

**VIRGINIA
IS FOR
LOVERS®**

LOVEWORK TOOLKIT

LOVE is popping up all over Virginia, and now is your chance to be a part of it!

The LOVEworks program is a state-wide branding initiative designed to promote historic life experiences in Virginia and strengthen awareness of the “Virginia is for Lovers” message. It’s easy to see why this message has been the state slogan for nearly 50 years; from the coast to the mountains and every small town or bustling city in between, you are bound to find something to fall in love with in Virginia.

In an effort to extend the brand message – and after seeing the popularity of the LOVE signs created at Welcome Centers around the Commonwealth – Virginia Tourism established the LOVEwork Reimbursement program in 2013. The program was a success, with 16 LOVEworks created in the first year and travelers of all ages interacting with the structures every day. A second LOVEwork Reimbursement fund was opened in 2014 and has remained open since, and more than 250 LOVEworks have been built around the Commonwealth to date.

The LOVEworks have become special places, not only for local communities, but also for travelers. People are drawn to the LOVE letters and often choose them as backdrops for special occasions such as engagements, family photos, memorable road trips and more!

The LOVEworks program is a great way for local communities to leverage the brand strength of Virginia is for Lovers to promote their own messages and unique destinations. For example, Waynesboro created a river-themed LOVEwork in a local park to strengthen their city’s brand as an ideal hub for outdoor recreation. Similarly, Harrisonburg created their own LOVEwork to provide an interactive representation of their community strengths: diverse ethnic backgrounds; rich agriculture; outdoor recreation and cycling; and a vibrant arts scene. Visit Virginia.org/LOVE to see more creative ideas from around the Commonwealth!



REIMBURSEMENT REQUIREMENTS & GUIDELINES

- This is a one-time reimbursement fund, available on a first-come, first-serve basis.
- This opportunity is geared toward family-friendly tourism destinations and is open to local tourism offices, convention and visitors bureaus, attractions, DMOs and localities.
- Past LOVE creation reimbursement fund recipients/destinations/localities are not eligible to apply.
- The LOVEwork must be permanent in highly-visible, well-trafficked areas (indoor or outdoor) that experience high visitation and can be easily and safely photographed and shared on social media.
- The proposed LOVEwork needs to be large – big enough for an adult to stand beside it for a photo.
- Projects should promote or incorporate local/regional themes, materials or items that are unique selling points for the destination (i.e. seashells for beaches, murals for historic downtowns, canoe paddles for outdoor adventure, etc.)
- The project applicant assumes all responsibility for maintenance and upkeep of the LOVEwork and agrees to secure any necessary permits or permissions for constructions/creations.
- Applicants cannot charge a separate fee to access the LOVEwork, but it is acceptable to host the LOVE creation/artwork at a tourism destination that requires a fee (i.e. Mount Vernon, Monticello, Busch Gardens, etc..)
- Once the LOVEwork is built, it should remain in place for at least a year after its placement. Should it become necessary for the LOVEwork to be removed from its location site, the Applicant should notify VTC of its removal.



HOW TO APPLY

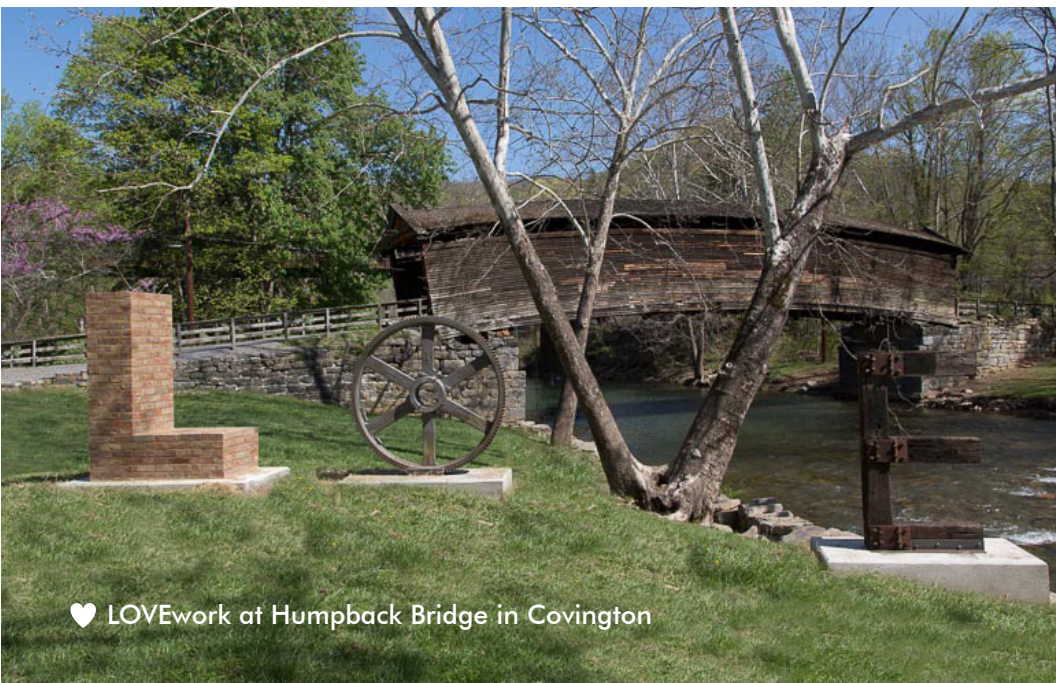
1. Fill out and [submit your application here](#).
Please include your plans for design, usage, placement, unveiling, media events, marketing and messaging.
2. All applications will be received and reviewed on a first-come, first-served basis.
3. Projects will be reviewed and approved by VTC, and approved applicants will be notified by email.
4. After receiving approval from VTC, applicants can begin building their LOVEwork.
5. To be reimbursed, applicants must submit copies of invoices and proof of payment for each vendor used. Applicants must also submit proof of payment for any costs related to materials.
6. Once all paperwork is received, VTC will process your reimbursement. Reimbursements are limited to \$1,500.

NOT QUITE READY TO COMMIT?

Test LOVE in your destination by renting a VTC LOVEwork to put on display for a period of time. [Find out more here](#).

QUESTIONS?

Contact Leah Harms at lharms@virginia.org or 804-545-5568.



Once your LOVEwork is complete, you are officially connected with Virginia Tourism's LOVEworks promotion to help spread the message that Virginia is for Lovers! Here are some ideas of how you can maximize the LOVE and bring more attention and more visitors to your destination.

CONTACT LOCAL MEDIA TO SHARE YOUR GOOD NEWS!

Alert your local media to anything unique, timely or relevant about your LOVEwork. Did you commission a local artist to build your LOVE? Or maybe a high school shop class took on the project? Did you gather community input through a social contest? From start to finish, there are many opportunities to talk about the LOVE – so get creative!

ORGANIZE AN UNVEILING OR DEDICATION EVENT.

Unveiling LOVE in your locality is a great opportunity to showcase local tourism efforts, highlight the economic impact of tourism and generate excitement for your community. Consider organizing a special celebration to “unveil” the LOVE and invite local media, elected officials, tourism businesses, families, school groups and the public to attend.

On Page 6 you'll find a customizable **Media Alert/Invitation** template to promote your event to the media and public, as well as a customizable **Press Release** template to follow up with media once unveiled.



STAY ON MESSAGE.

The LOVE is designed to leverage the Virginia is for Lovers brand to generate awareness for the wealth of amazing destinations around the Commonwealth. Use this opportunity to promote your locality as well as the other great locations around Virginia. Online references should always link back to Virginia.org/LOVE and use #LOVEVA.

SPREAD THE WORD.

Email your database, elected officials, local businesses, etc., to let them know your destination is part of the Virginia is for Lovers LOVE campaign, and invite them to come and take their picture with the LOVE. You can also use this as an opportunity to highlight the economic impact of tourism.

SHARE ON SOCIAL MEDIA.

Leverage the power of social media by encouraging locals and visitors alike to share pictures with the LOVE on Facebook, Twitter and Instagram. Start by taking a picture and posting it to the [Virginia is for Lovers Facebook](#) page. Then share it on Twitter and Instagram using the hashtag #LOVEVA along with to your destination's own hashtag and any other relevant Virginia is for Lovers brand hashtags:

#VAcraftbeer	#VAfood	#VAhistory	#VAweddings
#VAmusic	#VAoutdoors	#VAoysters	
#VAwine	#VAfilm	#VApride	

PROMOTE YOUR LOVE ON VIRGINIA.ORG – FOR FREE!

Put your destination on our state-wide LOVEwork map and get listed on Virginia.org/LOVE. Once complete, send the following information to Leah Harms at lharms@virginia.org:

1. LOVEwork address
2. Contact phone number
3. Contact email address
4. Website
5. Short description of LOVEwork (Tell us what each letter represents, why it's unique to your destination, etc.)
6. Image of LOVEwork

Once your LOVEwork is built, VTC can help you spread the LOVE with media, local officials and your community.

[Download the customizable Media Alert/Invitation](#)

[Download the customizable News Release](#)

Don't know where to begin? Don't worry. VTC's PR team is always here to help! If you need help building media lists, creating your media alert or press release, or just want to talk through the ins and outs of a media event, please feel free to contact Caroline Logan, Director of Communications, at clogan@virginia.org.



LOVEWORK PROGRAM

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PR SUPPORT

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MORE INFO

LOVEwork Reimbursement Program:
LOVEwork Reimbursement Application:
LOVEwork Rentals:
LOVEworks Around Virginia:

vatc.org/loveworkreimbursement
vatc.org/loveworkapplication
vatc.org/pr/LOVEartworkapplication
virginia.org/love

