



#LoveLivCo

MARKETING GUIDELINES



Dear business owner,

Now more than ever, we need to stress the importance of supporting local businesses, driving much needed support and dollars into our beloved community.

We can do this by sharing a common message that shows solidarity – showing we **Love Livingston County** or simply put **#LoveLivCo**.

Five dynamic Livingston County organizations - GREATER BRIGHTON AREA CHAMBER OF COMMERCE, HARTLAND AREA CHAMBER OF COMMERCE, HOWELL AREA CHAMBER OF COMMERCE, ANN ARBOR SPARK and the LIVINGSTON COUNTY CONVENTION & VISITORS BUREAU have teamed up to help you and our residents spread the love for our community and beyond.

All we ask is that you join us in connecting with our residents, customers and fellow businesses. We've made it easy! See enclosed items and directions on how to get started.

To further support the Livingston County Small Business Assistance Fund, consider purchasing swag or making a donation.

Contact us if you have any questions! Thank you for supporting our community and moving us forward!

Mary Robinson

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WHO

Businesses and residents in Livingston County, MI

WHAT

Encouraging community connection, shopping small, eating local

WHERE

In the windows of your homes and businesses and on your social media accounts, out in the community supporting local and showing hometown pride

WHEN

June 11-July 11

WHY

To show love and support for Livingston County businesses, to promote community engagement, to encourage people to use #LoveLivCo on social media



What To Do



Print #LoveLivCo graphic



Color it - make it your own and have some fun!



Hang it in your window for customers to see your Livingston County love and support



Print extra copies for customers to hang a sign at home, customizing it for themselves



Share photos and videos of your signs using #LoveLivCo



Support the Livingston County Small Business Assistance Fund by buying a shirt or making a donation





#LoveLivCo

Directions:

Decorate this heart and make it your own! Hang it in your window to show your Livingston County love and support! Or you can make your own #LoveLivCo heart with chalk in your driveway. Have some fun! Post a photo and tag #LoveLivCo!