

# THE OUTER BANKS PROMISE

make a promise, protect the place | [obxpromise.com](http://obxpromise.com)

## PARTNER TOOLKIT

[The Outer Banks Promise](#) is a destination pledge designed to inspire responsible behavior and a greater respect for our local culture and natural environment. By highlighting what makes the Outer Banks special and unique, we hope that people will develop a greater understanding of the small (but mighty) steps we can all take to help protect this place for generations to come. As we continue to share this pledge within our community of Dare County residents, visitors and prospective visitors, we would greatly appreciate your help in amplifying this message via your communication channels.

### HOW YOU CAN HELP:

- Visit [OBXpromise.com](http://OBXpromise.com) and make your promise
- Share with your employees
- Include a link on your website
- Craft a blog or social media post
- Share the video and/or embed it on an appropriate web page
- Include content in an upcoming newsletter, confirmation email or pre-arrival email



If you have any questions or other ideas about how we can better help reach your audience with this message, please contact Jeff Schwartzberg at [schwartzberg@outerbanks.org](mailto:schwartzberg@outerbanks.org).

### CONTENT RESOURCES:

*Press Release + Images:*

<https://conta.cc/4eCSDJq>

*Website:*

<https://www.OBXpromise.com>

*Video:*

<https://vimeo.com/967942370>

*Social Copy:*

How will you protect the OBX? The Outer Banks Promise is a pledge that encourages a commitment to responsible behavior and inspires greater respect for our local culture and natural environment. Make a promise to protect this place. <https://www.OBXpromise.com> #OBXpromise

*Web/Email Copy:*

**The Outer Banks Promise**

***Make a Promise, Protect the Place***

The Outer Banks is an amazing natural wonder that has been the source of historic achievements and supported a special way of life for generations. Let's keep it that way and do our part to protect this place. So let's promise to:

1. Discover this land of history and inspiration with a spirit of kindness and appreciation.
2. Turn "what ifs" into "let's be prepared."
3. Pack it in, pack it out. Leave no trace.
4. Wander with wonder, sticking to roads and paths.
5. Love the beach, respect the ocean.
6. Be a wildlife star, observing animals safely from afar.
7. Support local. Small acts have big impacts.



Visit [OBXpromise.com](https://www.obxpromise.com) to make your promise to preserve the vitality of the Outer Banks community, while protecting this special place for generations to come

***About The Outer Banks Promise:***

The Outer Banks Promise is a pledge that encourages a commitment to responsible behavior and inspires greater respect for our local culture and natural environment. It highlights what makes the Outer Banks unique, but at the same time fragile and worth protecting. The Outer Banks Promise is a component of the [Outer Banks Long-Range Tourism Management Plan](#), which provides a roadmap for the future to ensure that tourism preserves – and even benefits – the environment, culture and quality of life for residents and quality of experience for visitors.

---

***Logos:***

Color – Main: [https://www.dropbox.com/scl/fo/ol28iawy4j86po8qsn7q/ADt1eosnkMPkDoYWr-LnZGQ/JPG?preview=1.jpg&rlkey=bk8yrn2h20r8wuwiowcc1j98b&subfolder\\_nav\\_tracking=1&st=k8jvxfaj&dl=0](https://www.dropbox.com/scl/fo/ol28iawy4j86po8qsn7q/ADt1eosnkMPkDoYWr-LnZGQ/JPG?preview=1.jpg&rlkey=bk8yrn2h20r8wuwiowcc1j98b&subfolder_nav_tracking=1&st=k8jvxfaj&dl=0)

Color – Horizontal: [https://www.dropbox.com/scl/fo/ol28iawy4j86po8qsn7q/ADt1eosnkMPkDoYWr-LnZGQ/JPG?preview=10.jpg&rlkey=bk8yrn2h20r8wuwiowcc1j98b&subfolder\\_nav\\_tracking=1&st=sljlx7oa&dl=0](https://www.dropbox.com/scl/fo/ol28iawy4j86po8qsn7q/ADt1eosnkMPkDoYWr-LnZGQ/JPG?preview=10.jpg&rlkey=bk8yrn2h20r8wuwiowcc1j98b&subfolder_nav_tracking=1&st=sljlx7oa&dl=0)

**Contact:**

Jeff Schwartzberg  
Community Engagement Manager  
Outer Banks Visitors Bureau  
One Visitors Center Circle, Manteo, NC 27954  
[schwartzberg@outerbanks.org](mailto:schwartzberg@outerbanks.org) | 252-473-7155

*The Outer Banks*<sup>®</sup>  
VISITORS BUREAU  
outerbanks.org