



**SURF, SAND & STUDY
CAMPAIGN
FALL/WINTER 2020
PARTNER TOOLKIT**

CAMPAIGN OVERVIEW

Thank you for your support of the Virginia Beach “Surf, Sand & Study” campaign! We wanted to take the opportunity to provide background information on this exciting initiative as we head into the shoulder season months.

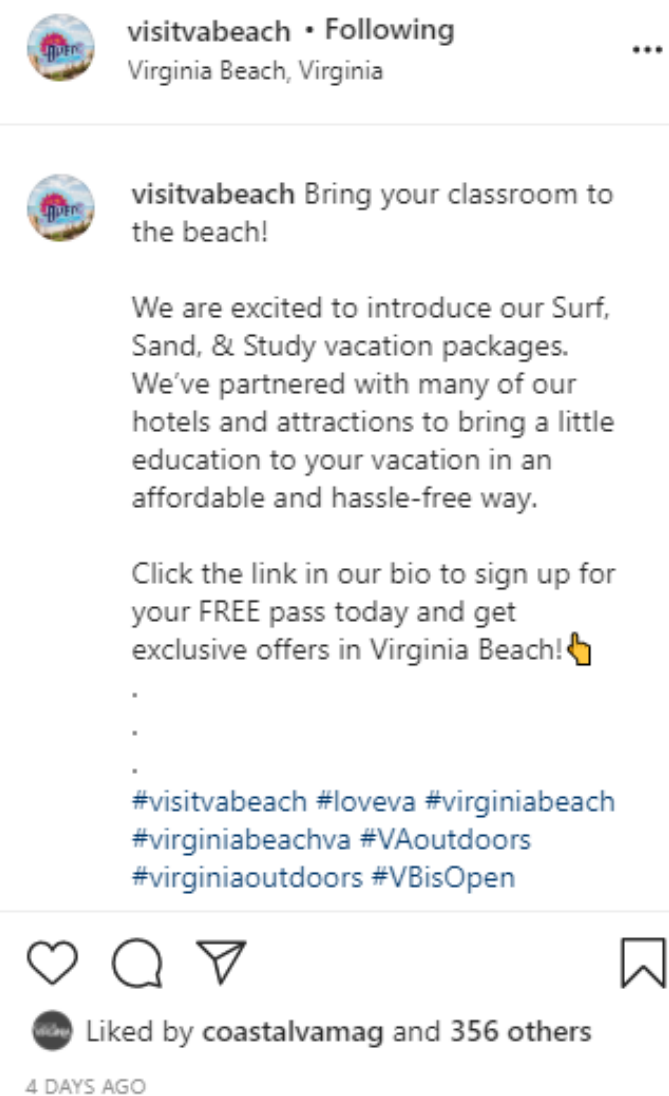


While school will look a little different this year for many, the flexibility of virtual learning provides opportunities to explore the world outside the classroom in a safe and effective manner. Here in Virginia Beach, we’ve partnered with many of our hotels, restaurants and attractions to bring a little education to virtual learners and their families’ vacation in an affordable and hassle-free way. From the profusion of waterways running through our coastal city and the biodiversity of the mighty Chesapeake Bay and Atlantic Ocean, to a unique history that predates the founding of our country, Virginia Beach is strategically positioned to provide educational opportunities and unforgettable fun to students and their families.

With our arts scene, museums, rich history and unique coastal environment, Virginia Beach is the perfect place to spend some time this school year.

We are grateful for the involvement of our valued industry partners. To ensure this is a successful initiative for all, we have provided some helpful resources and information here and encourage you to reach out with any questions.

SOCIAL MATERIALS



Recommended Social Post Messaging:

[YOUR BUSINESS NAME] knows this school year might look a bit different, so we've teamed up with tons of Va Beach businesses to bring a little education to your vacation! Virtual learners, grab your Surf, Sand & Study discount pass at **INSERT LINK** #visitvabeach #VBisOpen

CAMPAIGN LANDING PAGE LINK:

<https://explore.visitvirginiabeach.com/checkout/344/visit-virginia-beach/1792/sand-surf-and-study-pass>

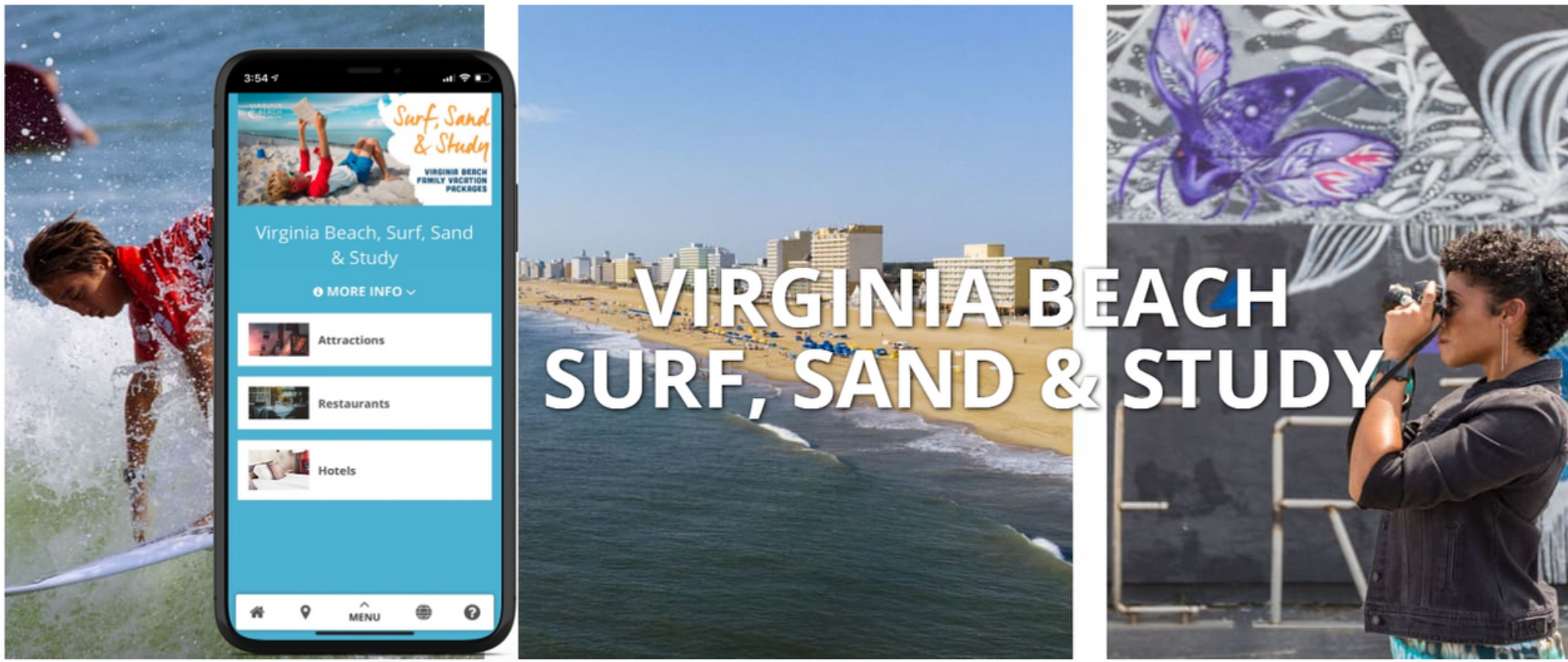
We recommend you make a shortened [bit.ly](#) link for campaign landing page link.

[CLICK HERE](#) to access resized post graphics/images.

CAMPAIGN IMAGES

Resized images from the below digital ad executions will be made available for [DOWNLOAD HERE.](#)






VIRGINIA BEACH SURF, SAND & STUDY

Bring Your Classroom to the Beach

While school will look a little different this year for many, the flexibility of distance learning provides opportunities to explore the world outside the classroom in a safe and effective manner. Here in Virginia Beach, we've partnered with many of our hotels and attractions to bring a little education to your vacation in an affordable and hassle-free way. From the profusion of waterways running through our coastal city and the biodiversity of the mighty Chesapeake Bay and Atlantic Ocean, to a unique history that predates the founding of our country, there is no shortage of educational opportunities and unforgettable fun to be had in Virginia Beach. With our arts scene, museums, rich history and unique coastal environment, Virginia Beach is the perfect place to spend some time this school year.

[See what's included!](#)



Surf, Sand & Study

- Mobile exclusive
- Instantly delivered via text and email
- No apps to download
- Save on the best of Virginia Beach

[Sign Up](#)

How this Pass Works



Step 1 - Get Your Pass

This mobile exclusive passport is a collection of curated attractions, retailers, restaurants and more and offering deals and discounts to redeem during your visit.



Step 2 - Receive Text

Your passport will be instantly delivered to your phone via text and email and is ready to use immediately! There is no app to download. Your pass can be saved to your phone's home screen for easy one-tap access.



Step 3 - Redeem

When visiting a participating business, simply present your phone to the attendant or staff member to redeem available discounts.

CONTACT THE CVB

Virginia Beach CVB Contact:
Kelli Norman, Interim VP Tourism Marketing and Sales
knorman@visitvirginiabeach.com 757-353-5489

VIRGINIA BEACH
LIVE THE LIFE