



HAMPSHIRE HIGHLANDS: A YEAR UNLEASHED

2025-2026 Partner Toolkit

WELCOME TO A YEAR UNLEASHED!

Thank you for being part of Hampshire Highlands: A Year Unleashed! Our goal is simple: bring more visitors, increase overnight stays, and help businesses thrive. This toolkit is designed to help you make the most of each event while ensuring we work together to create an unforgettable experience for visitors. Whether you're a shop, restaurant, farm, greenhouse, lodging provider, or attraction, pull up a seat—we're putting Hampshire Highlands on the map.

EVENT CALENDAR

A full lineup of seasonal events designed to keep the energy going year-round.



2025-2026 Signature Events

- **Sip & Savor Hampshire** – March 1, 2025
- **Spring Crawl: Easter Blooms, Bites & Sips** – April 19, 2025
- **Blossoms & Bites** – May 10, 2025
- **Stars, Sips & Sweets (Flag Day Celebration)** – June 14, 2025
- **Hampshire County Farm Crawl: Farm Fresh Flavors** – July 12-13, 2025
- **Summer Harvest Festival** – August 1-3, 2025
- **Cozy & Crisp: Fall Preview Weekend** – September 20, 2025
- **Fall Crawl: Harvest & Haunts** – October 18, 2025
- **Holiday Sip & Shop** – November 29, 2025 (Small Business Saturday)
- **Hampshire Highlands: A Month of Merriment** – December 2025
- **Fire & Ice** – January 17-18, 2026
- **Cabin Fever Cure** – February 21, 2026

EVENT BREAKDOWNS & PARTICIPATION IDEAS

Each event offers a unique opportunity for businesses to engage visitors. Below are recommendations to help make the most of each one.

Blossoms & Bites (May 10-11, 2025)

A focus on Mother's Day weekend specials.

Restaurants & cafes can offer brunches and floral-themed dishes.

Greenhouses can promote the perfect Mother's Day plant gifts.

Retailers can highlight gifts, self-care items, and pampering experiences.

Hashtags: #HampshireHighlands #ComeToHampshire #AlmostHeaven
#ThisIsWVLiving #TheNaturalPick #SpringVibes #MothersDayWeekend

Stars, Sips & Sweets (June 14, 2025)

A Flag Day celebration with patriotic-themed drinks, desserts, and décor.

Restaurants and bars can offer cocktails and mocktails inspired by red, white, and blue.

Local shops can create red, white, and blue product displays.

Lodging partners can offer 'Americana Weekend' specials.

Hashtags: #HampshireHighlands #ComeToHampshire #AlmostHeaven
#ThisIsWVLiving #TheNaturalPick #StarsAndSips #FlagDayFun

Hampshire County Farm Crawl: Farm Fresh Flavors (July 12-13, 2025)

A focus on farm tours, local produce, and hands-on experiences.

Restaurants can create farm-to-table menus.

Farms & greenhouses can offer seasonal produce and U-pick experiences.

Hashtags: #HampshireHighlands #ComeToHampshire #AlmostHeaven
#ThisIsWVLiving #TheNaturalPick #FarmFresh #WVAgriTourism

Summer Harvest Festival (August 2-3, 2025)

This community-led event includes the Artisan Village, parade, dog show, and more.

Vendors must register separately.

Local businesses can still participate by offering themed specials and experiences.

Restaurants: Summer flavors, ice cream flights, seasonal beverages.

Shops: Local food displays, pop-ups, festival bundles.

Lodging: "Stay and Stroll" packages.

Hashtags: #HampshireHighlands #ComeToHampshire #AlmostHeaven
#ThisIsWVLiving #TheNaturalPick #SummerHarvest #FarmToTable

Cozy & Crisp: Fall Preview Weekend (September 20, 2025)

A soft launch into fall! Highlight warm drinks, cozy bites, and autumn décor.

Restaurants: Fall-flavored menus, soft launches for seasonal items.

Retailers: Preview autumn product lines, host mini demos.

Greenhouses: Mums, pumpkins, early fall arrangements.

Hashtags: #HampshireHighlands #ComeToHampshire #AlmostHeaven
#ThisIsWVLiving #TheNaturalPick #CozyAndCrisp #FallPreview

Fall Crawl: Harvest & Haunts (October 18, 2025)

Pumpkin season in full swing—plus spooky touches.

Restaurants: Pumpkin spice dishes, Halloween treats.

Shops: Fall décor, costume accessories, spooky sales.

Attractions: Haunted tours, pop-up photo ops.

Hashtags: #HampshireHighlands #ComeToHampshire #AlmostHeaven
#ThisIsWVLiving #TheNaturalPick #FallCrawl #HarvestAndHaunts

Holiday Sip & Shop (November 29, 2025)

Small Business Saturday celebration.

Retailers: Holiday open house, sales, gift wrapping stations.

Restaurants/Cafes: Seasonal treats, festive drinks, hot cocoa bars.

Makers: Pop-ups, artisan markets, holiday bundles.

Hashtags: #HampshireHighlands #ComeToHampshire #AlmostHeaven
#ThisIsWVLiving #TheNaturalPick #SipAndShop #SmallBizSaturday

Hampshire Highlands: A Month of Merriment (December 2025)

A full-month celebration of holiday charm.

Tie-ins: Light Up Capon Bridge, Christmas in Romney, North Pole Express.

Restaurants: Comfort food menus, holiday cocktails/mocktails.

Shops: Festive window displays, stocking stuffer stations, cozy retail corners.

Lodging: Winter escape packages, decorate-your-room experiences.

Hashtags: #HampshireHighlands #ComeToHampshire #AlmostHeaven

#ThisIsWVLiving #TheNaturalPick #MonthOfMerriment #WVHolidayMagic

Fire & Ice (January 17, 2026)

A bold winter weekend of warm-and-chill contrasts.

Restaurants: Spicy dishes, hot drinks, icy desserts.

Shops: Winter wellness, heat + cold-themed bundles.

Attractions: Ice installations, fire pits, cozy photo ops.

Hashtags: #HampshireHighlands #ComeToHampshire #AlmostHeaven

#ThisIsWVLiving #TheNaturalPick #FireAndIce #WinterWeekend

Cabin Fever Cure (February 21, 2026)

Get folks out of the house with cozy offerings and indulgent treats.

Restaurants: Comfort food, soul-warming meals, rich desserts.

Shops: Self-care, hygge kits, books + blankets bundles.

Lodging: “Cozy getaway” specials, bundled stays with in-room treats.

Hashtags: #HampshireHighlands #ComeToHampshire #AlmostHeaven

#ThisIsWVLiving #TheNaturalPick #CabinFeverCure #CozySeason

READY TO UNLEASH THE HIGHLANDS?

We're thrilled to have you on board for Hampshire Highlands: A Year Unleashed! Let's work together to make 2025-2026 the most successful year yet!

 Questions or need marketing support?

Contact us: ComeToHampshire@gmail.com or call/text 304-822-0127



One quick reminder:

**If you're participating,
please share CVB event
posts—especially when
you're tagged. It **boosts**
visibility, **works with the**
algorithm, and **brings more**
people through your doors.
Sharing = more reach for
you, me, and everyone else
involved.**

