

## Visit Loudoun Partner Toolkit

<b>DC's Wine Country</b>		
<b>DC's Wine Country® Brand Study</b>	<p>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.</p> <p>Take advantage of these positive results and continue to build the brand recognition by using the logos and messaging provided below on your website, social media and other marketing collateral.</p> <p><a href="#">Brand Study Results</a></p> <p><a href="#">Brand Study Webinar Recording</a></p>	Jennifer Christie <a href="mailto:christie@visitloudoun.org">christie@visitloudoun.org</a> 703-669-2006
<b>DC's Wine Country® Brand &amp; Logos</b>	<p><a href="#">Visit Loudoun Logo with DC's Wine Country® Tagline</a></p> <p>The Visit Loudoun logo must be used as is and cannot be modified under any circumstances without permission.</p> <p><a href="#">DC's Wine Country® Seal Logo</a></p> <p>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.</p> <p>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.</p> <p>Tagline Usage</p> <p>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. The only exception is when ad specs impose a strict character count limit and including the trademark would exceed those limits.</p> <p><b>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.</b></p> <p><a href="#">Full Visit Loudoun Brand Guidelines</a></p>	Jennifer Christie <a href="mailto:christie@visitloudoun.org">christie@visitloudoun.org</a> 703-669-2006
<b>Ways to Use DC's Wine Country® Brand</b>	<p>Use #DCsWineCountry in applicable social media posts.</p> <p>Use “DC's Wine Country®” on your website and on your social media channels.  <b>Example:</b> “We are located in Loudoun, Virginia – DC's Wine Country®”</p> <p>Partner with local businesses to create DC's Wine Country packaged experiences.  <b>Example:</b> Partner with a local bed &amp; breakfast and offer a sip and stay package.</p>	Jennifer Christie <a href="mailto:christie@visitloudoun.org">christie@visitloudoun.org</a> 703-669-2006

<b>Website</b>		
<b>Advertising on Website</b>	Visit Loudoun works with Destination Travel Network (DTN) to provide advertising opportunities on <a href="http://www.VisitLoudoun.org">www.VisitLoudoun.org</a> for tourism-based businesses. For more information, click <a href="#">here</a> .	Jennifer Christie <a href="mailto:christie@visitloudoun.org">christie@visitloudoun.org</a> 703-669-2006
<b>Events</b>	Submit your event to the Visit Loudoun Calendar of Events <a href="#">here</a> .	Nikki Johnson <a href="mailto:johnson@visitloudoun.org">johnson@visitloudoun.org</a> 703-669-2003
<b>Extranet</b>	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 <a href="mailto:bodamer@visitloudoun.org">bodamer@visitloudoun.org</a> 703-771-2617
<b>Listings</b>	Update your listing on visitloudoun.org directly through the Extranet. If you do not have Extranet access, submit modifications directly to Jennifer Bodamer.	Jennifer Bodamer <a href="mailto:bodamer@visitloudoun.org">bodamer@visitloudoun.org</a> 703-771-2617
<b>Images</b>	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.  <a href="https://www.visitloudoun.org/media/photo-submission-form/">https://www.visitloudoun.org/media/photo-submission-form/</a>	Katie Rhoads <a href="mailto:rhoads@visitloudoun.org">rhoads@visitloudoun.org</a> 703-669-2004
<b>Social Media/Media</b>		
<b>Facebook Public</b>	<a href="https://www.facebook.com/VisitLoudoun">https://www.facebook.com/VisitLoudoun</a>	Katie Rhoads <a href="mailto:rhoads@visitloudoun.org">rhoads@visitloudoun.org</a> 703-669-2004
<b>Facebook Industry</b>	Follow Loudoun Tourism to stay up-to-date on industry specific information. <a href="https://www.facebook.com/LoudounTourism">https://www.facebook.com/LoudounTourism</a>	
<b>Instagram</b>	@VisitLoudoun	Katie Rhoads <a href="mailto:rhoads@visitloudoun.org">rhoads@visitloudoun.org</a> 703-669-2004
<b>Twitter</b>	@VisitLoudoun	Katie Rhoads <a href="mailto:rhoads@visitloudoun.org">rhoads@visitloudoun.org</a> 703-669-2004
<b>TikTok</b>	@VisitLoudoun	Katie Rhoads <a href="mailto:rhoads@visitloudoun.org">rhoads@visitloudoun.org</a> 703-669-2004
<b>Pinterest</b>	<a href="http://www.Pinterest.com/VisitLoudoun">www.Pinterest.com/VisitLoudoun</a>	Katie Rhoads <a href="mailto:rhoads@visitloudoun.org">rhoads@visitloudoun.org</a> 703-669-2004
<b>Youtube</b>	<a href="http://www.youtube.com/VisitLoudounHD">www.youtube.com/VisitLoudounHD</a>	Katie Rhoads <a href="mailto:rhoads@visitloudoun.org">rhoads@visitloudoun.org</a> 703-669-2004
<b>Vimeo</b>	<a href="http://www.vimeo.com/visitloudoun">www.vimeo.com/visitloudoun</a>	Katie Rhoads <a href="mailto:rhoads@visitloudoun.org">rhoads@visitloudoun.org</a> 703-669-2004
<b>Media</b>	To submit a story to Visit Loudoun's Public Relations team, contact Jennifer Sigal.	Jennifer Sigal <a href="mailto:sigal@visitloudoun.org">sigal@visitloudoun.org</a> 703-669-2002
<b>Social Media Hashtags</b>	When posting to social media sites, use the following hashtags so Visit Loudoun can help amplify your post: #LoveLoudoun #DCsWineCountry #LoCoAleTrail #TakeLoudounHome	Katie Rhoads <a href="mailto:rhoads@visitloudoun.org">rhoads@visitloudoun.org</a> 703-669-2004
<b>Programs</b>		
<b>Visit Loudoun Membership</b>	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 <a href="mailto:bodamer@visitloudoun.org">bodamer@visitloudoun.org</a> 703-771-2617
<b>Industry Newsletter</b>	Sign up <a href="#">here</a> to receive the Visit Loudoun Industry Newsletter.	Nikki Johnson <a href="mailto:johnson@visitloudoun.org">johnson@visitloudoun.org</a> 703-669-2003

<b>Loudoun Deals</b>	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 <a href="mailto:henry@visitloudoun.org">henry@visitloudoun.org</a> 703-669-2007
<b>Threshold 360</b>	Visit Loudoun has partnered with Threshold 360 to capture 360° 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 are also able to 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 <a href="mailto:christie@visitloudoun.org">christie@visitloudoun.org</a> 703-669-2006
<b>Love Loudoun Wedding Showcase</b>	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 <a href="mailto:henry@visitloudoun.org">henry@visitloudoun.org</a> 703-669-2007
<b>Loudoun County Certified Tourism Ambassador Program CERTIFICATION</b>	The Loudoun CTA program is a certification program designed to increase the positive impact of tourism in the county and build a positive 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 <a href="#">here</a> for more information, class schedules and to register.	Jennifer Bodamer <a href="mailto:bodamer@visitloudoun.org">bodamer@visitloudoun.org</a> 703-771-2617
<b>Loudoun County Certified Tourism Ambassador Program SPONSORSHIP</b>	Graduates of the Loudoun County Certified Tourism Ambassador Program will be exploring tourism businesses in Loudoun to familiarize themselves with our destination. Businesses are encouraged to offer CTA discounts and will be promoted through this program to the CTAs as an opportunity to get to know your establishment, as well as earn points for their annual certification renewal. Click <a href="#">here</a> for more information.	Jennifer Bodamer <a href="mailto:bodamer@visitloudoun.org">bodamer@visitloudoun.org</a> 703-771-2617
<b>Visit Loudoun Contacts</b>		
<b>Mission</b>	Visit Loudoun Leadership, Community Contact, Government Liaison	Beth Erickson <a href="mailto:erickson@visitloudoun.org">erickson@visitloudoun.org</a> 703-771-4964
<b>Administration</b>	Financials, Annual Meeting, Tourism Awards, Marketing Leverage Program	Greg Harp <a href="mailto:harp@visitloudoun.org">harp@visitloudoun.org</a> 703-669-2008
<b>Sports</b>	Sports Market	Torye Hurst <a href="mailto:hurst@visitloudoun.org">hurst@visitloudoun.org</a> 703-669-2005
<b>Meetings</b>	Groups and Meetings	Ann Hayes <a href="mailto:hayes@visitloudou.org">hayes@visitloudou.org</a> 703-669-4432
<b>Marketing</b>	Visit Loudoun Marketing Plan	Jennifer Christie <a href="mailto:christie@visitloudoun.org">christie@visitloudoun.org</a> 703-669-2006
<b>Communications</b>	Public Relations and Content Development	Jennifer Sigal <a href="mailto:sigal@visitloudoun.org">sigal@visitloudoun.org</a> 703-669-2002
<b>Weddings</b>	Weddings and Social Events	Dana Henry <a href="mailto:henry@visitloudoun.org">henry@visitloudoun.org</a> 703-669-2007
<b>Tour and Travel</b>	Domestic and International Tour and Travel	Hannah Oliver <a href="mailto:oliver@visitloudoun.org">oliver@visitloudoun.org</a> 703-669-4434
<b>Client Services</b>	Group and Meeting Client Services	Megan Malo <a href="mailto:malo@visitloudoun.org">malo@visitloudoun.org</a> 703-771-7525  Dana Henry <a href="mailto:henry@visitloudoun.org">henry@visitloudoun.org</a> 703-669-2007
<b>Visitor Services</b>		
<b>Tourism Information</b>	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 <a href="mailto:oliver@visitloudoun.org">oliver@visitloudoun.org</a> 703-669-4434