



FY26 PARTNERSHIPS



m EXPLORE MINNESOTA | **MILWAUKEE BREWERS**

GAME DAY GETAWAY SWEEPSTAKES

CHEER ON YOUR CREW™
ON THE ROAD IN MINNESOTA

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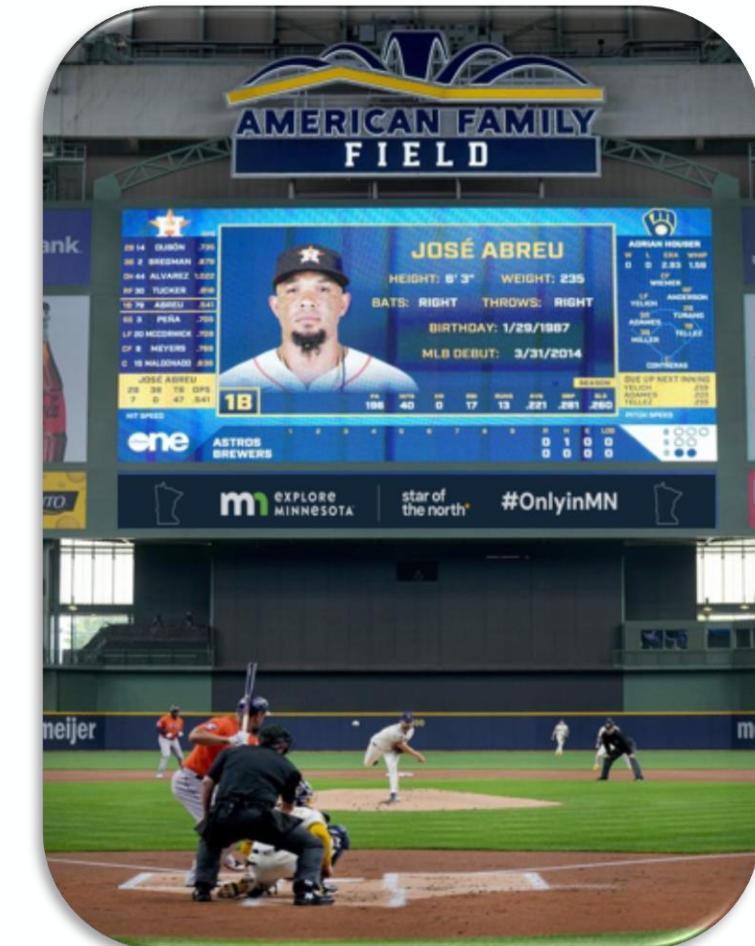
Milwaukee Brewers

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. *The sweepstakes campaign resulted in 4,110 entries and 646 newsletter opt-ins.*

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.



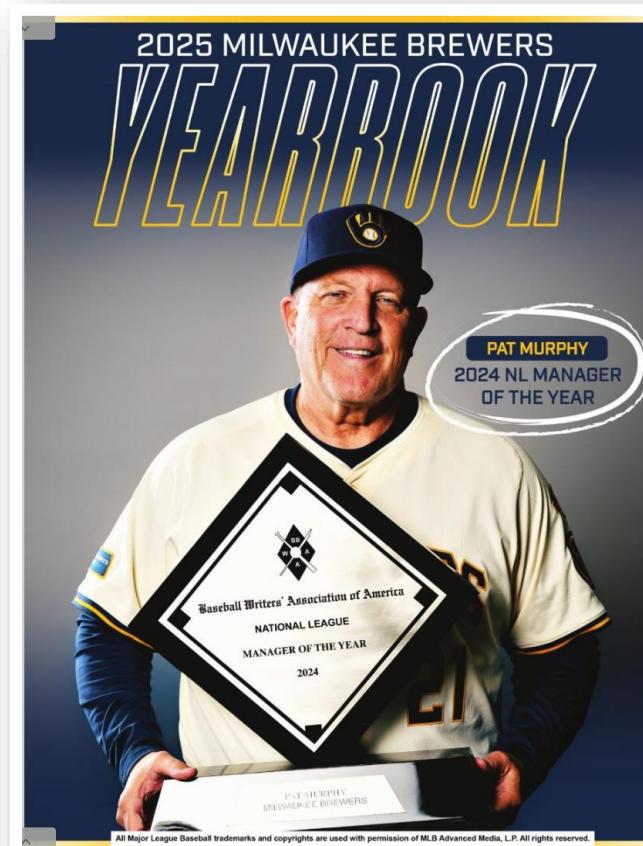
Explore Minnesota is partnering with USA Today to run a full-page ad in the *Milwaukee Brewers Official Yearbook*, which will be distributed in over 500,000 print and digital copies.

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. It also builds on the Milwaukee Brewers' partnership by expanding brand presence and frequency in this important out-of-state market.

USA TODAY

2025 Milwaukee Brewers Official Yearbook

March - Sept 2025



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 campaign featuring a VIP experience gameday getaway prize. The sweepstakes campaign resulted in 361 entries and 208 newsletter opt-ins.

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 promoting 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.





MN Twins

April – Sept 2025



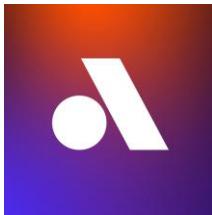
The Minnesota Twins Baseball Club is providing Explore Minnesota with a new partnership opportunity to advertise to its engaged sports fans during the 2025 season. Goals include delivering branding, creating awareness, building Explore Minnesota's newsletter database and inspiring fans to explore Minnesota.

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. *The sweepstakes campaign resulted in 6,707 entries and 2,072 newsletter opt-ins.*



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 is expected to reach over 1.1 million estimated impressions (Adults 25-54) with feature 75 radio spots and Series Sponsor mentions, during the Cubs vs. Twins matchup series from July 8 to July 10 at Wrigley Field in 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. *Campaign results - over 2.7 million impressions were delivered.*

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.

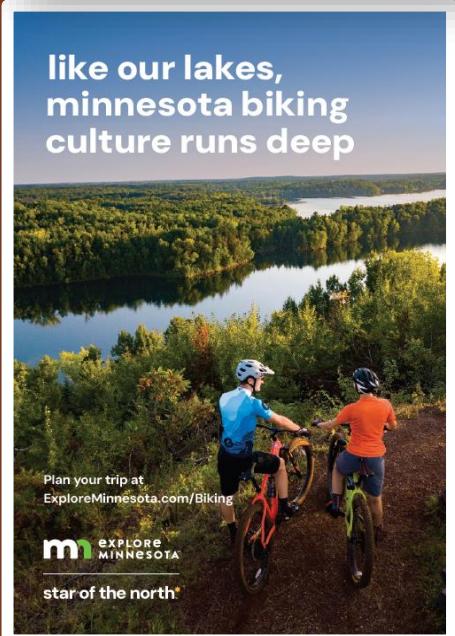
Outfront Media

June 16 – July 13, 2025

Outfront 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.



2025 RAGBRAI

USA TODAY/GANNETT MEDIA

July 19 - 22

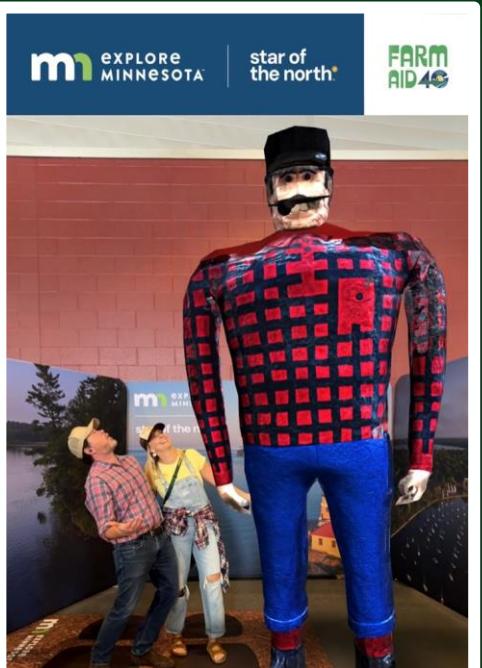
Explore Minnesota is thrilled to partner with Gannett Media Corp – USA Today in a dynamic new campaign to showcase Minnesota tourism to participants and spectators of **RAGBRAI LII, the Register's Annual Great Bicycle Ride Across Iowa, July 19 to 26.**

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 **18,346 registered 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 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.





FARM AID 40

September 20

Farm Aid is heading to Minnesota for the first time, for its 40th 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, 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



explore
LA CROSSE  Explore
La Crescent



Gravel racing is heading to bluff country!


**star of the north
climb**

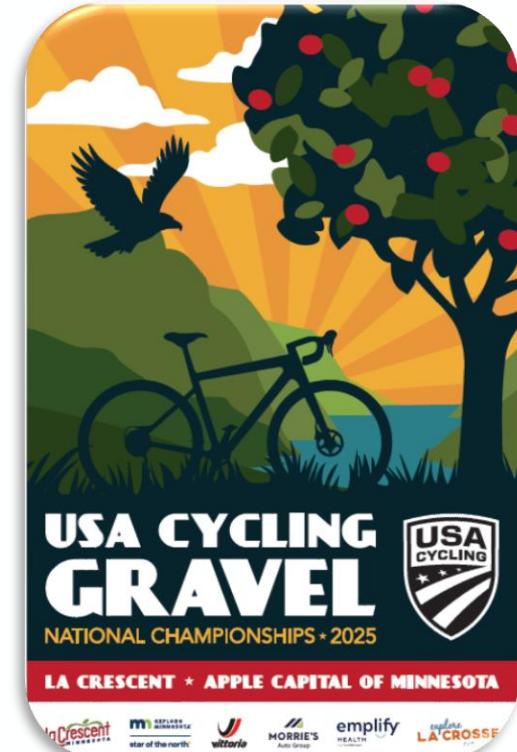


star of
the north

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!



 EXPLORE
MINNESOTA

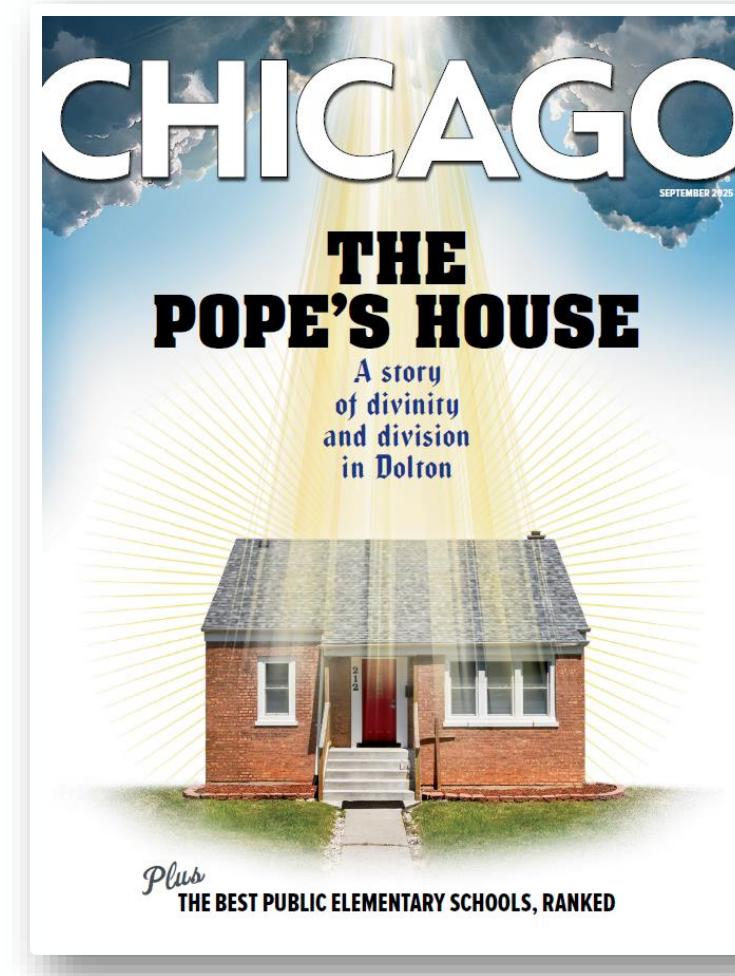
Chicago Magazine

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, travel guide orders, and social accounts.

September 2025



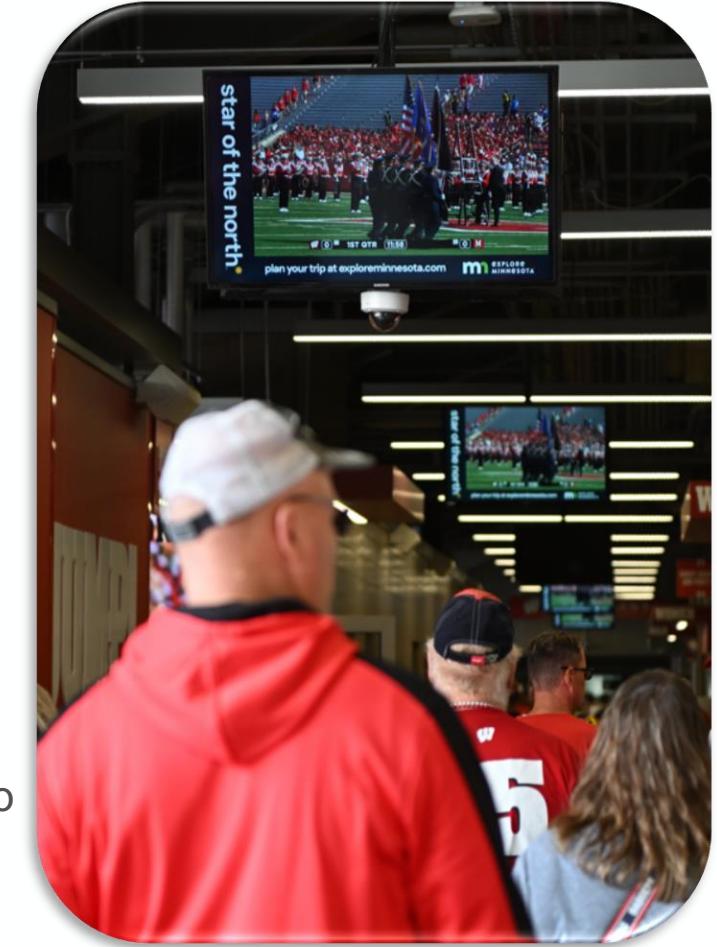


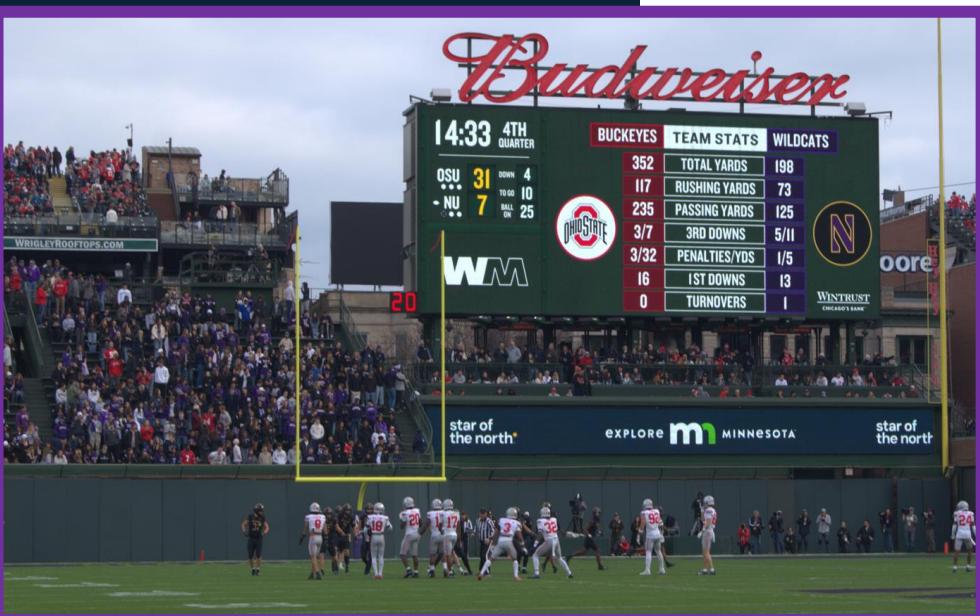
Badger Sports Properties

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. *The sweepstakes campaign resulted in 7,355 entries and 2,618 newsletter opt-ins.*





Northwestern Sports Properties

August 2025 – June 2026

Northwestern Sports Properties is providing Explore Minnesota with a renewed partnership opportunity for the 2025-26 season, providing access to the University's passionate sports fan base. The partnership aims to grow Explore Minnesota's newsletter database, increase brand awareness, deliver measurable impressions, and inspire fans to discover all that Minnesota has to offer.

As part of the sponsorship, Explore Minnesota will receive promotional exposure during all Northwestern vs. Minnesota matchups—both home and away—including TV-visible LED and scoreboard signage, radio spots, “Out of Town Scores” feature sponsorship, live reads, digital program and banner ads, travel guide distribution, and a Minnesota Gameday Sweepstakes.



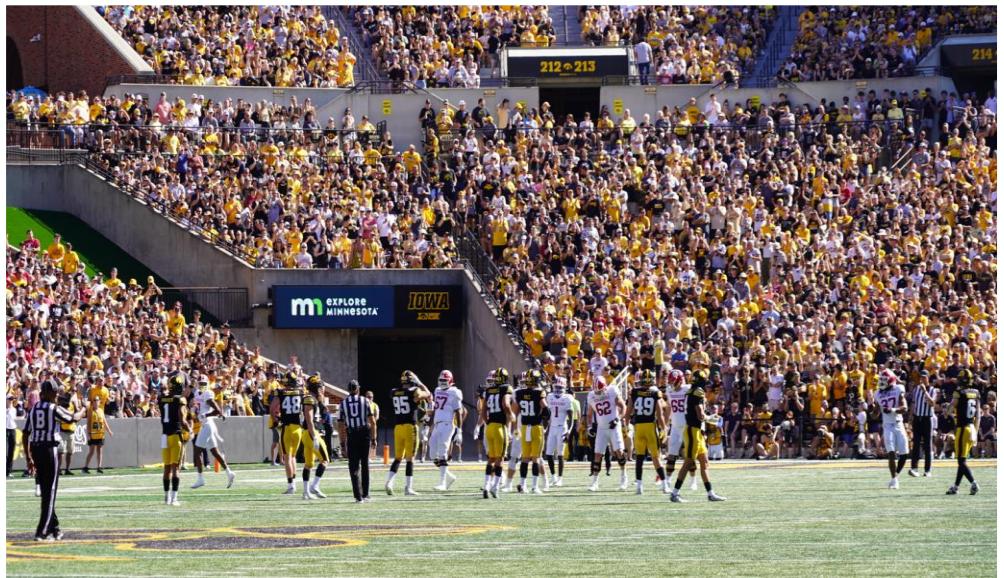
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**EXPLORE MINNESOTA
GETAWAY**

ENTER TO WIN

- 2 Night Stay for 4 at the Radisson Blu, Bloomington, MN
- \$300 FireLake Grill House and Cocktail Bar Gift Card
- \$100 Mall of America Gift Card
- 4 Tickets to the Northwestern vs. Minnesota Football Game Played at Wrigley Field on Nov. 22, 2025

PRESENTED BY



Hawkeye Sports Properties

August 2025 – June 2026

Hawkeye Sports Properties is providing Explore Minnesota with a renewed partnership opportunity for the 2025-26 season, reaching the University's dedicated sports fan base. The partnership aims to grow Explore Minnesota's newsletter database, build brand awareness, deliver measurable impressions, and inspire fans to experience all that Minnesota has to offer.

As part of the sponsorship, a Minnesota Gameday Sweepstakes will be hosted on hawkeyesports.com and promoted through social media, digital ads on the Fanbase platform, and the Hawk Talk Weekly newsletter. Additional branding elements include radio spots and live features throughout the football and men's basketball seasons on the Hawkeye Radio Network, along with TV-visible in-venue signage—including football tunnel and basketball goal-arm placements. *The sweepstakes campaign resulted in 2,095 entries and newsletter opt-ins.*





Chicago Bears and Explore Minnesota
Sponsored

Win a trip to the Twin Cities to see the Bears take on the Vikings on November 16.

A map of the Midwest showing flight routes from Chicago to the Twin Cities. A red and blue striped suitcase is shown in the foreground.

Windy City to Twin Cities Sweepstakes
chicagobears.com
Enter Sweepstakes
Chicago Bears Windy City to T...
Sign up

Like Comment Share

Chicago Bears

September 2025 – January 2026

The Chicago Bears Football Club is offering Explore Minnesota an exciting new partnership. This collaboration will engage Bears fans throughout the season to grow Explore Minnesota's newsletter audience, strengthen brand awareness, drive measurable impressions, and inspire travel to Minnesota.

As part of the sponsorship, video spots will air across the in-stadium TV network at Soldier Field, alongside a "Windy city to Twin Cities" Gameday sweepstakes hosted on the Bears' website. From November 3–7, promotional ads, emails, and social media posts will encourage fans to enter for a chance to win tickets to the Bears vs. Vikings game at U.S. Bank Stadium on November 16, plus an autographed football, a Visa gift card, and lodging accommodations valued at over \$2,700 total. *The sweepstakes campaign resulted in 26,404 entries and 25,590 newsletter opt-ins.*



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 builds on the new partnership with the Chicago Bears by expanding brand presence and frequency in this important out-of-state market.

USA TODAY

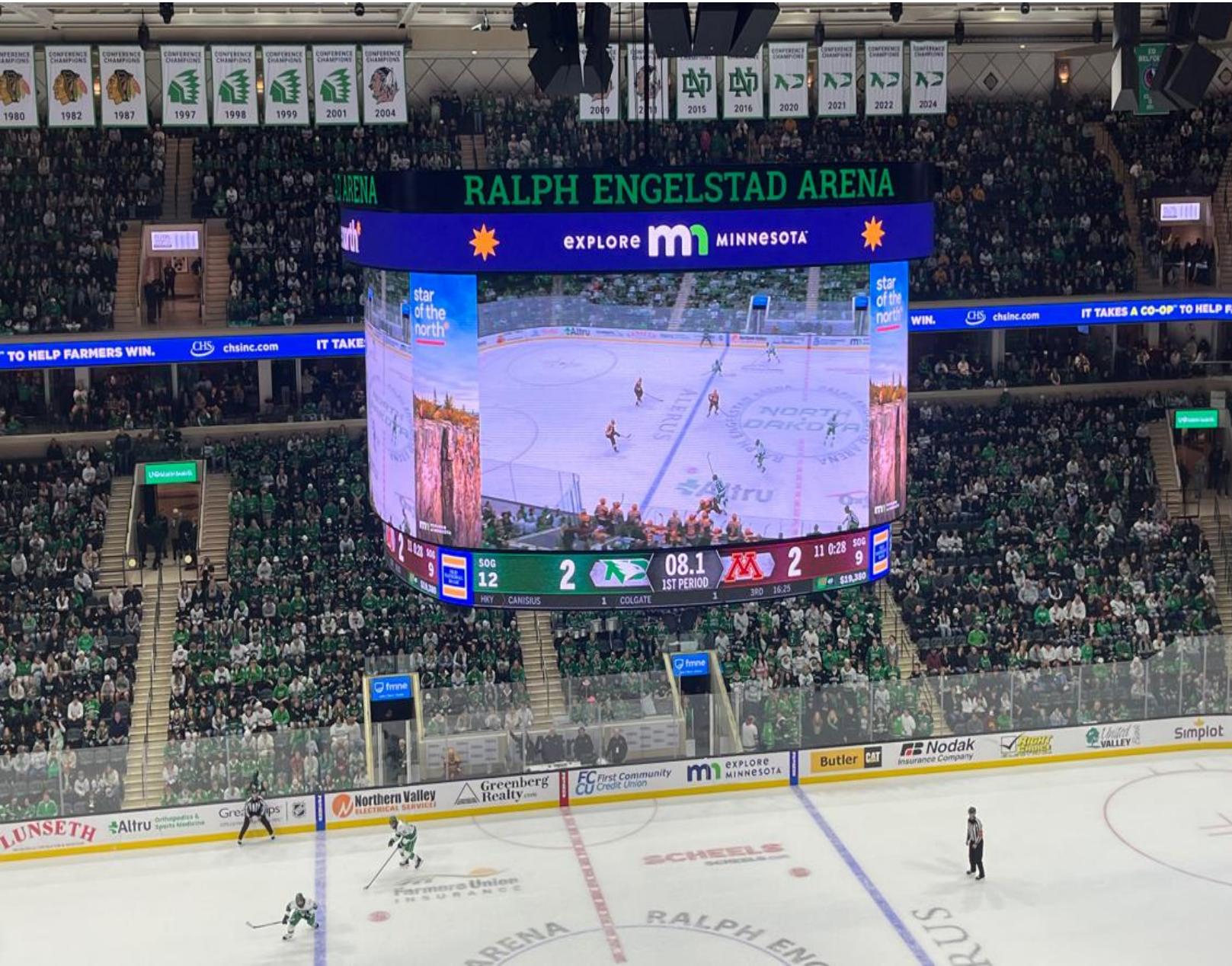
2025-26 Chicago Bears Official Yearbook

September 2025 – January 2026



Ralph Engelstad Arena - UND Fighting Hawks Men's Hockey

October 2025 – February 2026





PROFESSIONAL GOLFERS' ASSOCIATION (PGA) OF AMERICA

2026 KPMG Championship Cup + 2029 Ryder Cup

October 2025 – September 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.



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

Minnesota Sports & Events

December 26, 2025 – January 5, 2026



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 **tournament buzz** like a “We Love Hockey” fan photo-op at the Mall of America, plus major exposure through PR and marketing efforts, messaging with Golden West Broadcasting in Canada, 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!

PWHL– Minnesota FROST

Nov 2025 – April 2026



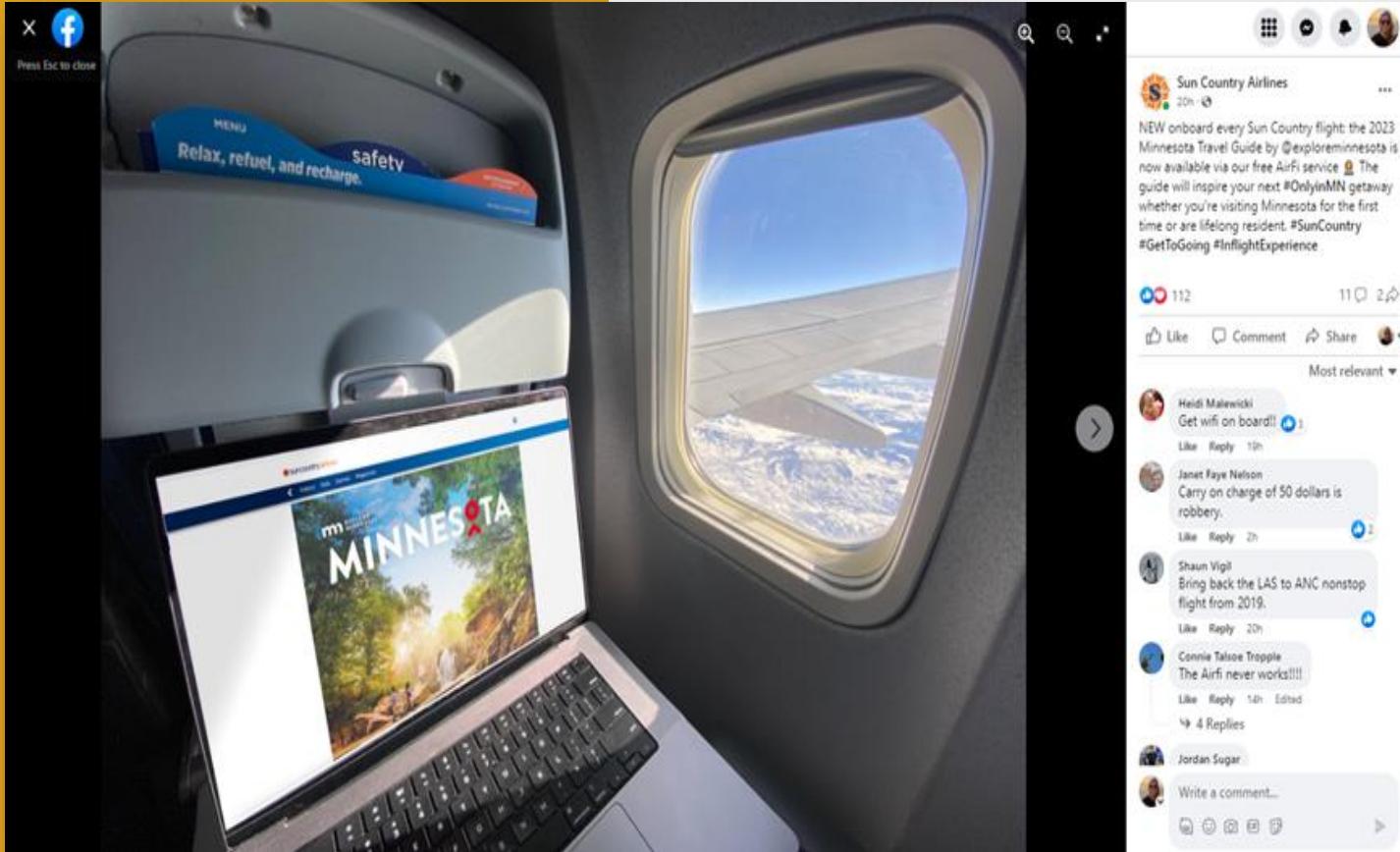
The Professional Women's Hockey League (PWHL) and the Minnesota Frost is providing Explore Minnesota with a partnership opportunity to advertise to their engaged, Minnesota-proud sports fan audience during the 2025-26 season. The effort's goals include supporting Minnesota women's professional sports, elevating Minnesota's identity nationwide as the "State of Hockey", delivering branding, creating awareness and inspiring hockey fans to explore Minnesota.

The sponsorship package includes two 30-second TV broadcast commercials per game on FanDuel Sports Network, TV-visible Dasher Board signage with the Explore Minnesota logo in front of the team bench and a game-day social media graphic sponsorship.

Minnesota Frost is one of eight teams in the newly launched Professional Women's Hockey League, founded in 2023. The team took home the 2024 and 2025 PWHL Championship. The PWHL features the world's best women's hockey players competing against top-tier teams from desirable tourism markets including Minnesota, Boston, Seattle, Montreal, New York, Ottawa, Vancouver and Toronto.

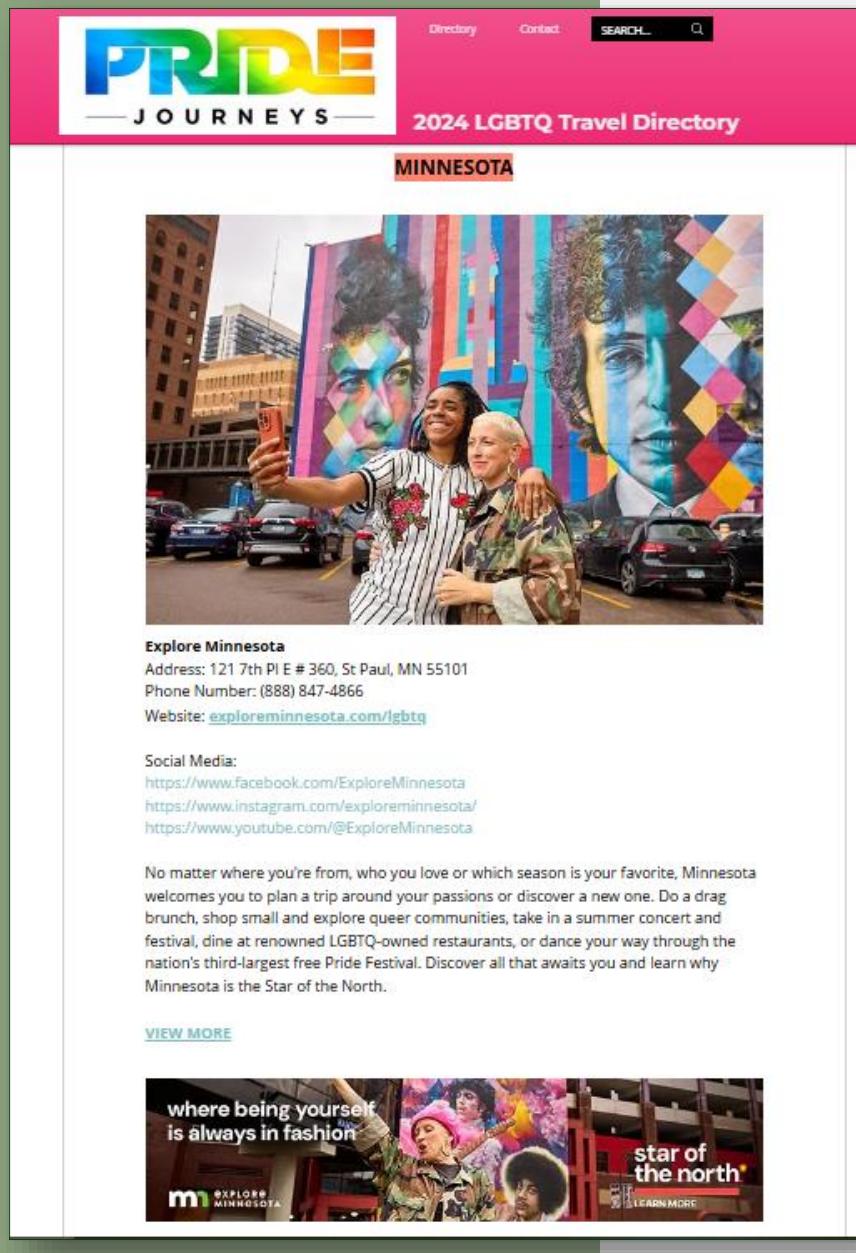
Sun Country Airlines

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

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

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

EXPLORE MINNESOTA

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.



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.

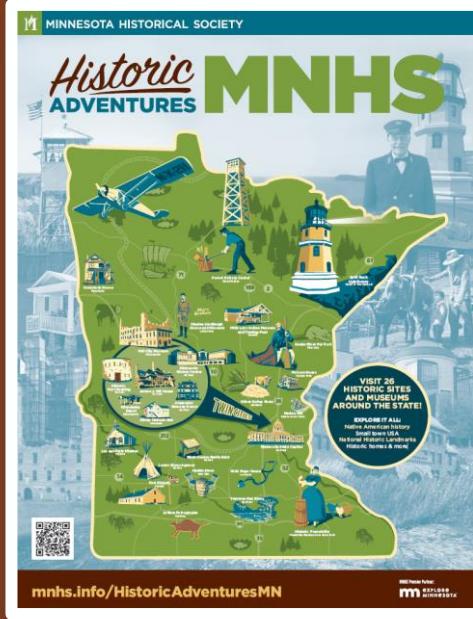


12 Must-Visit Minnesota Farmers Markets

By Minnesota Grown

Minnesota farmers' markets are much more than just grocery stops; they're seasonal celebrations of freshness, local craftsmanship, and community spirit where local farmers take centerstage. Whether you're stocking your kitchen with local flavor, or simply craving a perfect sun-ripened tomato, here are 12 markets that deliver a unique slice of life, bursting with fresh foods and hometown spirit.

They're just a small sampling of the more than 150 summer farmers' markets Minnesota Grown has listed throughout the



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.



 mnhs.info and exploreminnesota
Original audio 

 mnhs.info 22w
Explore the Mississippi River during the Forest History Center's brand-new pontoon river tours!

Located in Grand Rapids, MN, at the @foresthistorycenter, you can take a pontoon ride on the Mississippi River and hear stories of the river's history and impact on the people and culture of this region. Single and tandem kayak tours will still be available at the site. Click the link in our bio or head to mnhs.org/events to plan your visit!

#ThingstoDoMN #ExploreMinnesota
#MinnesotaTourism #MinnesotaLife
#ForestHistoryCenter
#MinnesotaSummer