

AFRICAN AMERICAN HERITAGE ASSOCIATION

# AAHTN REWARDS & MEMBERSHIP

WALK IN THEIR FOOTSTEPS

*Preserving Heritage. Driving Impact. Building Community.*

**AFRICAN AMERICAN**  
HERITAGE ASSOCIATION  
OF VIRGINIA

[WWW.AAHAVA.ORG](http://WWW.AAHAVA.ORG)

SECTION along the 39° of N. LATITUDE.



A historical map of Virginia is the background. It shows various towns, rivers, and geographical features. A semi-transparent white box is overlaid on the map, containing text. The map includes labels like 'WHEELING', 'Cumberland', 'Hagerstown', 'Richmond', and 'WASHINGTON'. It also has a legend for 'Isothermal Lines', 'Head of Navigation', and 'Course of Rivers'. A scale bar at the bottom indicates 'SECTION along the 39° of N. LATITUDE'.

# AAHA's Heritage Tourism THREE-PLATFORM ECOSYSTEM

AAHA! Virginia presents the African American Heritage Tourism Network (AAHTN). We transform heritage into loyalty, pride, and intergenerational opportunity through rewards, membership programs, and trail itineraries. Recognized collaborator with VA250 Celebration.

## Three Methods, One Mission

**AAHA! Virginia** - Cultural Brand & Curator

**AAHT.network** - Heritage Trail Experience Support, Loyalty & Rewards Infrastructure

**AAHAVA.org** - Content & Community Hub

*AAHTN turns heritage tourism into a true community renewal engine.*

## Quick Investment Overview

- **DMOs: \$5,000 annually** + 5% performance share
- **Businesses: \$600 annually** + 4% performance share
- **Community Organizations:** Free enrollment + 3% infrastructure fund

## Impact of Your Involvement

Join a system designed to generate **\$250,000+** in community economic impact annually, recognizing that 60% of tourism is driven by friends and family visitation.



# MEMBERSHIP, REWARDS & PROGRAMS

## Membership Structure

**Free Access:** Anyone can view itineraries and access general information

**Membership Unlocks Rewards:** Points, status levels, and loyalty benefits available only to enrolled members

## Points & Status Levels

- **Heritage Friend** – 900 points
- **Heritage Explorer** – 5,000 points
- **Heritage Legacy** – 7,000 points
- **Heritage Guardian** – 10,000 points
- **Complete Story Master** – 15,000 points

**How to Earn:** Site visits, signature program participation, story sharing, partner business purchases

## Signature Programs

- **Arrival** – From Ship to Shore: The 1619 Beginning (Hampton)
- **Remembrance** – Honoring the Journey: From Contraband to Citizens (Hampton)
- **Jubilation** – Victory and Vision in the Capital (Richmond)
- **Come Home** – First Harvest Feast – Gratitude, culture, community abundance (rotating location)



## **Culminating in: April 9, 2026 Heritage Tourism Symposium (VA250 Celebration)**

Showcase how DMOs, businesses, and community partners across Virginia are shaping a statewide model of heritage-driven renewal.

# MARKETING & ORGANIZATIONAL STRUCTURE

## Marketing & Outreach Strategy

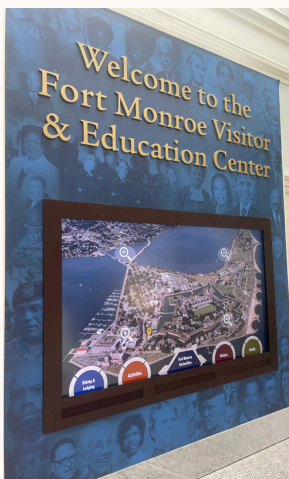
### Travel Interception

- Indoor/Outdoor **advertising** at hotels, visitor centers, convention centers, gas stations, welcome centers, rest stops, and more.
- AAHTN enrolled **member newsletter** distribution
- Seeker.io **trip planning integration** + Google Maps
- AAHA! Virginia **digital card** with QR code

### Campaign Messaging

- **"Walk In Their Footsteps"** — Heritage-centered invitation driving trail participation and rewards
- **"It's Around the Corner"** — Community-centered campaign highlighting neighborhood businesses and hidden gems

### Organizational Rhythms



#### Two Monthly Meeting Structures

- **3rd Thursday Consensus Network Meetings** — Empowering community members to share input, shape strategies, strengthen Do It Yourself (DIY) culture
- **4th Thursday Partner Coordination Meetings** — Aligning DMOs, businesses, cultural institutions in Do It Together (DIT) spirit

These touch points ensure AAHTN remains community-driven, transparent, and adaptive with continuous feedback shaping local action and statewide strategy.





# PARTNERSHIP BENEFITS & NEXT STEPS

## Partner With The Future of Heritage Tourism

### DMO Partners

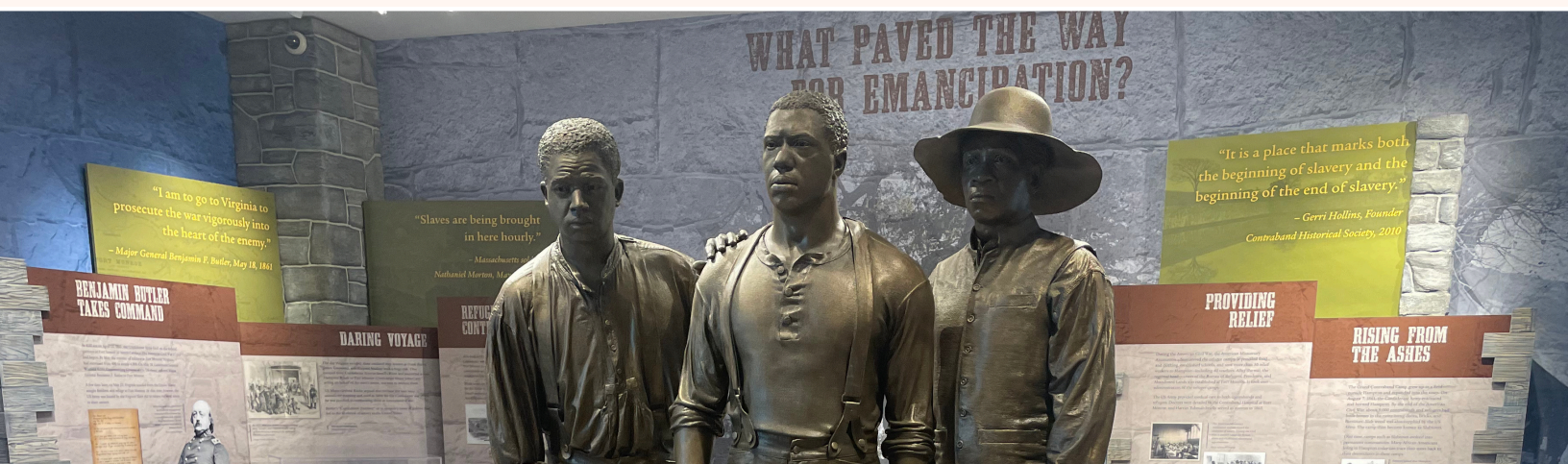
- Regional positioning within statewide framework
- Performance-sharing ensures ROI
- Neighborhood beautification strengthens geo-market traffic
- Joint marketing campaigns

### Business Partners

- Itinerary placement drives new visitors
- Heritage Points loyalty integration
- "It's Around the Corner" campaign visibility
- Performance-based revenue share

### Community Organizations

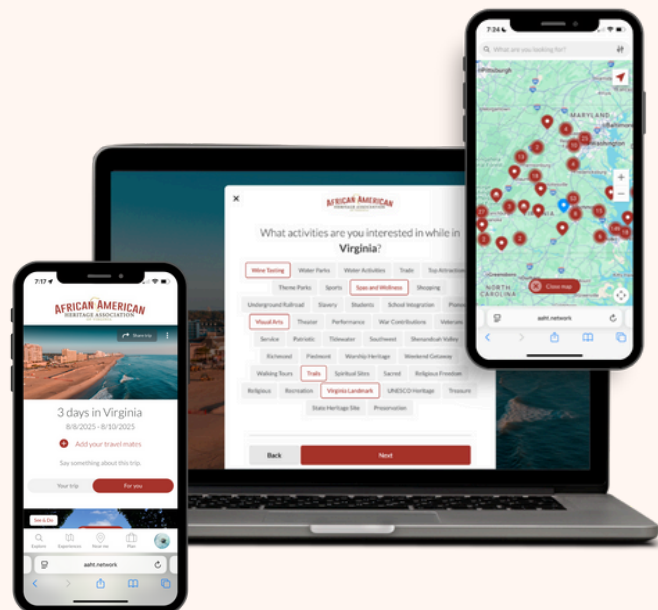
- Free enrollment with full visibility
- Infrastructure & beautification fund (3% return)
- Clean & safe initiative support
- Tools to engage residents



## Get Involved

### For Partners (DMOs, Businesses, Educational Institutions):

1. Email [partnerships@aahava.org](mailto:partnerships@aahava.org) for partnership consultation to identify opportunities.
2. MOU Signing - Sign Memorandum of Understanding to affirm partnership and collaborative heritage tourism support.
3. Collaboratively design custom partnership assets and metrics aligning with your goals.
4. Integration planning for Heritage Points & cross-promotion.
5. Launch with joint marketing and program development.





# AFRICAN AMERICAN HERITAGE ASSOCIATION OF VIRGINIA *Contact Us*

## Join Us In Strengthening Virginia's Heritage Tourism Leadership

AAHA! Virginia offers sponsorship and partnership opportunities for organizations committed to authentic cultural preservation, community economic development, and leadership in Virginia's growing heritage tourism market. Join us.



**AAHAVA.ORG**



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Heritage Network: [AAHT.network](http://AAHT.network)

LinkedIn: [African American Heritage Association of Virginia](https://www.linkedin.com/company/african-american-heritage-association-of-virginia/)

Instagram: [@THEAAHAVA](https://www.instagram.com/THEAAHAVA)



<https://aahava.org>



<https://aaht.network>