



Rockbridge250 Marketing Toolkit

Purpose

The Rockbridge250 Marketing Toolkit is designed specifically for **tourism partners**—including lodging, attractions, restaurants, retailers, outfitters, event venues, and cultural organizations—to help promote the 250th anniversary of the American Revolution in ways that inspire travel, extend stays, and invite visitors to experience history where it happened.

This toolkit aligns with the **Virginia American Revolution 250 Commission (VA250)** and supports statewide and national efforts to tell inclusive, engaging stories that connect the Revolutionary era to today.

Core Message

Rockbridge250 invites visitors to experience Virginia’s Revolutionary story through the interconnected landscapes and communities of Lexington, Buena Vista, and Rockbridge County—where frontier life, river corridors, education, and civic ideals helped shape a new nation.

Aligned with VA250’s vision, Rockbridge250 emphasizes: - America’s founding ideals and their evolution - Diverse stories rooted in place, movement, and community - Exploration, discovery, and lifelong learning - The Maury River, mountain passes, and valleys as historic pathways linking people and ideas

Taglines (Tourism-Focused | Visitor-Forward)

- *Rockbridge250: Plan Your Journey into America’s Story*
 - *Where Virginia’s Revolutionary Spirit Comes Alive*
 - *History to Explore. Stories to Discover.*
 - *250 Years of Independence—Experienced Here*
 - *Stay Longer. Dig Deeper. Discover Rockbridge.*
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Tourism Talking Points (Visitor Engagement & Trip Planning)

- Lexington and Rockbridge County were established in **1778**, offering visitors an authentic connection to America’s Revolutionary era.
 - Lexington, Buena Vista, and Rockbridge County invite travelers to **experience history firsthand** through walkable downtowns, preserved landscapes, and living traditions.
 - **Buena Vista’s location along the Maury River and historic transportation corridors** reflects the region’s early role in movement, trade, and connection—key elements of frontier-era life that supported Revolutionary Virginia.
 - The Maury River and surrounding valleys provided natural routes later mirrored by canals, rail, and roads, shaping **commerce, industry, and community growth** that trace back to the post-Revolutionary period.
 - **Natural Bridge**, known to Thomas Jefferson, anchors the region’s story and provides a must-see natural and historic attraction.
 - Revolutionary-era routes evolved into today’s scenic byways, trails, and waterways—perfect for **heritage travelers and outdoor enthusiasts**.
 - Museums, historic homes, churches, and universities offer layered storytelling that appeals to **multi-generational travelers**.
 - Rockbridge250 events pair history with **local dining, lodging, arts, and outdoor recreation**, encouraging extended stays.
 - The commemoration aligns with **VA250’s call to explore Virginia’s role in America’s founding through place-based experiences**.
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Audience Segments

- Local residents and civic groups
 - Schools and universities
 - Heritage travelers and cultural tourists
 - Outdoor recreation enthusiasts
 - Regional and statewide partners
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Visual Identity Guidelines

- Use the Rockbridge250 logo on all promotions. Download [HERE](#).
 - Preferred imagery: historic sites, landscapes, community gatherings, education, and outdoor recreation.
 - Color palette: traditional yet welcoming (navy, burgundy, parchment, forest green).
 - Tone: inclusive, informative, and forward-looking—not academic or exclusionary.
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Sample Short Descriptions

25 words: Rockbridge250 commemorates the region’s Revolutionary-era history and lasting legacy through events, education, and community storytelling.

50 words: Rockbridge250 marks the 250th anniversary of the American Revolution by highlighting Lexington, Buena Vista, and Rockbridge County’s role in early American history—celebrating the people, places, and ideas that shaped the nation.

City/County-Specific Social Media Bundles (Tourism-Ready)

Lexington

Awareness - *Walk the same streets where Revolutionary ideals took hold. Lexington invites you to experience Rockbridge250 at the heart of American history. - Education, faith, and independence shaped Lexington in 1778—and still define it today.*

Travel Inspiration - *Plan a weekend in Lexington where historic streets, iconic campuses, and mountain views bring America’s story to life. - From historic inns to vibrant downtown dining, Lexington is your gateway to Rockbridge250.*

Events - *Join lectures, exhibits, and community events in Lexington as Rockbridge250 celebrates 250 years of American independence – Freed Food Festival, Juneteenth, etc.*

Buena Vista

Awareness - *Follow the Maury River through Buena Vista and into America’s founding story. #Rockbridge250 - Buena Vista’s riverfront and rail heritage reflect the movement and connection that shaped Revolutionary Virginia.*

Travel Inspiration - *Paddle the Maury, explore mountain views, and discover Buena Vista’s place in Rockbridge250. - History flows through Buena Vista—plan your Rockbridge250 getaway along the river.*

Events - *Celebrate Rockbridge250 with riverfront events and outdoor experiences in Buena Vista – Rockbridge Outdoors Festival, Labor Day Festival, Mountain Days, etc.*

Rockbridge County

Awareness - *From frontier valleys to mountain passes, Rockbridge County tells a powerful Revolutionary story. #Rockbridge250 - Established in 1778, Rockbridge County connects natural beauty with America’s founding ideals.*

Travel Inspiration - Explore scenic byways, historic churches, and iconic landmarks like Natural Bridge during Rockbridge250. - Turn a drive through Rockbridge County into a journey through America's past.

Events - Experience Rockbridge250 across the county with festivals, outdoor programs, and heritage events – Balloons Over Rockbridge, Rockbridge Regional Fair, etc.

Expanded Sample Social Media Posts (Tourism-Ready)

Awareness

- *America's story didn't just happen in big cities—it happened here. Discover Rockbridge250 in Lexington, Buena Vista, and Rockbridge County. #Rockbridge250 #VA250*
- *250 years later, the landscapes, streets, and stories of Rockbridge still speak. Come explore where independence took root.*
- *History lives beyond the museum walls in Rockbridge County—walk it, paddle it, ride it, and experience it.*

Travel Inspiration

- *Plan a getaway where Revolutionary history meets mountain views, charming downtowns, and outdoor adventure. Rockbridge250 starts here.*
- *From historic inns to scenic trails, Rockbridge250 invites you to turn a history lesson into a memorable vacation.*
- *Follow America's founding story through today's scenic byways, rivers, and towns in Lexington and Rockbridge County.*

Events & Programming

- *Celebrate the 250th anniversary of the American Revolution with festivals, lectures, outdoor events, and hands-on history across Rockbridge County.*
- *Join us throughout 2025–2026 as Rockbridge250 brings America's founding story to life—one event, one place, one experience at a time.*
- *History is better when shared. Plan your visit around upcoming Rockbridge250 events and stay for the weekend.*

Partner Co-Branding

- *Proud to welcome travelers exploring Rockbridge250—where history, hospitality, and adventure come together.*
- *Make us part of your Rockbridge250 journey. Stay, dine, shop, and explore local.*
- *As a Rockbridge250 partner, we're excited to help visitors experience America's story—right here.*

Partner-Created Experience Ideas

Retail

- Limited-time **Rockbridge250 or VA250-themed merchandise** (stickers, apparel, postcards, locally made goods)
- Window displays highlighting “**Our Place in America’s Story**” or “**America. Made in Virginia**”
- Historic trivia cards or QR codes linking to Rockbridge250 content

Restaurants & Breweries

- **Revolution-inspired menu items** or tasting flights
- Table cards sharing a short Rockbridge250 fact
- “Dine Like It’s 1776” or **Founders Week** specials

Lodging

- **Rockbridge250 or VA250 stay packages** (lodging + event tickets + dining/outdoor experiences)
- In-room history cards or welcome letters
- Weekend itineraries themed around Lexington, Buena Vista, or countryside exploration

Attractions & Outfitters

- Special **Rockbridge250 tours, talks, or demonstrations**
- River, trail, or driving itineraries tied to historic routes
- Hands-on or family-friendly activities connecting history and place

All Partners

- Co-branded signage: *Proud Rockbridge250 Partner*
- Staff talking points to help visitors engage with the story
- Social media check-in prompts using #Rockbridge250 and #VA250

Hashtags (Visitor & Trip-Planning Focused)

#Rockbridge250
#VA250
#Americas250
#VisitVirginia
#VisitRockbridge
#VisitLexVA

#VibrantBV
#PlanYourVisit
#HistoricGetaway
#ExploreRockbridge
#HistoryMeetsAdventure

Partner Support

Partners are encouraged to: - Co-brand events and materials - Share Rockbridge250 content on websites and social channels - Incorporate local history into programming - Collaborate across arts, education, outdoors, and commerce.

- Rockbridge Regional Tourism website: <https://lexingtonvirginia.com/articles/va250>
- Add your event to the Tourism website: <https://lexingtonvirginia.com/events/create>
- VA250 website: <https://va250.org/rockbridge/>

For questions or to request additional assets, please contact the Rockbridge250 Steering Committee.

- Sheryl Wagner, Director of Tourism – swagner@lexingtonvirginia.com
- Eric Wilson, Executive Director, Rockbridge Historical Society – Director@rockbridgehistory.org