



WanderLove Grant Program DMO PARTNER REQUIREMENTS

VTC is offering a grant of \$10,000 that can be used on anything related to the WANDERLOVE campaign, but you MUST do the following:

1. Submit a press release to relevant media outlets announcing participation in WANDERLOVE campaign and receipt of award.
 - VTC will provide a press release template.
2. Create and promote your own WANDERLOVE Road Trips Video -OR- promote VTC's WANDERLOVE video on your website.
 - VTC will provide WANDERLOVE logo lock-ups
3. Create one WANDERLOVE Road Trip Blog -OR- submit a WANDERLOVE Road Trip Itinerary for Virginia.org
 - Blog/Itinerary should feature: hidden gems, small towns/communities, scenic routes, outdoor experiences, and/or LOVEworks.
4. Create and share a minimum of three WANDERLOVE-related posts on social media.
 - VTC will provide customizable WANDERLOVE social templates.

Bonus:

- Customize WANDERLOVE campaign templates for a print ad and/or digital banners.
- Utilize one or more VTC Co-Op Programs to maximize your media spend.
- Get creative! Tell us how you will promote WonderLOVE in an unique way!