# Visit Loudoun Partner Toolkit

| *DC's Wine Country* | | |
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| **DC's Wine Country® Brand Study** | A study of the "DC's Wine Country®" brand conducted by Visit Loudoun and SMARInsights showed the county's reputation as a wine destination resonates with visitors and places Loudoun's wine region on the map alongside other nationally known wine destinations. In fact, wineries are the top tourism draw to Loudoun.<br><br>Take advantage of these positive results and continue to build brand recognition by using the logos and messaging provided below on your website, social media and other marketing collateral.<br><br>**Brand Study Results**<br><br>**Brand Study Webinar Recording** | Jennifer Christie<br>christie@visitloudoun.org<br>703-669-2006 |
| **DC's Wine Country® Brand & Logos** | **Visit Loudoun Logo with DC's Wine Country® Tagline**<br><br>The Visit Loudoun logo must be used as is and cannot be modified under any circumstances without permission.<br><br>**DC's Wine Country® Seal Logo**<br><br>There is only one DC's Wine Country. Quite simply, as the home of more than 50 wineries and vineyards, what makes us different is that our wine country is nestled amidst charming small towns and villages, rich history and beautiful backdrops.<br><br>Designed to work with the main Visit Loudoun standard logo, the DC's Wine Country seal can also be used as a standalone graphic element on photos and solid colors.<br><br>Tagline Usage<br><br>In the logo, the registered trademark "®" must accompany "DC's Wine Country®" in all instances with no exceptions. In copy, the "®" should be included on first reference (whether in headline or body copy) within each individual piece of content or ad unit.<br><br>**Maintaining the integrity of our logo is vital to keeping our brand consistent. The logo must always be used in the formats and proportions provided.**<br><br>**Full Visit Loudoun Brand Guidelines** | Jennifer Christie<br>christie@visitloudoun.org<br>703-669-2006 |
| **Ways to Use DC's Wine Country® Brand** | Use #DCsWineCountry in applicable social media posts.<br><br>Use "DC's Wine Country®" on your website and on your social media channels.<br>**Example:** "We are located in Loudoun, Virginia – DC's Wine Country®"<br><br>Partner with local businesses to create packaged experiences for DC's Wine Country®.<br>**Example:** Partner with a local bed & breakfast to offer a sip-and-stay package. | Jennifer Christie<br>christie@visitloudoun.org<br>703-669-2006 |

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| ***Website*** | | |
| **Advertising on Website** | Visit Loudoun works with Destination Travel Network (DTN) to provide advertising opportunities on www.VisitLoudoun.org for tourism-based businesses. For more information, click here. | Jennifer Christie<br>christie@visitloudoun.org<br>703-669-2006 |
| **Events** | Submit your event to the Visit Loudoun Calendar of Events here. | Jennifer Bodamer<br>bodamer@visitloudoun.org<br>703-771-2617 |
| **Extranet** | The extranet allows you to update your business listing information and images, post special offers, submit events, access tourism information and (for members) receive tourism/meeting leads & service requests. An email and password are necessary to access the extranet. Contact Jennifer Bodamer for extranet access. | Jennifer Bodamer<br>bodamer@visitloudoun.org<br>703-771-2617 |
| **Listings** | Update your listing that displays on visitloudoun.org directly through the Extranet. If you do not have Extranet access, submit modifications directly to Jennifer Bodamer. | Jennifer Bodamer<br>bodamer@visitloudoun.org<br>703-771-2617 |
| **Images** | Images that represent the unique characteristics of our county are one of the main tools we use to promote Loudoun. If you would like Visit Loudoun to use your images on its website or in other promotional opportunities (magazine ads, social media posts, media requests, etc.), use the link below to share your images directly with us.<br><br>https://www.visitloudoun.org/media/photo-submission-form/ | Lillian Grooms<br>grooms@visitloudoun.org<br>703-669-2004 |
| ***Social Media/Media*** | | |
| **Facebook Public**<br><br>**Facebook Industry** | https://www.facebook.com/VisitLoudoun<br><br>Follow Loudoun Tourism to stay up-to-date on industry specific information.<br>https://www.facebook.com/LoudounTourism | Lillian Grooms<br>grooms@visitloudou.org<br>703-669-2004 |
| **Instagram** | @VisitLoudoun | Lillian Grooms<br>grooms@visitloudoun.org<br>703-669-2004 |
| **TikTok** | @VisitLoudoun | Lillian Grooms<br>grooms@visitloudoun.org<br>703-669-2004 |
| **Pinterest** | www.Pinterest.com/VisitLoudoun | Lillian Grooms<br>grooms@visitloudoun.org<br>703-669-2004 |
| **Youtube** | www.youtube.com/VisitLoudounHD | AJ Mirabal<br>mirabal@visitloudoun.org<br>703-669-2004 |
| **Vimeo** | www.vimeo.com/visitloudoun | AJ Mirabal<br>mirabal@visitloudoun.org<br>703-669-2004 |
| **Media** | To submit a story to Visit Loudoun's Public Relations team, contact Jennifer Sigal. | Jennifer Sigal<br>sigal@visitloudoun.org 703-669-2002 |
| **Social Media Hashtags** | When posting to social media sites, use the following hashtags so Visit Loudoun can help amplify your post:<br>*#LoveLoudoun #DCsWineCountry #LoCoAleTrail #TakeLoudounHome* | Lillian Grooms<br>grooms@visitloudoun.org<br>703-669-2004 |
| ***Programs*** | | |
| **Visit Loudoun Membership** | Visit Loudoun dues-paying members support Visit Loudoun's programs, have a vote on Visit Loudoun's Board governance, and can potentially receive leads for group business. | Jennifer Bodamer<br>bodamer@visitloudoun.org<br>703-771-2617 |
| **Industry Newsletter** | Sign up here to receive the Visit Loudoun Industry Newsletter. | Jennifer Sigal<br>sigal@visitloudoun.org<br>703-669-2002 |
| **Loudoun Deals** | This program allows businesses to offer discounts on products or services specifically to meetings or sports groups visiting the county, allowing you to showcase your business and increase traffic during these events. | Dana Henry<br>henry@visitloudoun.org<br>703-669-2007 |

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| **Threshold 360** | Visit Loudoun has partnered with Threshold 360 to capture 360$^0$ virtual tours of tourism businesses in the county. Virtual tours appear on Visit Loudoun's website, Google My Business listings, and are used in various sales activities. Participating partners can also use the virtual tours in their own marketing efforts. If you would like to participate in this complimentary program, please contact Jennifer Christie. | Jennifer Christie<br>christie@visitloudoun.org<br>703-669-2006 |
| **Love Loudoun Wedding Showcase** | The Love Loudoun Wedding Showcase puts a spotlight on Loudoun County's extraordinary community of wedding professionals and venues. The showcase brings together all that makes Loudoun County the "Go-To" destination for weddings. Join us for this high-touch event featuring a VIP Hour, Fashion Show, The Lounge and more. | Dana Henry<br>henry@visitloudoun.org<br>703-669-2007 |
| **Loudoun County Certified Tourism Ambassador Program Certification** | The Loudoun CTA program is a certification program designed to increase tourism's positive impact in the county and build a strong brand and destination image. Through this program, frontline employees, ambassadors, and volunteers will improve their knowledge of Loudoun County, share best practices, and develop a better understanding of their role in increasing tourism. Click here for more information, class schedules and to register. | Jennifer Bodamer<br>bodamer@visitloudoun.org<br>703-771-2617 |
| **Book Local Loudoun Musicians** | Loudoun.Live is a comprehensive database designed to connect local businesses with Loudoun musicians for bookings. It's your go-to resource for finding talented artists to enhance events, support the local music scene and bring the unique sounds of Loudoun County to your venue. | Beth Erickson<br>erickson@visitloudoun.org<br>703-771-4964 |
| ***Visit Loudoun Contacts*** | | |
| **Mission** | Visit Loudoun Leadership, Community Contact, Government Liaison | Beth Erickson<br>erickson@visitloudoun.org<br>703-771-4964 |
| **Administration** | Financials, Annual Meeting, Tourism Awards, Marketing Leverage Program | Greg Harp<br>harp@visitloudoun.org<br>703-669-2008 |
| **Sports** | Sports Market | Torye Hurst<br>hurst@visitloudoun.org,<br>703-669-2005 |
| **Meetings** | Groups and Meetings | Heidi Hallows<br>hallows@visitloudoun.org,<br>703-669-4432 |
| **Marketing** | Visit Loudoun Marketing Plan | Jennifer Christie<br>christie@visitloudoun.org<br>703-669-2006 |
| **Communications** | Public Relations and Content Development | Jennifer Sigal<br>sigal@visitloudoun.org<br>703-669-2002 |
| **Weddings** | Weddings and Social Events | Dana Henry<br>henry@visitloudoun.org<br>703-669-2007 |
| **Tour and Travel** | Domestic and International Tour and Travel | Hannah Oliver<br>oliver@visitloudoun.org,<br>703-669-4434 |
| **Client Services** | Group and Meeting Client Services | Emma Mumaw<br>mumaw@visitloudoun.org<br>703-771-7525<br><br>Dana Henry<br>henry@visitloudoun.org<br>703-669-2007 |
| ***Visitor Services*** | | |
| **Tourism Information** | The Visit Loudoun Visitor Center is located at: 112 South St. SE, Suite 100 Leesburg, VA 20175. Visit Loudoun produces a Visitor Guide, LoCo Ale Trail Guide, Wine Trail Guide, and Bed & Breakfast Guide. If you would like to display any of these guides in your business, please contact Hannah Oliver. | Hannah Oliver<br>oliver@visitloudoun.org,<br>703-669-4434 |