover all that awaits you and learn why Minnesota is the Star of the North.

[VIEW MORE](#)

where being yourself  
is always in fashion



star of  
the north





# Minnesota Grown


January – December 2025


Explore Minnesota and Minnesota Grown exchange in-kind contributions to increase consumer exposure and awareness of both brands. The partnership includes newsletter ads, social post collaborations, a member web page, “Partner with Explore Minnesota”, and other in-house marketing tactics.







  
Search  
Directory

  
Wholesale  
Directory

  
Event  
Calendar

  
Recipes &  
More


  
For  
Members &  
Retailers

### Team Up with Explore Minnesota to Maximize Your Minnesota Grown Membership!

#### EXPLORE MINNESOTA TOURISM

Agri-tourism is an important and under-represented segment of tourism in Minnesota. You can leverage the powerful Explore Minnesota brand to amplify your business, your marketing, and stay up to date on travel industry news and trends. You are producers and creators that make up the fabric of Minnesota and embody the truest meaning of “Minnesota Made”.

Here's a little about Explore Minnesota and opportunities for you to get involved.



#### VISION

To be a top 10 destination for extraordinary travel in all four seasons.

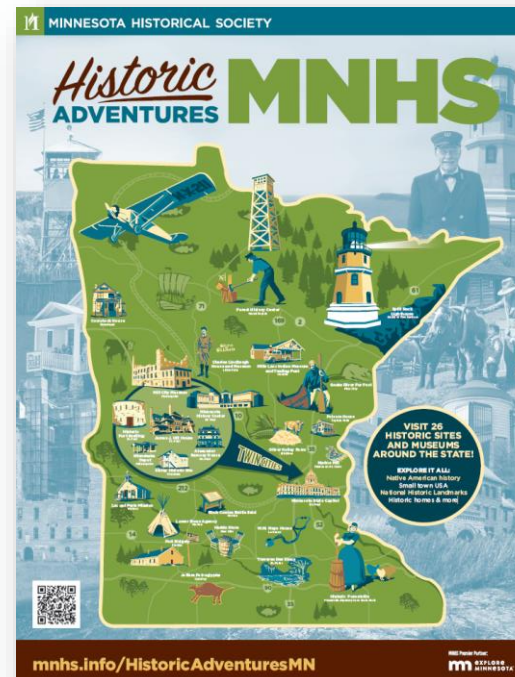
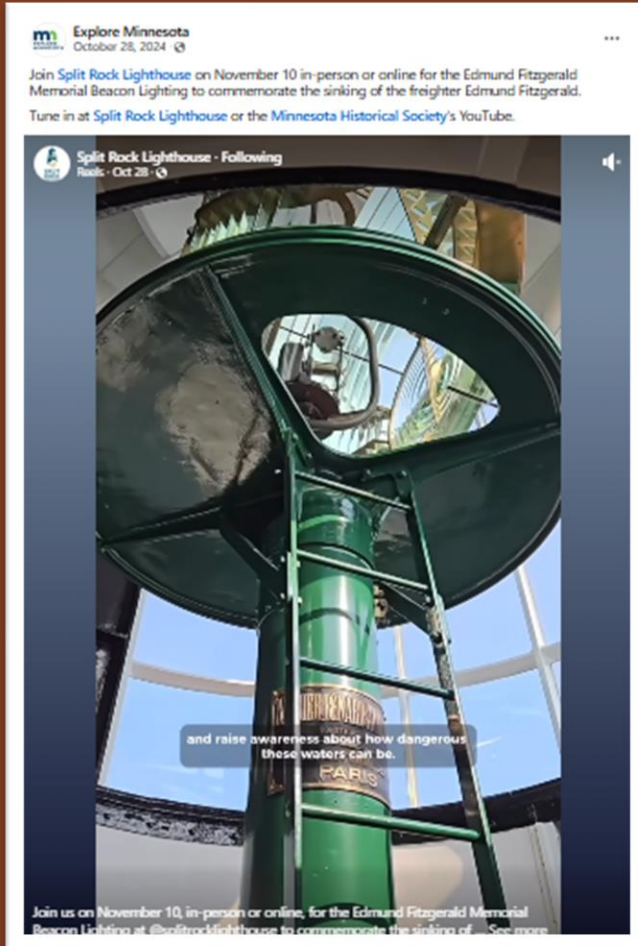
#### MISSION

We support Minnesota's economy and promote sustainable travel by welcoming all to experience our diverse cultures and destinations through innovative marketing, industry partnerships and unique storytelling.

# Minnesota Historical Society

January – December 2025

Explore Minnesota and Minnesota Historical Society exchange in-kind contributions to increase consumer exposure and awareness of both brands. The partnership includes newsletter ads, social post collaborations, inclusion and distribution of the Travel Guide, distribution of the Historic Adventures Map and other in-house marketing tactics.





# MN SLOPES – Minnesota Ski Areas Association

December 2025 – March 2026

Explore Minnesota and the Minnesota Ski Areas Association have teamed up once again to promote Minnesota's downhill skiing and snowboarding areas throughout the season.

The Minnesota Slopes partnership aims to create awareness and generate travel to Minnesota ski areas and destinations throughout the winter. Additionally, the partners aim to increase website & social traffic, provide travel ideas and resources for consumers to plan their ski trips and getaways, encourage healthy lifestyles, and inspire travelers to experience new winter outdoor recreation activities.

Prospective skiing/boarding enthusiasts are targeted through a multimedia marketing approach, including [KARE 11 sponsored ski reports](#), TV spots, Premion-Over the Top streaming TV, weather sponsorships, Orange142 travel intent digital and native ads, video instream, and a variety of partner communications.

