

VIRGINIA
50 IS FOR
LOVERS[®]

YEARS
OF LOVE

INDUSTRY
PARTNER
ACTIVATIONS

GET AN AWESOME PHOTO OPP.

NEW PHOTO OPPS FOR YOUR FESTIVAL

Wrapped vehicle will be provided to music festivals for photo opps at each event that will encourage people to take and post photos with our "Virginia is For Lovers 50 Years of Love" branding.

- VTC to provide the wrapped vehicle, available on first-come, first-served basis.
- Transportation of vehicle to and from event will be coordinated between partner and VTC.
- Additional photo opp materials to be provided by partner.



WRISTBANDS FOR ALL.

LIMITED EDITION WRISTBANDS FOR YOUR FESTIVAL OR EVENT

VTC will provide a template for a limited line of festival bands that celebrate 50 years of Virginia is for Lovers. Use them to offer VIP experiences or special discounts.

This limited edition wristband will be available at music festivals in Virginia for one-year only.

- Partner to purchase wristbands from Target Marketing. Please contact [Meredith Green](#).



Final design may vary.

LOVERS LAGER.

TRY IT NOW. IT'S ONLY HERE FOR A YEAR

Devils Backbone, Stone, Blue Mountain... the list goes on. Virginia has some of the best beer makers in the world, so we'll bring them together Marvel-style to do an exclusive collaboration on a Virginia Brew. You could imagine a well designed can with our Lovers iconography all over it.

- Partner to manage design and distribution.



LOVERS BLEND.

UNIQUE LABELS FOR UNIQUE WINE

Virginia grows a lot of grapes and has some of the best winemakers in the world, so we'll bring them together to do an exclusive collaboration to create a Virginia Blend. Bottle will be branded with a design as unique as the blend to celebrate Virginia.

- Partner to manage design and distribution.



Mock-up design for inspiration.

RAISE YOUR GLASS.

MORE THAN A GLASS – AN INVITATION

Let's launch a sweepstakes to give away 50 limited-edition glasses.

These aren't just any glasses. They're an invitation to experience the best of what Virginia has to offer as they offer their holders special discounts at Virginia breweries, wineries, restaurants for one year – first taste of our local product is free.

- Partner to develop and manage sweepstakes.
- VTC to design glasses.
- Partner to purchase glasses from Target Marketing. Please contact [Meredith Green](#).



GET INSPIRED.

SHOW US YOUR HEART

Cities and regions can create 50 day activations for their local business to participate in and create a reason for people to come visit.

Restaurants may offer 1969 prices or maybe a prix fixe menu for \$50.

Hotels and B&Bs could promote a themed room for the summer or offer themed packages at \$50 off.

Restaurants and bars may create a 50 Years of Love branded cocktail.

- Partner responsible for full management of this activation.



SHARE WHAT YOU LOVE.

DON'T FORGET THE HASHTAG

Cities, regions or even individual businesses can create photo opps throughout the state simply by repurposing unused walls and covering them with "50 Years of Love" murals and encouraging people to visit the mural, take a pic and post it using #ShareWhatYouLove.

Tourists and patrons will create organic content to bring attention to all corners of state by posing in front of them and sharing them on social media.

Hotels could create a step and repeat backdrop or wall mural in their lobbies for vacationers to capture family and couples photos.

- Partner responsible for full management of this activation.



Mock-up design for inspiration.

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