

fy27 partnerships

m EXPLORE
MINNESOTA

star of
the north*

m EXPLORE
MINNESOTA

TRIA®

G IS IT

- The St. Paul Saints partnership provides Explore Minnesota with season-long exposure to engaged sports fans through “Explore Minnesota Wednesdays,” including radio live reads, TV/stream advertising, in-game videoboard and home plate signage, social media features, player call-up sponsorships, trivia/puzzle content highlighting Minnesota destinations, and added digital deliverables.

- Additional benefits include three first-pitch live reads and third-inning travel features on KFAN 100.3 FM, website banner ads, inclusion in Saints pocket schedules and the Minnesota Travel Guide, gameday branding and activations, newsletter database exposure, and opportunities to inspire fans to explore Minnesota destinations and attractions.



st. paul saints march – sept 2026





minnesota lynx

may – sept 2026

- The Minnesota Lynx and Explore Minnesota are teaming up for an electrifying 2026 season partnership designed to turn passionate fans into inspired travelers. With nearly 40% of the Lynx fan base tuning in from outside Minnesota, the collaboration taps into a highly engaged national audience—inviting them to experience the energy, creativity, and natural beauty that define the North Star State.
- This partnership celebrates the momentum of women's professional sports while driving tourism through immersive storytelling, fan engagement, and high-impact visibility across the Lynx season.

Highlights of the 2026 Partnership Include:

- ✓ A dynamic social content series spotlighting Minnesota travel experiences
- ✓ Exclusive ticket offers targeting out-of-state Lynx fans
- ✓ Presenting Partnership of the August 2 Lynx vs. Indiana Fever home game, featuring in-arena activations, broadcast exposure, and branded promotions
- ✓ A fan sweepstakes and distribution of 2,000 official Travel Guides
- ✓ Season-long visibility with LED signage at all 22 home games
- ✓ Banner placements in "Know Before You Go" game-day emails



professional golfer's association of america

may – sept 2026



Minnesota Takes the Spotlight on Global Golf!

- The KPMG Women's PGA Championship at Hazeltine National Golf Club (June 25–28) will showcase Minnesota as a premier golf, travel, and sports destination through a partnership with Explore Minnesota. The event is expected to draw 15,000–20,000 attendees, generate strong media coverage, and deliver meaningful economic impact for local tourism and businesses.
- 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.
- The partnership also builds momentum for Minnesota's future as a major golf destination ahead of the 2029 and 2030 Ryder Cup events at Hazeltine.





fargo-moorhead redhawks woodchippers june - sept 2026



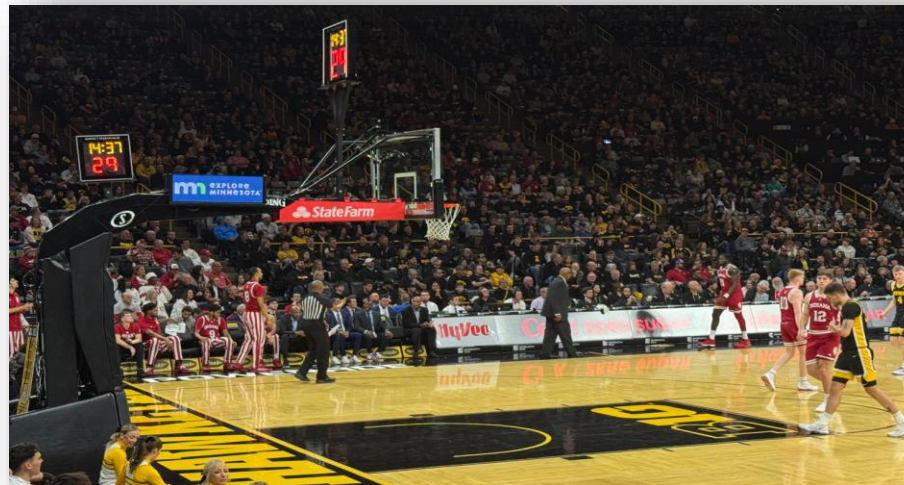
- As the Presenting Sponsor of the Fargo Woodchippers and a sponsor of the Fargo-Moorhead RedHawks' 30th anniversary season, Explore Minnesota will engage fans throughout the summer with in-game experiences, promotions, giveaways, and travel inspiration showcasing all there is to discover in the Star of the North.
- The partnership comes during a milestone year that celebrates not only three decades of RedHawks baseball, but also the 30th anniversary of the iconic film *Fargo*. The legendary woodchipper, forever tied to the film's legacy, now serves as inspiration for the Woodchippers' name and identity—making this partnership a fitting way to celebrate the culture, character, and shared connections that unite our region.
- From unforgettable road trips and outdoor adventures to vibrant arts, culture, dining, and sporting events, we're looking forward to welcoming more visitors from the Fargo-Moorhead area to explore Minnesota all season long.

- Hawkeye Sports Properties is providing Explore Minnesota with a renewed partnership opportunity for the 2026–27 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.

hawkeye sports properties

★ aug 2026 – may 2027



- Learfield Sub LLC is providing Explore Minnesota with an exciting NEW partnership opportunity for the 2026–27 season, providing access to a passionate sports fan base in Illinois. 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 the Illinois Athletics and Chicago Loyola Football and Men’s Basketball Games with a featured radio sponsorship during the Men’s and Women’s Basketball Minnesota match-ups, live reads, digital program and banner ads, travel guide distribution, and a Minnesota Gameday Sweepstakes.

learfeild sub llc



illinois athletics + chicago loyola aug 2026 – may 2027



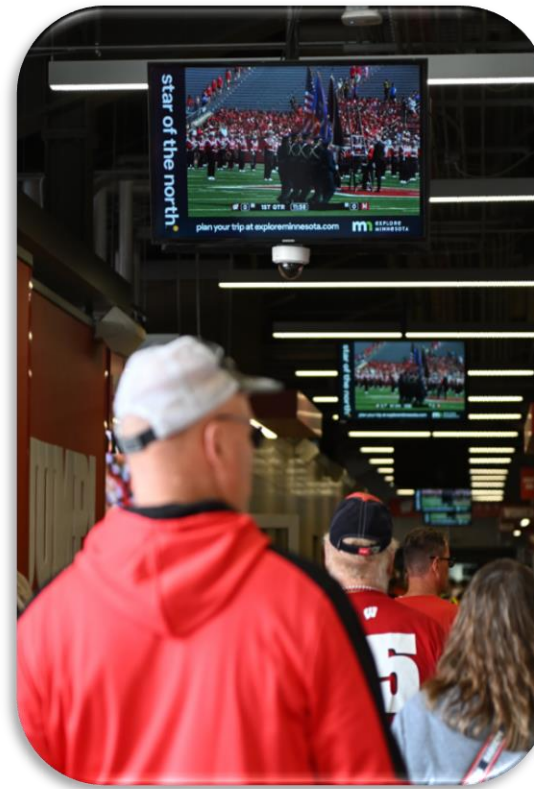


badger sports properties

aug 2026 – june 2027



- Badger Sports Properties is providing Explore Minnesota with a renewed partnership opportunity to advertise to the University's sports fans during the 2026-27 season. Goals include building Explore Minnesota's newsletter database, raising 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 target football fans to sign up for a chance to win tickets to the Badgers vs. Gophers game at Huntington Stadium on November 27, lodging and dining gift cards.



fighting hawks - hockey

oct 2026 – feb 2027

- Ralph Engelstad Arena, home to the University of North Dakota's Fighting Hawks men's hockey team, is providing Explore Minnesota with a renewed partnership opportunity to advertise to the University's sports fans during the 2026-27 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 digital, social, in-arena signage, radio spots and interviews, featured name mentions, and a custom Minnesota Gameday sweepstakes campaign hosted on the Fighting Hawks website. Promotional ads and social media posts will target hockey fans to sign up for a chance to win tickets to a Fighting Hawks game in Minnesota.





★ pwhl-minnesota frost nov 2026 – april 2027



- The Professional Women's Hockey League (PWHL) and the Minnesota Frost are partnering with Explore Minnesota for the 2026–27 season, connecting with passionate, Minnesota-proud hockey fans while showcasing the state as the "State of Hockey."
- The PWHL features 12 teams and the world's best women's hockey talent, including Boston Fleet, Detroit, Hamilton, Las Vegas, Minnesota Frost, Montréal Victoire, New York Sirens, Ottawa Charge, San Jose, Seattle Torrent, Toronto Sceptres, and Vancouver Goldeneyes.
- Through in-game broadcast exposure on FanDuel Sports Network and arena dasher board signage, the partnership delivers strong visibility throughout the season.
- We're proud to support women's professional hockey and inspire fans to explore everything Minnesota has to offer.



★ gravel national championships explore la crosse-explore la crescent sept 2025

★ star of the north climb



- The USA Cycling Gravel National Championships, presented by Vittoria and locally championed by Explore Minnesota, will roll into La Crescent, MN on September 12, 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.



- Explore Minnesota is teaming up with USA Today to run a full-page ad in the 2026–27 *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 visitors to Minnesota.
- 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 in this important out-of-state market.



usa today

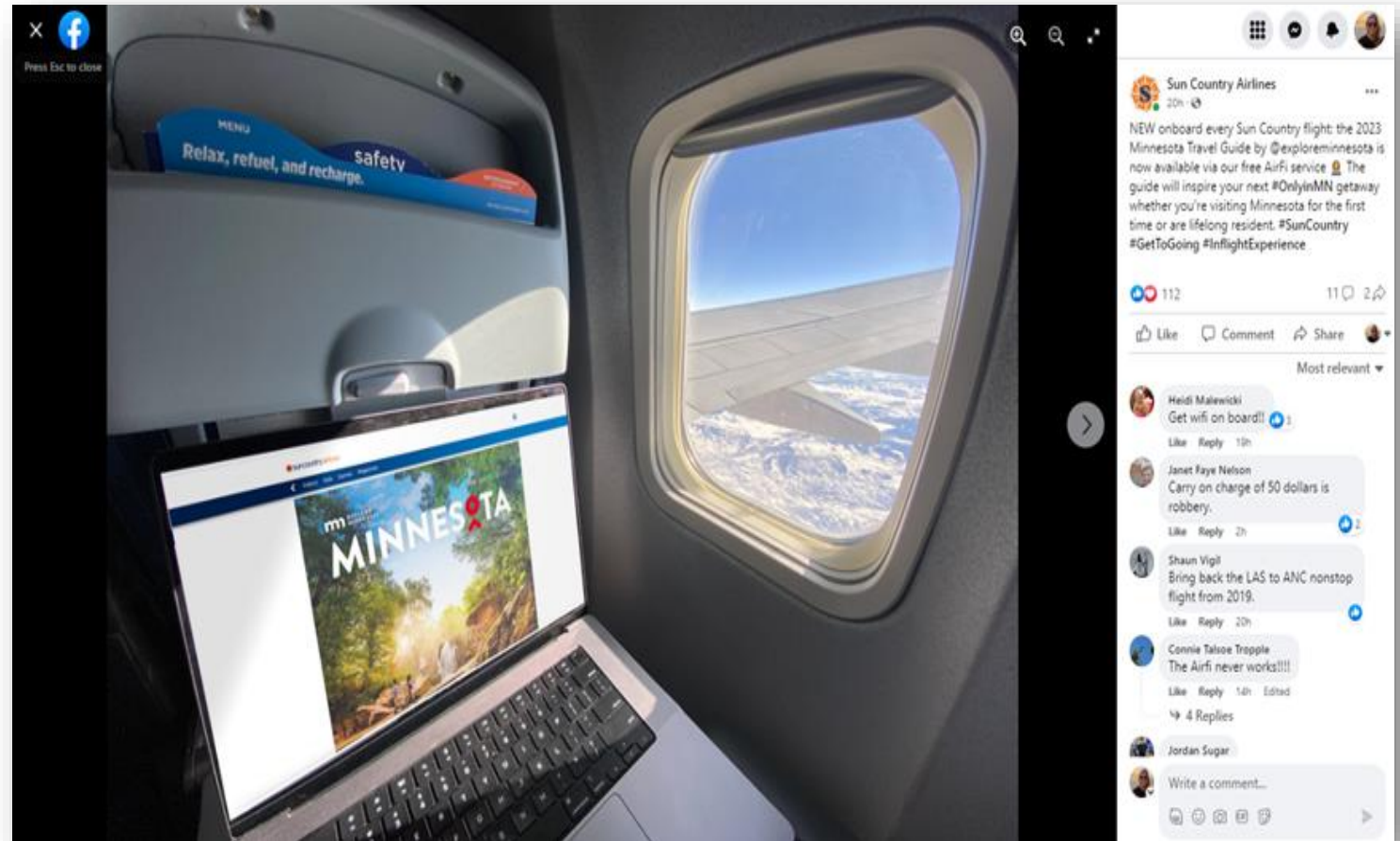
chicago bears yearbook

sept 2026 – jan 2027



sun country airlines jan – dec 2026

- Sun Country Airlines continues to provide Explore Minnesota with an In-Flight partnership opportunity in 2026.
- 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 over 58,000 unique reads per year.



pride journeys

jan – dec 2026


[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

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](#)



- Pride Journeys is offering Explore Minnesota a 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

jan - dec 2026

- 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.


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A field of Black-eyed Susans at Rustic Design Flower Farm



7 Photo-Worthy Flower Farm Experiences in Minnesota

By Minnesota Grown

There's something magical about stepping into a flower field; rows of color stretch toward the horizon, and you feel an irresistible urge to slow down and sniff the roses... and dahlias, and cosmos, and hyacinths, and tulips.

Across Minnesota, dozens of flower farms offer unique and beautiful experiences. From peaceful lavender fields to vibrant pick-your-own gardens buzzing with bees and butterflies, there's a farm in the [Minnesota Grown directory](#) waiting to welcome you.

Whether you're planning a single outing or an entire season of visits, these farms invite you to slow down, take a few photos, and let [Minnesota agritourism](#) surprise you, one bloom at a time.




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[Recipes & More](#)


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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.

minnesota historical society jan - dec 2026

- 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.





thank you

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