



## 2023 Virginia is for Lovers Trailblazer Award

### Eligibility

The Trailblazer Award is open to all Virginia Certified Tourist Information Centers, also known as Certified Visitors Centers.

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### Purpose

The Trailblazer Award was created by Virginia Tourism to recognize certified visitor centers for excellence and creative accomplishment in tourism marketing and promotion, and to foster the development of imaginative and innovative marketing promotion programs and activities.

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### Award Description

This award is for a single targeted promotion aimed at increasing awareness and visitation of a locality or region. Entries may include individual or cooperative destination marketing programs or campaigns including special promotions; events; direct marketing; electronic, technical or interactive marketing efforts; creative elements in all forms of media; and public relations efforts.

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### Submission

Trailblazer Award entries are solicited in January and February for the program or promotion implemented during previous calendar year. The winner will be announced and recognized at the annual Visitor Centers Seminar.

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### How to submit

Nominations and applications may be submitted by industry peers or localities may nominate their own certified visitor centers.

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### Deadline

The deadline for all submissions of applications is 9:00 a.m., February 12, 2024. Please email the completed application to [vguffy@virginia.org](mailto:vguffy@virginia.org)

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*For additional information or questions, please contact Val Guffy at 804.545.5588 or [vguffy@virginia.org](mailto:vguffy@virginia.org).*



## 2023 Virginia is for Lovers Trailblazer Award Application

*Please submit the following information no later than 9:00 a.m., February 12, 2024. Completed applications should be emailed to [vguffy@virginia.org](mailto:vguffy@virginia.org).*

**Name of Visitor Center:**

**Contact Person & Contact Information:**

**Project Overview:**

*In 250 words or less, please provide information such as overall goal, participating partners, budget challenges etc.*

**Project Strategy:**

*In 250 words or less, please provide an overview including information such as implementation tactics, target audience, call to action, etc.*

**Project Results:**

*In 250 words or less, please provide quantifiable information such as increased visitation, additional bookings, earned media, etc.*

<p><b>VTC Use Only:</b> Date received: _____ Submitted by: _____</p> <p>Approved by: _____</p>
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