**VIRGINIA TOURISM SEARCH ENGINE MARKETING CO-OP PROGRAM**

**Google**

In an effort to assist in the promotion of the State’s tourism partners, VTC is happy to announce the continuation of the Google Search Engine Marketing (SEM) Co-Op program designed to help fund SEM campaigns actively being executed by the State’s marketing partners and to provide maximum flexibility for each partner’s specific marketing needs. Partners can design and manage their SEM campaigns through any means they deem appropriate, and any strategic approach they deem effective.

With this program the Virginia Tourism Corporation will reimburse all participants **25%** against all **qualified Search Engine Marketing Spend**, up to a **maximum of $25,000 per the VTC 2022 Fiscal Year (July 1, 2021 – June 30, 2022)**. Enrollment is on a first-come-first-served basis.

# Qualification Parameters

* Application and valid W9 must be submitted and approved by Mediahub (MH) prior to campaign start.
* When preparing your application, you will need:
  + A valid W9 signed 2020 or later (or signed 2021 or later if applying in 2022).
    - If you have already submitted a valid W9, you do not need to do so again, *but please denote on your application.*
  + Your annual Google budget and estimated half year breakout
    - *If estimated budgets change within the year, applications must be revised, re-sent and re-approved by MH (email* [*Kerry McNally*](mailto:kerry.mcnally@mediahubww.com)*)*
* **Ads must run on the Google Search Network only (Google Display Network & Smart Shopping Campaigns activity is excluded)**
* The landing page for the search ad must include the Virginia is for Lovers logo (at least 250 pixels tall or 250 pixels wide), or a 250-character promotional text summary about Virginia.
  + Landing page must contain a link to [www.virginia.org](http://www.virginia.org) (Link can be embedded into logo image or hyperlinked from text.)
  + [Submit your logo request here](https://www.vatc.org/marketing/advertising/vifl-logo-request/)

# Reimbursement Process

Reimbursements will be made on a half-year basis. All reimbursement claim forms and associated documentation must be emailed to Kerry McNally ([Kerry.mcnally@mediahubww.com](mailto:kerry.mcnally@mediahubww.com)) by submission deadlines below:

* Q3-Q4 2021: July – December 2021
  + **Submission deadline is January 31, 2022.**
  + Reimbursement made to partners by February 28, 2022
* Q1-Q2 2022: January – June 2022
  + **Submission deadline is July 31, 2022.**
  + Reimbursement made to partners by August 31, 2022

**There is a 10-business day grace period.**

**Q3/Q4 Submissions received after February 15, 2022 will not be approved for reimbursement.**

**Q1/Q2 Submissions received after August 12, 2022 will not be approved for reimbursement.**

# Documentation Required for Reimbursement

The following documents must be submitted to Kerry McNally (kerry.mcnally@mediahubww.com) in order to collect re-imbursement:

1. Screenshot(s) of Google Client Center showing:
   1. Run dates
   2. Total Spend
2. Excel Report exported from the Google Client Center showing:
   1. Run Dates
   2. Total Spend

**Screenshots and Excel report must reflect half-year time period (e.g. July-December 2021).**

***Visit the*** [***Google Search co-op page***](https://www.vatc.org/marketing/advertising/partneradvertising/search-google/) ***on vatc.org for a How-To Guide on Reimbursement Submission.***

**Virginia Tourism Corporation FY22 Google Co-Op Application**

Please submit this form and a W9 signed in 2020 or later to [kerry.mcnally@mediahubww.com](mailto:kerry.mcnally@mediahubww.com).

## Contact Information

|  |  |
| --- | --- |
| **Name** |  |
| **Company Name** |  |
| **Street Address** |  |
| **City ST ZIP Code** |  |
| **Work Phone** |  |
| **E-Mail Address** |  |

## Application Details

|  |  |  |
| --- | --- | --- |
| **Submission Date** |  | |
| **Estimated Half Year Budgets:** | **Planned Spend** | **Estimated Reimbursement** |
| **Q3-Q4’21, July – December** |  |  |
| **Q1-Q2’22, January – June** |  |  |
| **Total Annual Google** |  |  |

## Total Reimbursement Amount (up to $25,000)

***For Mediahub Use Only***

|  |  |
| --- | --- |
| **Approved Reimbursement Amount** |  |
| **Date Approved** |  |
| **Approved By** |  |
| **Approval Signature** |  |
| **Title** |  |