

AFRICAN AMERICAN HERITAGE ASSOCIATION

WALK IN THEIR FOOTSTEPS

PARTNERSHIP & SPONSORSHIP OPPORTUNITIES

Preserving Heritage. Driving Impact. Building Community.

AFRICAN AMERICAN
HERITAGE ASSOCIATION
OF VIRGINIA

WWW.AAHAVA.ORG

Virginia's Heritage Tourism

Seven years ago, we began documenting Virginia's African American heritage sites. Today, we've positioned the African American Heritage Association of Virginia and the Heritage Tourism Network (AAHTN) to connect visitors with authentic heritage experiences across the Commonwealth.



The African American Heritage Association of Virginia

501(c)(3) nonprofit organization

Our Mission: "Know Your Heritage, Know Your Story"

Founded on preserving stories, driving equity, building generational wealth.

OPPORTUNITY

Heritage Tourism: Virginia's Growing Economic Engine

Virginia's Heritage Tourism Market

- \$7.7 billion spent annually by heritage tourists statewide
- 42.9 million people visit Virginia heritage sites annually
- 105,000+ jobs supported by heritage tourism spending

Source: "The Economic Impact of Heritage Tourism in Virginia," VCU Center for Urban and Regional Analysis, 2017

Virginia Total Tourism

- \$33.3 billion total visitor spending in Virginia (2023)

Source: Virginia Tourism Corporation Economic Impact Study, 2023

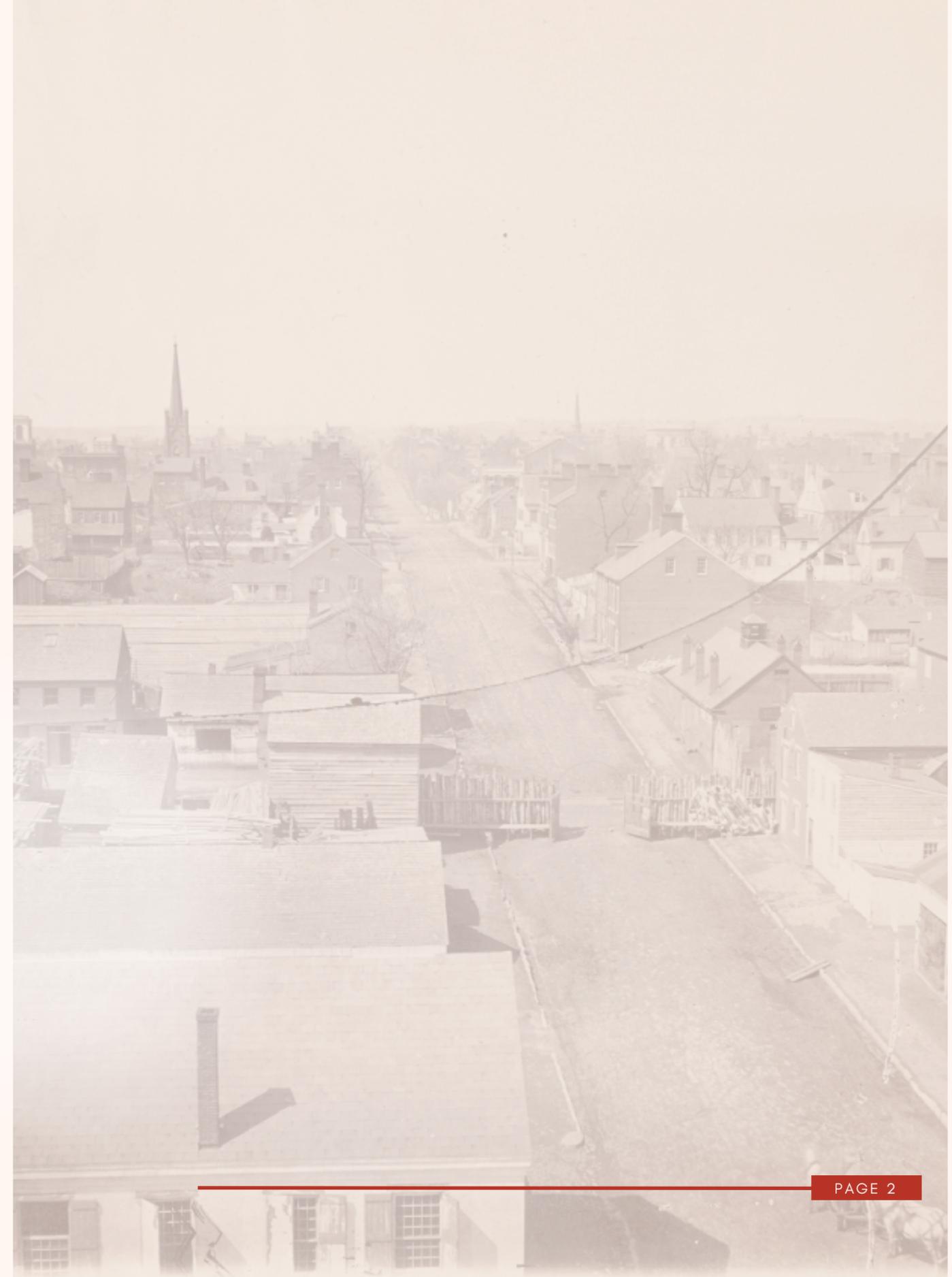
African American Heritage Tourism Growth

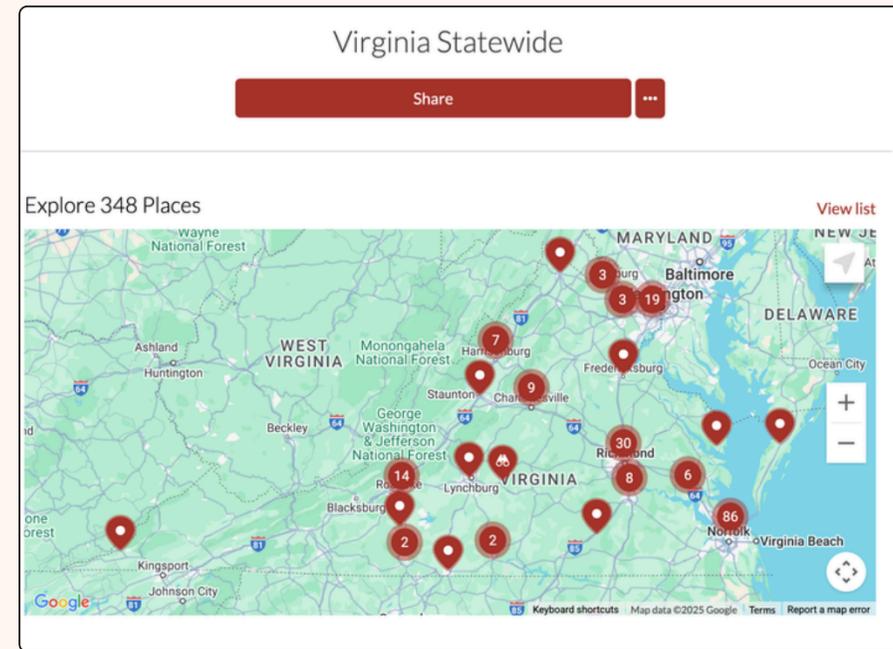
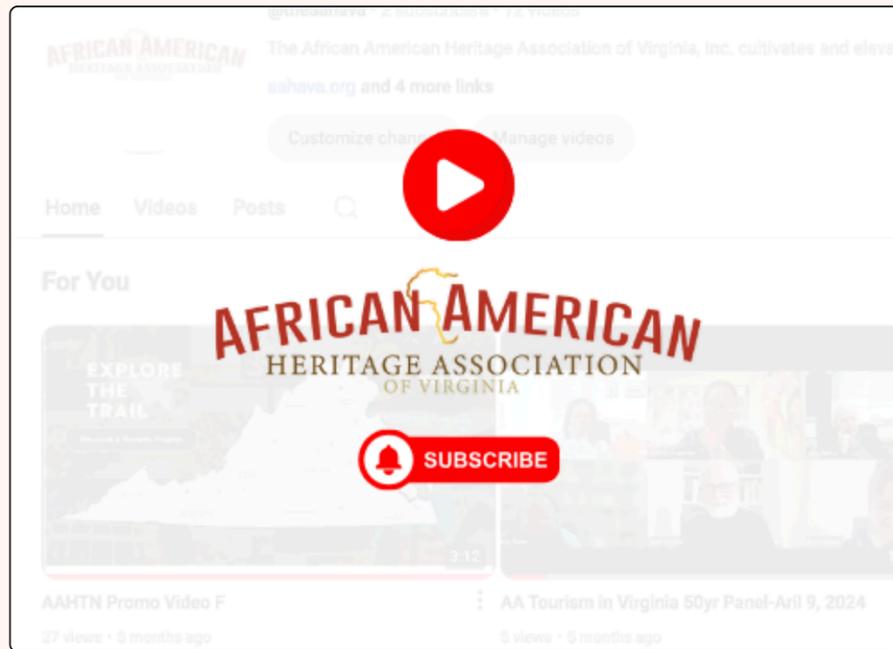
- \$123.6 billion economic impact of cultural heritage travelers nationally
- \$250,000 annual state investment in African-American heritage marketing

Source: Virginia General Assembly Budget, HB1400

Our Shared Opportunity...

- Untapped potential in Virginia's documented African American heritage sites
- Educational tourism where heritage sites become living classrooms
- Community-driven economic development through authentic storytelling





OUTREACH CHANNELS

Three Methods,
One Mission

AAHA! Virginia - Cultural Brand & Curator

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

AAHAVA.org - Content & Community Hub



AUDIENCE PROFILE

Who Walks...



African American Heritage Tourism Segment

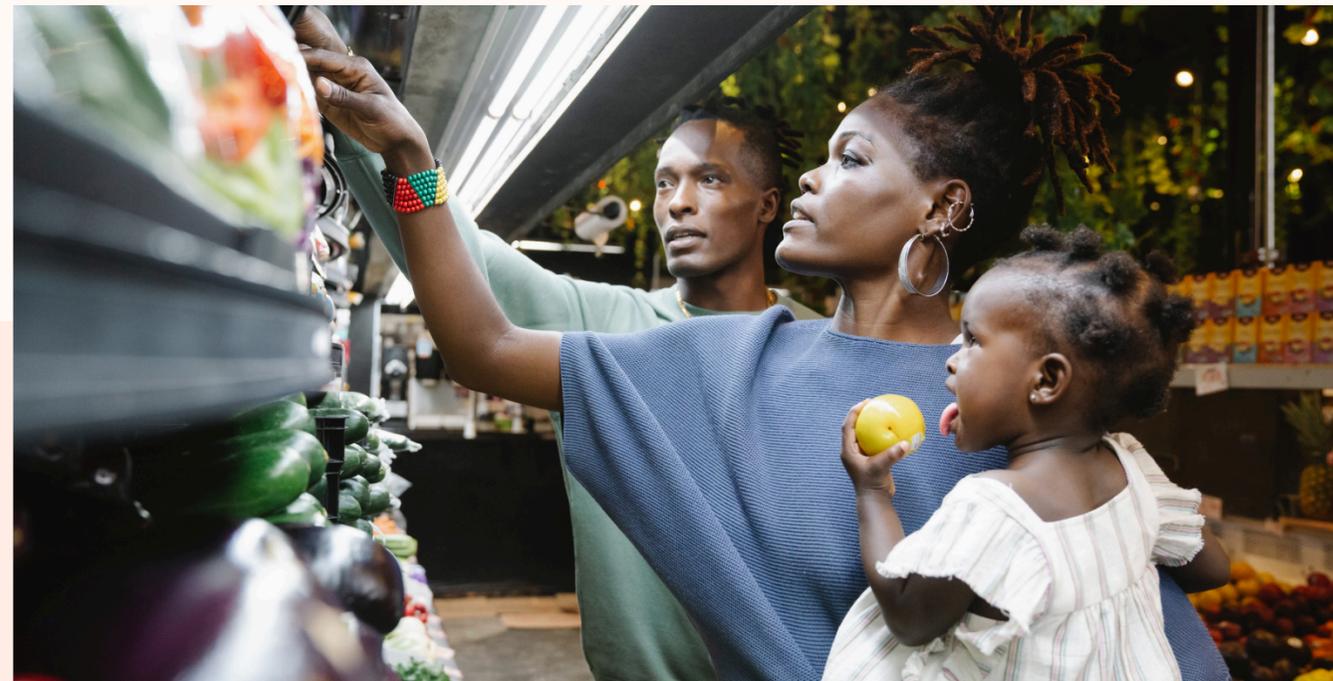
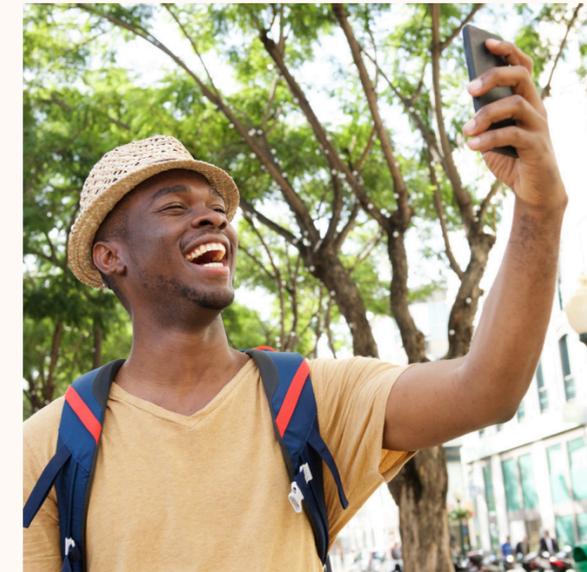
This rapidly growing market seeks authentic connections to ancestral stories and cultural heritage. Post-2020, there's been significant growth in African American heritage tourism driven by increased interest in family genealogy, cultural pride, and educational travel.

These visitors often travel in multi-generational groups, extending economic impact through longer stays and higher per-person spending.

Sources: National Trust for Historic Preservation, Virginia Tourism Corporation Visitor Profile Studies, Cultural Heritage Tourism Market Research

Primary Audience Demographics

- **Age Range:** 32-65 years (peak engagement 45-60)
- **Household Income:** \$75,000-\$150,000+
- **Education Level:** Some college
- **Travel Behavior:** Plan trips around cultural experiences, extend stays for learning
- **Values:** Authentic storytelling, educational experiences, supporting local communities



MARKETING & OUTREACH

"Walk in Their Footsteps" Campaign

Integrated Marketing

Our integrated marketing approach combines cutting-edge technology with authentic storytelling to reach heritage tourists where they are already engaging with cultural content. Rather than traditional advertising, we create immersive digital experiences that allow potential visitors to discover Virginia's African American heritage stories organically. This strategy leverages the fact that heritage tourists research extensively before traveling, spending an average of 3-4 weeks planning cultural trips and actively seeking authentic, educational experiences.



Digital Marketing Infrastructure

- **Geographic Targeting:** 2.5 million reach across 11 Mid-Atlantic and Southeast states
- **AI-Powered Optimization:** Seeker.io for content discovery and SEO enhancement
- **Programmatic Advertising:** Simpli.fi for geo-targeted campaigns along I-95/I-64 corridors
- **Interstate Geofencing:** Target travelers approaching Virginia's heritage regions

Content Strategy & Access Points

- **Heritage Chronicles Newsletter:** Monthly deep-dive storytelling and event updates
- **Interactive Trail Experiences:** QR code-enabled site exploration.
- **Social Media Storytelling:** Instagram, Facebook, etc. with authentic community voices
- **Influencer Collaborations:** Travel bloggers and heritage tourism content creators

Partnership Integration

- **Cross-Promotion:** Partner businesses featured in heritage trail content
- **Event Amplification:** Sponsored content for partner events and experiences
- **Co-Branded Storytelling:** Collaborative content highlighting partner contributions
- **Performance Tracking:** Real-time analytics showing partner ROI and visitor conversion

Educational Outreach

- **HBCU Partnerships:** Student ambassador programs and research collaborations
- **K-12 Educational Materials:** Curriculum-aligned heritage learning resources
- **Professional Development:** Tourism industry training on heritage tourism best practices



PARTNERSHIP BENEFITS

Why Partner with AAHA! Virginia?

Economic Impact

- Create documented ROI through visitor spending
- Support for Black-owned businesses
- Allow for community revitalization projects

Brand Alignment

- Associate with cultural preservation
- Demonstrate commitment to diversity and inclusion
- Gain recognition as heritage tourism leader

Market Access

- Reach engaged, educated, affluent audiences
- Connect with heritage tourism growth market
- Access to authentic storytelling opportunities

SPONSORSHIP TIERS

Corporate Sponsors

Each sponsorship tier offers escalating visibility and engagement opportunities, with comprehensive reporting to document ROI and community impact for corporate social responsibility initiatives.



FOUNDERS LEVEL - \$20,000

- Premier homepage positioning on AAHTN platform
- Exclusive naming rights to flagship events
- Co-branded content opportunities (videos, podcasts)
- VIP access to all events with speaking opportunities
- Comprehensive annual impact report highlighting ROI

TRAILBLAZER LEVEL - \$15,000

- Prominent logo placement across all platforms
- Monthly dedicated social media features
- Exclusive event sponsorship opportunities
- Priority speaking engagements
- Enhanced print and digital marketing visibility

LEGACY LEVEL - \$10,000

- Logo placement and website links
- Priority platform placement in rewards system
- Monthly newsletter features
- VIP event access and networking opportunities
- Workshop hosting opportunities

PIONEERS LEVEL - \$5,000

- Website sponsor page recognition
- Social media acknowledgments
- Newsletter logo placement
- Annual networking event invitations
- Printed materials inclusion



PARTNERSHIP TIERS

Tourism Partners

Tourism partnerships with AAHA! Virginia create synergistic relationships that amplify each organization's marketing reach while providing visitors with comprehensive, authentic heritage experiences that drive collective community support.



DMO STRATEGIC PARTNERS

- Joint marketing campaigns
- Co-branded trail experiences
- Shared grant opportunities
- Cross-promotion of events
- Collaborative storytelling initiatives

BUSINESS NETWORK PARTNERS

- Heritage Points integration
- Tourist referral system
- Event cross-promotion
- Exclusive member discounts
- Featured business spotlights

EDUCATIONAL PARTNERS

- Student internship programs
- Research collaboration opportunities
- Educational content development
- Campus event partnerships
- Scholarship program support



STRONG FOUNDATION

Organizational Foundation & Readiness



Heritage Research and Community Building

AAHA! Virginia has spent seven years building the research foundation, community relationships, and organizational infrastructure necessary to launch a comprehensive heritage tourism network that creates authentic economic impact.

The Emancipation and Freedom Monument, erected in 2021, depicts the moment of liberation, replacing Confederate imagery with representations of African Americans breaking free from slavery.

Heritage Research & Documentation

- Heritage site identification and research across Virginia regions
- Community partnership development with local organizations and businesses
- Educational program design through HBCU and university collaborations
- Digital platform development for Heritage Points and trail experiences

Strategic Partnership Development

- Tourism industry relationships with Virginia Tourism Corporation and regional DMOs
- Educational partnerships with Virginia's HBCUs and universities
- Technology partnerships for Seeker.io and Simpli.fi implementation
- Community engagement through local heritage organizations and cultural groups

Market Research & Positioning

- Target audience analysis based on heritage tourism industry standards
- Economic impact modeling using proven heritage tourism benchmarks
- Content strategy development for authentic storytelling and community engagement
- Organizational infrastructure ready for 2025 AAHTN launch

HERITAGE TOURISM LEADERSHIP

Wonderful Timing for Heritage Tourism Leadership

The convergence of renewed interest in authentic cultural experiences, Virginia's rich African American heritage assets, and AAHA! Virginia's seven years of foundational development creates optimal opportunities for both corporate sponsors seeking brand visibility and strategic partners looking for collaborative growth.



Built in 1901, this station served as a reunion gateway for families separated by slavery, operated under Jim Crow segregation, became a hub for Black railroad workers forming early labor unions, and served as a departure point for African American soldiers in both World Wars.

Market Conditions Favoring Both Sponsors & Partners:

- Cultural tourism recovery outpacing general tourism post-pandemic
- Increased corporate focus on diversity, inclusion, and community investment
- Growing recognition of African American heritage tourism's economic potential
- Educational and business collaboration opportunities in heritage-based programming

Organizational Readiness for Sponsors & Partners:

- Seven years of heritage research and community relationship building
- Established relationships with Virginia Tourism Corporation and regional DMOs
- Technology infrastructure developed and ready for brand integration
- Community support from heritage sites, educational institutions, and local businesses

Different Entry Points for Different Goals:

- Corporate Sponsors: Brand visibility, CSR alignment, community impact recognition
- Tourism Partners: Revenue growth, visitor referrals, collaborative marketing
- Educational Partners: Research opportunities, student engagement, curriculum development
- Business Partners: Customer acquisition, community connections, Heritage Points integration

GET INVOLVED

Choose An Engagement Level

For Corporate Sponsors

1. Select sponsorship tier (Founders \$20k, Trailblazer \$15k, Legacy \$10k, Pioneers \$5k)
2. Schedule brand integration consultation to maximize visibility and CSR alignment
3. Finalize sponsorship agreement.
4. Deliver sponsorship benefits with immediate logo placement and event access

For Strategic Partners (DMOs, Businesses, Educational Institutions)

1. Partnership consultation to identify collaboration opportunities and mutual benefits
2. Custom partnership design aligning with your marketing goals and operational capacity
3. Integration planning for Heritage Points, cross-promotion, and revenue opportunities
4. Partnership launch with joint marketing and collaborative 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



Heritage Network: AAHT.network
LinkedIn: African American Heritage
Association of Virginia
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