

**Virginia Tourism Corporation Marketing Leverage Program**

The Virginia Tourism Corporation (VTC) Marketing Leverage Program is designed to stimulate new tourism marketing programs through the creation of tourism partnerships and to extend the VTC “Virginia is for Lovers” campaign. The objective of this program is to leverage limited marketing dollars, resulting in increased visitor spending. A minimum of three partners must partner financially in the application. Applicants must incorporate aspects of the VTC “Virginia is for Lovers” campaign initiatives – including the VTC Partnership Advertising Opportunities. More information on the VTC Advertising Opportunities is available at <http://www.vatc.org/advertising/coopadprog/partneradvertising.asp>.

FUNDING LEVELS	The following guidelines will be used in evaluating applications for the VTC Marketing Leverage Program.
<p><b>Tier One Up to \$5,000</b></p> <ul style="list-style-type: none"> <li>Maximum award of \$5,000 with a 1:1 Match</li> </ul> <p><b>Tier Two Up to \$25,000</b></p> <ul style="list-style-type: none"> <li>Maximum award of \$25,000 with a 2:1 match (two dollars from partners matched by one dollar from VTC)</li> </ul>	<p><b><u>PROGRAM DESCRIPTION</u></b></p> <ul style="list-style-type: none"> <li>Program Description and Partner Evaluation               <ul style="list-style-type: none"> <li>What do you want to accomplish?</li> <li>What are the goals for your program?</li> <li>What are your partner’s roles and financial commitment?</li> </ul> </li> </ul> <p><b><u>PROGRAM CONTENT</u></b></p> <ul style="list-style-type: none"> <li>Target Audience and Market Research               <ul style="list-style-type: none"> <li>Who is your target market and audience?</li> <li>Why did you choose this market?</li> <li>What research supports your interest in this market?</li> <li>Have you completed the Research and Performance Measure Plan?</li> </ul> </li> <li>Marketing Message and Program               <ul style="list-style-type: none"> <li>What is your message that will cut through the clutter and encourage action?</li> <li>What resources do you have and need to reach the target market?</li> <li>What is your marketing plan to reach the target market?</li> <li>Is the marketing plan detailed, with specific timelines?</li> <li>Have you completed the Marketing Plan, Budget, and Timeline Sheet?</li> </ul> </li> <li>VTC “Virginia is for Lovers” Campaign               <ul style="list-style-type: none"> <li>Does the program support the VTC “Virginia is for Lovers” campaign, including the VTC Partnership Advertising Opportunities?</li> </ul> </li> </ul> <p><b><u>PERFORMANCE MEASUREMENT</u></b></p> <ul style="list-style-type: none"> <li>Effectiveness of Program               <ul style="list-style-type: none"> <li>Have you clearly listed your objectives, desired outcomes, and demonstrated how you have leveraged dollars?</li> <li>Have you complete the Research and Performance Measure Plan?</li> <li>How will you know if you have reached your target audience?</li> <li>How will you report the effectiveness of your program?</li> <li>Is there a plan for implementing the program if requested funding is not fully awarded?</li> <li>Is there a sustainability plan to continue the program after the requested funding cycle?</li> </ul> </li> </ul>
<ul style="list-style-type: none"> <li>The VTC Marketing Leverage Program funds will be disbursed on a reimbursement basis upon receipt of documentation of program implementation.</li> <li>Periodic progress reports and a final report will be required. Programs should be completed within 18 months of award date.</li> <li>The next application cycle will open on August 18 with an October 28, 2010 deadline.</li> </ul>	

Additional information can be found at <http://www.vatc.org/PAM/leverageprog.asp>. Please subscribe to the VTC Dashboard for announcements of the VTC Marketing Leverage Program and other VTC information. For more information visit <http://www.vatc.org/newsletter/newsletter.asp>.