

Virginia Tourism Corporation Music Festival Sponsorship Program - FAQs

Virginia's music scene boasts many different genres such as bluegrass, country, gospel, R&B, rock and roll, jazz, folk, and more. Virginia hosts dozens of events to showcase its rich musical history, with popular festivals that take place year-round. Among the largest are the American Music Festival, Lockn' Festival, Galax Old Fiddler's Convention, FloydFest, Hampton Jazz Festival, and Bristol Rhythm and Roots Reunion. Virginia also offers numerous smaller music festivals.



Music is an important driver of tourism in Virginia, and an important part of Virginia culture. The Virginia Tourism Corporation (VTC) Music Festival Sponsorship program's purpose is to help promote the growth of – and to offset the costs incurred by – Virginia music festivals, and to also build Virginia's brand as a music destination.

Below is additional information on the VTC Music Festival Sponsorship Program. In the box to the right, you will find a downloadable Word document for the application, and a PDF of a sample application.

- **What is the VTC Music Festival Sponsorship Program?**
 - The VTC Music Festival Sponsorship Program is a funding source for established (non-startup) music festivals in Virginia to help grow music festivals in Virginia, increase visitation to Virginia communities, and to extend the Virginia is for Music Lovers brand.
- **Why was the program created?**
 - Music is a major driver of visitation to Virginia, as well as an important part of Virginia culture.
 - There are dozens of music festivals throughout Virginia.
 - The VTC Music Festival Sponsorship Program offers funding for these music festivals through a competitive application process.
- **Who can apply?**
 - Applications are open to established (non-startup), multi-day or seasonal-series music festivals located in Virginia.
 - The principal Virginia entity responsible for the music festival must be the applicant.
 - Music must be the primary focus of the festival. Festivals that offer music – but do not have music as the main focus – are NOT eligible to apply.
 - Venues that have regularly scheduled, ongoing concerts and performances are NOT eligible for this program.
 - Single-day music festivals are NOT eligible to apply.

- **How much money can a festival receive?**
 - **NEW IN 2019 – All eligible festivals may apply for a maximum of \$10,000 in funding.** There will not be two funding levels as in the past.
 - **AWARD AMOUNT** - \$1,000 of your award will be in-kind in the form of VIFML banners, and installation of the Virginia LOVEWorks onsite at your festival. For example, if you apply for \$5000.00, your cash award will be \$4,000.00 plus the \$1,000.00 in VIFML items.
 - **Depending on the number of qualifying applications received, and the funding available for the VTC Music Festival Sponsorship Program, your award may be less than your requested amount.**

- **Does the festival need to provide matching funds for this program?**
 - No, matching funds are not a requirement. However, the festival will need to provide their total festival budget amount as well as their total marketing budget amount information in their application narrative.

- **Does the festival need additional financial partners?**
 - The festival does not need additional financial partners to apply for the VTC Music Festival Sponsorship Program.

- **When will the festival receive the money?**
 - VTC funds are available up front, after signing a VTC Letter of Agreement confirming the benefits given to VTC as a sponsor of the festival, and VTC support of the festival.

- **For what can the money be used?**
 - VTC funds can be used for any production aspects needed for the festival. Examples include entertainment costs, production costs, staging, etc.
 - Marketing costs will NOT be funded through the VTC Music Festival Sponsorship Program.

- **If a festival receives funding through the VTC Music Festival Sponsorship Program, can the festival also apply for a VTC Marketing Leverage Program for the festival?**
 - Yes! Marketing is not funded through the VTC Music Festival Sponsorship Program, so applicants are encouraged to apply for marketing funds through the VTC Marketing Leverage Program. More information on this program can be found at <http://www.vatc.org/grants/leverageprogram/>.

- **What additional assistance is available as part of my application?**
 - Upon approval of your application, a VTC staff member will be assigned as your point of contact. You will work with this person in coordination of the VTC deliverables – both provided by the festival to VTC, as well as for marketing

assistance provided to the festival by VTC.

- **How do I apply?**
 - Download the Word Document application and PDF of the sample application.
 - Gather the required information, and complete the application sections:
 - Festival overview and description
 - Budgets for overall festival and marketing
 - Target audience and market information
 - Economic impact estimates
 - Support letter from local DMO(s)
 - Virginia is for Music Lovers support and tie-in opportunities
 - Keep answers brief and concise.
- Complete the application and return **no later than 5:00 PM on Thursday, February 21, 2019. THIS IS NOT A POSTMARK DATE!**

Mail the application – to arrive no later than 5:00 PM on Thursday, February 21, 2019 – to:

Virginia Tourism Corporation

Attention: Angela Wiggins
901 East Cary Street ■ Suite 900
Richmond, VA 23219

- **How is my application scored?**
 - Applications are scored based upon
 - Festival’s main focus is on music
 - Festival is unique in the region
 - Clear use of VTC funds is identified
 - Festival is a draw to visitors from greater than 50 miles
 - Festival has a way to determine who their patron is
 - Festival has a method of determining economic impact
 - Festival has a good economic impact for their area and size
 - Festival has social media strategies and a marketing budget
 - The amount of VIFL exposure provided by the festival
- **When will award decisions be announced?**
 - Awards should be announced by mid-March 2019

**NOTE: This will be the final year that the
VTC Music Festival Sponsorship Program will be offered.**

In the future, music festivals are encouraged to apply for marketing funding assistance through the VTC Marketing Leverage Program. More information on this program can be found at <https://www.vatc.org/grants/leverageprogram/>.