The Virginia Tourism Corporation (VTC) Marketing Leverage Program is designed to stimulate new tourism marketing programs through the creation of partnerships, to leverage limited marketing dollars, and to extend the “Virginia is for Lovers” brand. There are two funding cycles offered annually. A minimum of three Virginia partners are required to financially match VTC dollars. **Partners may use their existing marketing budgets as matching dollars.** Below is summary information on the program.

### FUNDING LEVELS

<table>
<thead>
<tr>
<th>Tier</th>
<th>Funding Limit</th>
<th>Matching Requirement</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Tier One</strong></td>
<td>Up to $10,000</td>
<td>1:1 Match (one dollar from partners matched by one dollar from VTC)</td>
</tr>
<tr>
<td><strong>Tier Two</strong></td>
<td>Up to $50,000</td>
<td>2:1 match (two dollars from partners matched by one dollar from VTC)</td>
</tr>
</tbody>
</table>

### DEADLINES, PAYMENTS AND REPORTS

- Applications will open in Spring 2020.
- The VTC Marketing Leverage Program funds are disbursed on a reimbursement basis upon receipt of documentation of program expenses.
- A final report is required at the end of your program. Programs should be completed within 18 months of award notification date.

### PROGRAM DESCRIPTION

**15 Points**

**Program Description and Partner Evaluation**

- **Tell us about your program. Why is it needed and what do you want to accomplish? What are your goals?**
- **Tell us about your partners. Who are they, and what are their roles in your program beyond being financial partners?**
- **Tell us how you will adjust your program if you do not receive full, requested funding?**

### PROGRAM CONTENT

**25 Points**

**Target Audience and Market Research**

- Who is your target market and/or target audience?
- How will you track the effectiveness of your program?
- What specific local and/or state research supports why you chose this target market or audience?

**Performance Measures**

- **Tell us where you are now, and where you want to go**
- **Include a specific baseline for each item you measure**

**Marketing Message and Program**

- **What is your specific marketing message and call to action?**
- **What specific marketing efforts will you undertake?**

### 50 YEARS OF LOVE

**5 Points**

- How does your program incorporate VTC’s “50 Years of Love?”

### VTC “Virginia is for Lovers” CAMPAIGN

**10 Points**

- **Indicate how the program supports the “VIRGINIA IS FOR LOVERS” campaign**

Complete information can be found at [www.vatc.org/grants/leverageprogram](http://www.vatc.org/grants/leverageprogram) or contact Angela Wiggins at awiggins@virginia.org or 804-545-5553. Please subscribe to the VTC Travel Post eNewsletter for announcements of the VTC Marketing Leverage Program and other VTC information. For more information visit [www.vatc.org/about/newsletter-signup/](http://www.vatc.org/about/newsletter-signup/).