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**VIRGINIA TOURISM CORPORATION
2019 MUSIC FESTIVAL SPONSORSHIP APPLICATION**

Virginia’s music scene includes many different genres such as bluegrass, country, gospel, R&B, rock and roll, jazz, folk, and more. Virginia hosts a variety of events to showcase the 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.

 **Virginia Music Festival Application Guidelines

Eligible Programs**

* This program is open to Virginia partners that produce and host Virginia music festivals.
* Eligible music festivals must feature multi-day annual, or seasonal-series, music festival events.
* The principal Virginia entity responsible for the music festival must be the applicant.

**Ineligible Programs**

* Start-up, first-year music festivals are not eligible to apply.
* Single-day music festivals are not eligible to apply.
* Venues that have regularly scheduled, ongoing concerts and performances, are not eligible to apply.
* Festivals that offer music – but do not have music as the **MAIN FESTIVAL FOCUS** – are not eligible to apply.

Music festivals that are not eligible for the VTC Music Festival Sponsorship Program are encouraged to apply for marketing funding assistance through the VTC Marketing Leverage Program. More information on this program can be found at <http://www.vatc.org/PAM/leverageprog/>.

 **Fund Usage**

* Funds may be used for festival production costs, including staff costs, staging, entertainment, etc.
* Funds will be awarded upon application approval and signing of Letter of Agreement with VTC.
* Marketing costs will **NOT** be funded through this program. Festivals seeking marketing assistance are encouraged to seek marketing funds through the VTC Marketing Leverage Program. More information on this program can be found at <http://www.vatc.org/PAM/leverageprog/>.
* 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, and for marketing assistance provided to the festival by VTC.

**Application Instructions**

**Section One – Contact Information and Funding Level Request**

* Thoroughly complete the Contact Information section, including the Federal Employer Identification Number
* Indicate the amount of funding requested:
	+ 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.
* Sign the cover sheet indicating acknowledgment of requirement to sign a VTC Letter of Agreement, prior to receiving funds. Funds will be awarded up front, upon VTC Letter of Agreement completion.
* 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.

**Section Two – Festival Description, Budgets and DMO Support**

* On the following pages:
	+ Answer the questions in the order given that describes your festival; what makes it unique, what do you want to accomplish; what type of entertainment is offered; what is the run of your show; who is your target audience and market; how do you determine the target audience and market of your festival; what is a quick overview of your festival marketing; and how does your festival contributes to the local/regional tourism economy?
	+ Answer the questions that asks for what the VTC Music Festival Sponsorships dollars will be used. Include specific items and associated costs.
* DMO Letter of Support
	+ Include a Letter of Support from your local Destination Marketing Organization(s). A listing of DMOs can be found at <http://www.vatc.org/consumerservices/dmolist/> . Failure to include the DMO Support Letter will disqualify your application!

**Section Three – Your Festival Summary Page**

* Complete the attached Festival Summary. Here you will include information on your festival profile, lineup, ticket sales and prices, economic impact, budget, and your social media outlets.

**Section Four – VTC “Virginia is for Lovers” Promotions**

* As part of the VTC Music Festival Sponsorship funding, VTC must have maximum marketing exposure prior to, and during your festival. In 2019, special attention to VTC’s “50 Years of Love” promotion is encouraged. More information on “50 Years of Love” can be found at <https://www.vatc.org/50yearsoflove/>.
* In this section, specifically indicate how Virginia is for Music Lovers and/or 50 Years of Love will be incorporated in your festival marketing, and on-site during the festival.
* Please be very specific in your details for this section. Feel free to be creative in your opportunities to extend the Virginia is for Music Lovers brand at your event. *Unique ideas are encouraged!*

**APPLICATION SUBMISSION**

**Questions regarding the VTC Music Festival Sponsorship should be addressed to Steve Galyean, Planning and Partnerships Director,** **sgalyean@virginia.org** **or 804-545-5517.**

**The application must be received by the Virginia Tourism Corporation no later than 5:00 PM on Thursday, February 21, 2019. THIS IS NOT A POSTMARK DATE!**

* Provide the original and **FOUR** copies of your application.
* Make sure all questions have been answered completely.
* Include a Letter of Support from your local DMO. Failure to include the DMO Support Letter will disqualify your application!
* Application and supporting materials must NOT be bound or placed in a notebook.
* Staple the application in the upper left-hand corner.
* Do NOT copy your application front-to-back.
* Email or faxed applications will **NOT** be accepted.
* For tracking purposes and date/time delivery recording purposes, applications should be sent via UPS, FedEx, DHL, or USPS Registered Mail/Return Receipt Requested.
* Award decisions should be announced by mid-March 2019.

**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

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**VIRGINIA TOURISM CORPORATION
MUSIC FESTIVAL SPONSORSHIP APPLICATION**

**Section One – CONTACT INFORMATION AND FUNDING LEVEL REQUEST**

|  |  |
| --- | --- |
| **Official Name of Festival** |  |
| **Dates of Festival** |  |
| **Festival Organization Name** |  |
| **Primary Festival Contact Person** |  |
| **Title** |  |
| **Mailing Address** |  |
|  | **City** |  | **State** |  | **Zip** |  |
| **Physical Address** |  |
|  | **City** |  | **State** |  | **Zip** |  |
| **Phone** |  |
| **Email** |  |
| **Website** |  |
| **Federal Employer Identification Number** |  |

|  |  |
| --- | --- |
| **Amount of Funding Requested** | $  |
| **Eligible festivals may apply for up to a maximum $10,000 in funding.** $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.  |

**Authorization for Application**

I hereby certify I am authorized to sign this application requesting funding from the Virginia Tourism Corporation (VTC). I acknowledge that upon successful approval of the VTC Music Festival Sponsorship application – and before receiving funding payment – that I, as festival designee will be required to sign a VTC Letter of Agreement confirming the benefits given to VTC as a sponsor of the festival, and confirming remedies if - for whatever reason - the festival is not held, or elements or benefits are not delivered to VTC.

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Authorized Signature Date**

**SECTION TWO – FESTIVAL DESCRIPTION AND FUND USE**

**Answer the following, in the order given, on ONE PAGE TOTAL.**

1. **Tell us about your festival**
	* **Describe your music festival and include what makes your music festival unique in the region?**
	* **What do you want to accomplish?**
	* **What type of entertainment is offered?**
	* **What is your run of show?**
	* **Who is your target audience and market? How do you determine your target audience and market? What is a quick overview of your festival marketing plan?**
	* **What is your event’s role in your local tourism economy?**

**Answer the following, in the order given, on ONE PAGE TOTAL.**

1. **Tell us for what you will use the VTC Music Festival Sponsorship funds**
	* **Give a brief narrative (one paragraph) about how you will use the VTC funds.**
	* **Complete the following table showing your fund usage; Add additional rows as needed:**

|  |  |
| --- | --- |
| **ITEM DESCRIPTION** | **COST** |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
| **Total** | **$** |
|  |  |

1. **Include a Letter of Support from your local Destination Marketing Organization(s).
 A listing of DMOs can be found at** [**http://www.vatc.org/consumerservices/dmolist/**](http://www.vatc.org/consumerservices/dmolist/) **.

 *FAILURE TO INCLUDE THE DMO SUPPORT LETTER
 WILL DISQUALIFY YOUR APPLICATION!***
* **Check here to confirm that the DMO Letter of Support is attached**

**SECTION THREE – FESTIVAL SUMMARY (Complete the following table)**

|  |  |
| --- | --- |
| **Name of Festival** |  |
| **Dates of Festival** |  |
| **Location** |  |
| **Website** |  |
| **Funds Requested** |  |
| **Has your festival received VTC Sponsorship Funding in the past?** |  |
| **How do you define success for your music festival?** |  |
| **Number of consecutive days of music OR number of days in the music series** |  |
| **Previous attendance numbers** |  |
| **% of attendees from outside of** **50 miles** |  |
| **How do you know your attendees are from outside of 50 miles?** |  |
| **Top artists who performed last year, or artist booked to perform in 2019** |  |
| **Number of tickets sold in 2018** |  |
| **Price for tickets** |  |
| **Overall festival budget** |  |
| **Festival marketing budget** |  |
| **Economic impact of festival for area** |  |
| **How do you know the economic impact of your festival?** |  |
| **Social media stats (include name and follower numbers)** |   |
| **Facebook** |  |
| **Twitter** |  |
| **Instagram** |  |
| **You tube** |  |
| **Snapchat** |  |
| **Other (specify)** |  |
|  |  |
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**SECTION FOUR – VIRGINIA IS FOR MUSIC LOVERS PROMOTIONS**

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| **Marketing Deliverables to Co-Brand Virginia -** The Virginia is for Music Lovers (VIFML) logo and brand **MUST** receive high visibility from your Festival. Briefly describe how you will extend the VIFML brand through your pre-event marketing and on-site at the event. Please give specific details below.  |
| **The items below are REQUIRED by VTC as part of the VTC Sponsorship. Please indicate how you will further incorporate these in your Festival.** |
| **Virginia.org listings – MUST DO** |  |
| **Virginia is for Music Lovers and/or 50 Years of Love Logo Exposure (on ads, banners, promotional materials, and on or near stage) - MUST DO** |  |
| **The Virginia is for Music Lovers Video on your Festival website – MUST DO** |  |
| **Social Media Exposure (including use of #VAMUSIC and/or #LOVEVA) – MUST DO** |  |
| **On-Stage mentions of Virginia is for Music Lovers – MUST DO** |  |
| **The items below are SUGGESTED ways to amplify the VIFML Brand. Please indicate how you will incorporate these in your Festival.** |
| **VTC’s “50 Years of Love” Activation Ideas** |  |
| **Digital Exposure (including reciprocal links to www.Virginia.org)** |  |
| **Print Exposure (such as complimentary VIFL ad in event program)** |  |
| **Outdoor Media Exposure** |  |
| **Broadcast Exposure** |  |
| **Virginia is for Music Lovers exposure in video and/or audio production** |  |
| **On-Site; VTC Display Booth and On-site presence** |  |
| **PR Opportunities that incorporate VIFL and/or VTC officials including press conferences** |  |
| **Number of Media / Staff Passes and Access Levels of Passes for VTC staff and invited guests** |  |
| **Lodging and other accommodations for VTC Staff and/or other officials; please give details** |  |
| **Parking of VTC vehicles on-site** |  |
| **On-Site selling by event of Virginia is for Music Lovers Merchandise (bought at wholesale)** |  |
| **Items or packages for possible online sweepstakes. Please give details** |  |
| **In the section below, include any ADDITIONAL ways that your Festival will further promote the VIFML Brand. Be creative! Add rows as needed.** |
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