

**VIRGINIA  
IS FOR  
CRAFT BEER  
LOVERS™**

**PARTNER TOOLKIT**

## PROMOTE, ENHANCE AND PRESERVE VIRGINIA'S CRAFT BEER CULTURE AND HISTORY.

There's a story poured into every pint of Virginia craft beer. One sip can take you to a tasting room looking out at a beautiful mountain vista while another can have you rubbing elbows with a brew master on an iconic downtown street. Local beers with local flavors are on tap for travelers in every part of Virginia, including at many internationally awarded breweries.

In Virginia, you can sample several flavors at one of Virginia's destination breweries, taste a dish developed to pair with a local craft beer or simply enjoy a well-earned post-hike celebration with true Virginia flavor. These experiences help top off any historic experience, and this is why Virginia is for Craft Beer Lovers.

Whatever stories your pint tells, Virginia's craft beer scene has a taste you've got to try. So raise a glass to our hoppy storytellers and enjoy the delicious taste of history. Sample more of Virginia's craft beer story at [Virginia.org/CraftBeer](https://Virginia.org/CraftBeer).



## USING OUR LOGOS

Be part of the Virginia is for Craft Beer Lovers campaign by using these logos on your website, social media platforms, blogs and more. You can also share these resources with other local businesses.

If you would like to request the Virginia is for Craft Beer Lovers logo suite and usage rights, please fill out the graphics request form available here: [vatc.org/marketing/advertising/vifl-logo-request](http://vatc.org/marketing/advertising/vifl-logo-request).

Questions? Contact Ali Zaman at [azaman@virginia.org](mailto:azaman@virginia.org).



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## GET LISTED ON VIRGINIA.ORG

[Virginia.org](#) is used by more than 16 million visitors per year – all with an expressed interest in Virginia travel. These visitors log on from all over Virginia, the U.S. and the world. The system is backed by VTC's multi-million dollar advertising campaign that promotes and draws users to the website.

To get listed on Virginia.org, visit: [vatc.org/marketing/digital-marketing/webmarketing](http://vatc.org/marketing/digital-marketing/webmarketing).

Keep your listing fresh! Make updates or add content at <http://admin.virginia.org>.

Contact: Robin Mamunes at [rmamunes@virginia.org](mailto:rmamunes@virginia.org).

## SHARE THE LOVE ON SOCIAL MEDIA

Leverage the strength of the Virginia is for Lovers brand to extend the reach of your craft beer content.

- Share any VTC content that features your locality on your social platforms.
- Amplify the message by boosting posts and targeting key markets.
- Join the conversation by using the #VACraftBeer and #LOVEVA hashtags.
- Tag @VisitVirginia when posting on Instagram or Twitter.
- Direct consumers to content on Virginia.org/CraftBeer.

## VTC DIGITAL CHANNELS

- **Facebook:** [VirginiaisforLovers](#)
- **Twitter:** [@VisitVirginia](#)
- **Instagram:** [@VisitVirginia](#)
- **Pinterest:** [VisitVirginia](#)
- **YouTube:** [VisitVirginia](#)
- **Blog:** [blog.virginia.org](http://blog.virginia.org)
- **Spotify:** [VisitVirginia](#)
- **Hashtags:** #VACraftBeer, #LOVEVA
- **Online:** [Virginia.org/CraftBeer](http://Virginia.org/CraftBeer)

## ALIGN YOUR CONTENT STRATEGY WITH OURS

Check out our upcoming content topics at [vatc.org/marketing/digital-marketing/contentmarketing](http://vatc.org/marketing/digital-marketing/contentmarketing).

Consider submitting a beer lovers' getaway idea at [vatc.org/marketing/digital-marketing/getaways](http://vatc.org/marketing/digital-marketing/getaways).

Have an idea for a blog post or fun social media promotion? Contact Dave Neudeck at [dneudeck@virginia.org](mailto:dneudeck@virginia.org).

## VIRGINIA CRAFT BEER MONTH

Every August, we celebrate Virginia Craft Beer Month with special campaigns and promotions. Tune in to [vatc.org](http://vatc.org) to learn what we're doing and how you can be a part of it!



## SHARE COMPELLING IMAGERY AND VIDEO WITH US

Images and video drive engagement. It is vital for VTC to be equipped with the best resources available in order to drive maximum traffic and consumer engagement.

The imagery used should be inspiring and tell a visual story. They can be shots of tasting rooms, craft beers, the brewing process, a toast, consumers, events and more. Think about creating content that would make people think (and feel), "I want to go there and do that."

For more info, please visit: [Planning Your Photo & Video Needs](#)

Contact: Sarah Hauser at [shauser@virginia.org](mailto:shauser@virginia.org)













Share Virginia is for Craft Beer Lovers story ideas and sample itineraries with the VTC Communications team for pitching media visits. Take advantage of the following resources and distribute your own news to local media.

## NEWS LEADS

VTC regularly sends out story ideas media are working on. [Sign up](#) to get those leads delivered straight to your inbox.

## WHAT'S NEW

Each year, VTC compiles What's New – a compilation of new, renovated or expanded attractions, accommodations, meetings spaces, sports venues and travel services opening in Virginia – that will be sent to Travel and Trade Media. Submit your What's New at [vatc.org/marketing/public-relations/whatsnew](http://vatc.org/marketing/public-relations/whatsnew).

## BEST PRACTICES IN PR

We want to help you make the most of your public relations strategies. For useful links and tips, visit [vatc.org/marketing/public-relations/prbestpractices](http://vatc.org/marketing/public-relations/prbestpractices).



## TALKING POINTS: VIRGINIA'S CRAFT BEER SCENE AT A GLANCE

- Virginia is home to more than 200 craft breweries, according to the Virginia Department of Alcohol and Beverage Control.
- Virginia now has more breweries than North Carolina.
- With good representation in every travel region, visitors can taste local flavor available almost anywhere you go in the state. The whole state is a craft brewery experience.
- Virginia has enjoyed a 468% increase in active breweries since 2012.
- Virginia's craft breweries have won numerous awards from the Great American Beer Festival and World Beer Cup, among others.
- Craft breweries around the country are finding out why Virginia is for Craft Beer Lovers. The state has recruited Stone Brewing, Green Brewing Company, Deschutes Brewery and Ballast Point to open their East Coast operations in the Commonwealth in the last four years.
- Virginia is well known for its outdoor beauty and variety of approachable and challenging outdoor recreation. Many of these outdoor opportunities also offer nearby the chance to end the experience with a delicious, local Virginia Craft Beer as a payoff.
- Virginia features several great craft beer trails and more are opening every day. Here are some to start your experience: Nelson 151 Trail, the Red, White and Brew Trail; the Brew Ridge Trail; LoCo Ale Trail; and Virginia's Blue Ridge Beerway - for beautiful scenery, delicious, locally-sourced meals and some of Virginia's finest craft beer.

## BUSINESS-TO-BUSINESS/PUBLIC AFFAIRS TALKING POINTS

- Craft beer is big business in Virginia, making an estimated economic impact of more than \$1 billion. The industry also supports more than 28,000 jobs.
- Many of Virginia's craft breweries are increasing their operations to multiple locations within Virginia and expanding to out of state markets.
- Four major West Coast breweries are opening operations in Virginia – Stone Brewing in Richmond, Green Flash in Virginia Beach, Deschutes in Roanoke and Ballast Point in Botetourt County.

Contact: Caroline Logan at [clogan@virginia.org](mailto:clogan@virginia.org).



## VTC INDUSTRY ADVERTISING PROGRAM

VTC offers affordable, flexible advertising opportunities for our industry partners' campaigns. We've created a plan that partners of any size can effectively use to reach their most important audiences. Learn more at [vatc.org/marketing/advertising/partneradvertising](https://vatc.org/marketing/advertising/partneradvertising).

Contact: Lindsey Norment at [lnorment@virginia.org](mailto:lnorment@virginia.org).

## VTC MARKETING LEVERAGE PROGRAM

Virginia's travel industry partners are also encouraged to apply for the VTC Marketing Leverage Program to even further extend their marketing budgets and buys. More information can be found at [vatc.org/grants/leverageprogram](https://vatc.org/grants/leverageprogram).





## PROMOTE CRAFT BEER IN VIRGINIA WELCOME CENTERS

Advertise your craft beer events with the highly visible Virginia Welcome Center Banner program.

See all advertising opportunities at Virginia Welcome Centers and Safety Rest Areas at [www.himediallc.com](http://www.himediallc.com).

Contact: Gary Jeffrey at [gjeffrey@virginia.org](mailto:gjeffrey@virginia.org).



## VIRGINIA IS FOR CRAFT BEER LOVERS MERCHANDISE

For Virginia is for Craft Beer Lovers branded merchandise, please visit the official [Virginia is for Lovers Shop](#). Signing up is easy and there are no fees or minimum orders.

For wholesale inquiries, [please contact Target Marketing](#), our officially licensed merchandiser for Virginia is for Lovers gear.





## STATS, TRENDS AND MORE

From tourism's latest economic impact stats to visitor profiles, market share, consumer trends, and VTC's advertising and marketing campaigns, there is a wealth of data and insights right at your fingertips at [www.vatc.org/research](http://www.vatc.org/research).

