

\*\*\*GRANT RECIPIENTS MUST READ THIS DOCUMENT\*\*\*



LEON COUNTY DIVISION OF TOURISM PARTNERS

# MARKETING TOOLKIT

SPECIAL, SPORTS & SIGNATURE GRANT RECIPIENTS



Visit  
*Tallahassee*  
A Division of Leon County

# LOGOS

The combined Leon County/Visit Tallahassee logo must be included on all printed and online promotional materials for events receiving grant funding. For example: banners, signs, t-shirts, programs, brochures, event websites, ads, etc. Additionally the logo must appear on all online and broadcast promotional materials developed for the event and include a link to the [VisitTallahassee.com](http://VisitTallahassee.com) website.

Before materials are produced, they **MUST BE SUBMITTED AND APPROVED** by the Leon County Division of Tourism to ensure the combined logo appears properly. Material should be submitted to [Terri.Messler@VisitTallahassee.com](mailto:Terri.Messler@VisitTallahassee.com).

**NOTE:** Leon County Division of Tourism / Visit Tallahassee is dedicated to supporting local events through our grant programs and other promotional opportunities, but reserves the right to reduce or eliminate grant funding for organizations that do not receive prior approval for correct logo use.

The below logos are approved for use by grant recipients and can be downloaded [HERE](#).

## Leon County / Visit Tallahassee logo (REQUIRED):



# SOCIAL MEDIA

Social media is a free and useful tool for marketing an event. Consider the following tips to get started.

## #iHeartTally

#iHeartTally is a marketing campaign created by the Leon County Division of Tourism / Visit Tallahassee that gives people who live, visit, work and play here a collective voice in sharing what they love about the area. The campaign encourages people to share their love of Tallahassee through messages, photographs and videos on social media and tagging them with #iHeartTally. The Leon County Division of Tourism / Visit Tallahassee uses the hashtag in all of its advertising and social media campaigns. Include it in yours and be a bigger part of the story.

### facebook

- Create a Facebook event page so participants can check in via social media.
- Update the event page often with ticket prices, event start times and other general info.
- A picture is worth a thousands words...use them. Example: past year's events, sponsor logos, venue images and special guest images.

### twitter

- Tweet often. Twitter feeds rely on up-to-the-minute information, especially for events.
- Tagging equals more exposure. Use Twitter handles when tagging a person and/or organization. For example, Visit Tallahassee's Twitter handle is @Visit\_Tally.
- Include #iHeartTally at the end of each tweet.



Visit  
Tallahassee  
A Division of Leon County

- Post an event on the Visit Tallahassee [event calendar](#). This offers additional exposure via the calendar section and be sure to include a photo, it will be included with your listing.



### Instagram

- Instagram is all about visuals, so use quality photos to highlight different aspects of the event.
- Be sure to include relevant hashtags with your posts. Suggestions:  
#iHeartTally,  
#Trailahassee,  
#TheArtsLiveHere  
#RunTally  
#Trailahassee

## GRAPHICS

Leon County Division of Tourism / Visit Tallahassee offers multi-sized graphics for use in and on your event website, event programs and other promotional materials. Contact Scott Lindeman at (850) 606-2322 or [Scott.Lindeman@VisitTallahassee.com](mailto:Scott.Lindeman@VisitTallahassee.com) to discuss your needs.

# #iHeartTally

**TAKE IT. TAG IT. SHARE IT.**

# MARKETING RESOURCES

The Leon County Division of Tourism / Visit Tallahassee offers numerous marketing resources for organizations receiving grant funding. For more information and assistance utilizing marketing resources, contact Renee Jones at (850) 606-2319 or [Renee.Jones@VisitTallahassee.com](mailto:Renee.Jones@VisitTallahassee.com)

- Brochures and flyers displayed in the Leon County Visitor Information Center (106 E. Jefferson St.) Collateral should be provided by event coordinator
- Add event information and image(s) on the [VisitTallahassee.com](http://VisitTallahassee.com) events calendar. This is the most visited section of the website and an excellent resource for visitors and residents looking for things to do. Event coordinator is responsible for [submitting event details](#)
- Feature story on [VisitTallahassee.com](http://VisitTallahassee.com)—this includes appearing on applicable landing pages, for example Arts & Culture, Outdoors & Nature, History & Heritage, Sports & Activities. Tourism staff will write the article with information provided by event coordinator
- Integrated social marketing support with all Visit Tallahassee social platforms. This includes posting about the event, sharing details regarding special announcements and important information and once feature story is posted, sharing link via social media
- The Visit Tallahassee staff will distribute event press releases to a customized target media list. Event coordinator should provide release copy, any important information or announcements, and a photograph that should be included along with parameters for the target media. Full release to be provided to VT staff and staff reserves the right to change and/or re-write release accordingly.



# ATTRACTIONS/ACTIVITIES

Tallahassee-Leon County offers a number of budget-friendly attractions and some of the most stunning natural scenery in the southeast. Attendees coming in for an event or visiting a venue are likely looking for additional things to see and do. Below are links for three of the most popular self-guided tours. For more information, please visit [www.VisitTallahassee.com](http://www.VisitTallahassee.com).



## [Budget-Friendly Tallahassee:](#)

Florida's Capital City offers big memories at a small cost! From stargazing at the Challenger Learning Center Planetarium to standing guard at a reconstructed 1600's Spanish fort at Mission San Luis, Tallahassee offers historic and adventurous attractions for all ages and interests.



## [Outdoors and Nature:](#)

Carefully tended gardens, vast natural areas, prehistoric Native American sites, pioneer dwellings, miles of hiking, biking, paddling and equestrian trails and indigenous wildlife like manatees, Florida panthers and black bears highlight Tallahassee's distinctive outdoor experiences.



## [History and Heritage:](#)

Tallahassee history weaves a fascinating story that spans prehistoric Native American sites to Space Age exploration and includes the most significant museums that portray Florida's contributions to American history.

# CONTACT INFORMATION

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[Scott.Lindeman@VisitTallahassee.com](mailto:Scott.Lindeman@VisitTallahassee.com)