



# Visit Tallahassee

*Pretty. Unexpected.*

## Marketing Toolkit

Special, Sports, Signature and Legacy Grant Recipients



## 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 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 [Katie Kole](#).

**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):**

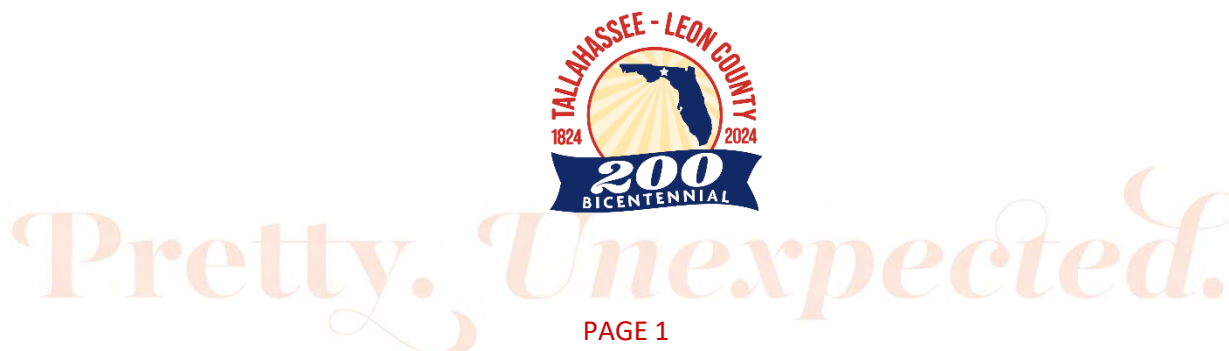


### **Additional approved logos can be downloaded here.**

In 2024, Tallahassee/Leon County will celebrate its 200-year anniversary. Visit Tallahassee/Leon County Division of Tourism is strongly encouraging grant applicants to incorporate the Bicentennial in their event(s) either through inclusion of the Bicentennial Logo or including the Bicentennial programming.

The below logo is approved for use by grant recipients and are available by contacting Vel Johnson at [JohnsonV@leoncountyfl.gov](mailto:JohnsonV@leoncountyfl.gov).

### **Bicentennial logo (STRONGLY ENCOURAGED):**



## Social & Digital Media

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

### #iHeartTally

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

#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 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.



Post an event on the Visit Tallahassee [event calendar](#) to be featured on both the VisitTallahassee.com website and the Visit Tallahassee Mobile App. This offers additional exposure via the calendar section. Be sure to include a photo with your listing.



Create a Facebook event page so participants can check in via social media. Visit Tallahassee will accept Co-Host event requests for all granted events. Update the event page often with ticket prices, event start times and other general info.



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 include: #iHeartTally, #Trailahassee, #TheArtsLiveHere, #RunTally and #LoveFL



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. Visit Tallahassee's Twitter handle is @Visit\_Tally and be sure to include #iHeartTally in each tweet.

*Pretty, Unexpected.*

## 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)

- Add event information and image(s) on the VisitTallahassee.com website and Visit Tallahassee mobile app events calendar. Event listings are an extremely popular section of the website and mobile app and an excellent resource for visitors and residents looking for things to do. Please submit your event details and photos [HERE](#).
- Feature story on 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 input and content provided by the event.
- 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.
- Brochures and flyers displayed in the Leon County Visitor Information Centers located at 918 Railroad Avenue and Cascades Park. Collateral is to be provided by the event.

## Contact Information

Katie Kole  
Senior Marketing Director  
(850) 606-2324  
[Katie.Kole@VisitTallahassee.com](mailto:Katie.Kole@VisitTallahassee.com)