



**Virginia Tourism Corporation (VTC)
Virginia Special Events & Festivals Program Terms and Conditions**

READ THIS FIRST SECTION THOROUGHLY AND REFER BACK TO THIS CHECKLIST BEFORE SUBMITTING YOUR FINAL APPLICATION!!!!

IMPORTANT! PLEASE NOTE THAT THIS IS A **NEW** PROGRAM. IT IS SIGNIFICANTLY DIFFERENT THAN VTC'S MARKETING LEVERAGE AND DMO GRANT PROGRAMS. THIS A REIMBURSEABLE SPONSORSHIP PROGRAM THAT ALLOWS FOR CERTAIN MARKETING AND PRODUCTION COST REIMBURSEMENTS. FAILURE TO EXECUTE THE SPONSORSHIP DELIVERABLES CONTAINED IN YOUR MARKETING AND PRODUCTION PLANS COULD RESULT IN NO REIMBURSEMENT.

APPLICATIONS ARE OPEN TO EVENTS, DMOs, BUSINESSES, ATTRACTIONS, ORGANIZATIONS, LOCALITIES, AND NON-PROFITS.

THIS PROGRAM WILL **NOT** FUND START-UP SPECIAL EVENTS & FESTIVALS. THIS PROGRAM WILL NOT FUND EVENT/CONCERT SERIES THAT ARE ONLY ONE NIGHT A WEEK. THE VTC RECOVERY MARKETING LEVERAGE PROGRAM IS A BETTER FIT FOR CONCERT SERIES WHERE PERFORMANCES ARE ONLY ONE NIGHT A WEEK OVER THE COURSE OF SEVERAL WEEKS/MONTHS.

SPECIAL EVENTS AND FESTIVALS FUNDED UNDER THIS PROGRAM MUST:

- BE AT LEAST TWO **CONSECUTIVE** DAYS
- BE HELD AT LEAST TWICE SINCE 2016
- BE TOURISM ORIENTED
- HAVE SIGNIFICANT VISITOR EXPERIENCE
- BE A SIGNIFICANT DRIVER OF VISITATION, AND IN PARTICULAR, OVERNIGHT VISITATION
- MUST BE BASED IN VIRGINIA

APPLICANTS MAY ONLY DO ONE APPLICATION PER CYCLE FOR THIS PROGRAM. APPLICANTS WHO HOST MULTIPLE LARGE MINIMUM TWO-DAY SPECIAL EVENTS OR FESTIVALS **MUST CHOOSE ONLY ONE SPECIAL EVENT OR FESTIVAL** FOR WHICH TO APPLY. WE RECOMMEND THAT APPLICANTS CHOOSE THEIR MOST SIGNIFICANT SPECIAL EVENT OR FESTIVAL WITH THE HIGHEST VISITATION AND MOST ECONOMIC IMPACT.

READ THESE GUIDELINES AND MAKE SURE THAT YOU HAVE ADDRESSED EVERY ASPECT CONTAINED IN THE GUIDELINES. FAILURE TO MEET THESE GUIDELINES WILL RESULT IN EITHER A LOWER SCORE OR INELIGIBILITY OF YOUR APPLICATION. BELOW IS A CHECKLIST FOR YOU TO USE IN REVIEWING YOUR APPLICATION BEFORE FINAL SUBMISSION. ALSO, BE SURE TO **READ THE HELPFUL TIPS** CONTAINED IN THE WORD VERSION OF THIS APPLICATION FOR ADDITIONAL WAYS TO STRENGTHEN YOUR APPLICATION!

- Have you read all instructions, Word version of this application, and helpful tips?
- Have you completed the CONTACT INFORMATION section including Federal Employer Identification Numbers (FEIN)? The FEIN is used to confirm eligibility.
- Have you indicated the dates of your special event or festival? Is the special event or festival a minimum of two days with robust visitor experiences on both days?
- Have you indicated the amount of your requested funds and does that amount correspond to your marketing plan budget?
- Have you provided a thorough description of your event, event names, event coordinator, event location, and two years' prior attendance data?
- Do you understand the liability insurance requirement and that Virginia Tourism Corporation must be listed as an interested party on the policy? Failure to do so may disqualify your application for reimbursement.
- Have you specified what you want to accomplish with this specific program?
- Have you indicated how this VTC funding will increase overnight visitation?
- Have you connected with partners to create special event or festival travel packages? Have you thoroughly explained those partnerships and packages?
- Have you identified your DMO and locality where the event takes place?
- Have you identified your TOP THREE FEEDER MARKETS? Have you indicated what research you have to validate these as your feeder markets? Have you indicated the targets within these feeder markets?
- Have you clearly stated what is your IN-KIND MARKETING MATCH, and what is the ESTIMATED VALUE of that marketing match?
- Have you clearly stated what is your IN-KIND PRODUCTION MATCH, and what is the ESTIMATED VALUE of that production match?
- Have you provided a *detailed* MARKETING PLAN, CALENDAR AND BUDGET AMOUNTS?
- Have you provided a *detailed* PRODUCTION PLAN, CALENDAR, AND BUDGET AMOUNTS?
- Have you indicated the number of days your special event/festival is open to the public with robust visitor experiences? Have you projected your special event attendance and indicated the research, info or data you used to make that projection?
- Have you indicated how many attendees spend at least one night in the locality where the event takes place, how many attendees are day trippers, and how many attendees are locals? Have you indicated the research, info, or data you used to make that projection?
- Have you clearly stated three additional PERFORMANCE OUTCOMES including baseline measures where you are today, and where you want to be for this special event or festival?
- BONUS POINTS** - Does your program activate and incorporate the "VIRGINIA IS FOR LOVERS" activations and campaign opportunities?

Please go back over your application to make sure all sections, tables, and forms are complete. Use this checklist to help evaluate your application. You will NOT be able to make amendments to your application after submitting your application or after the due date!

Applications are due **by 5:00 PM on Tuesday, March 8, 2022**

NO EXTENSION OF THIS DEADLINE WILL BE ALLOWED!!!



What is the Virginia Special Events & Festivals Program?

The Virginia Tourism Corporation (VTC) announces that applications are now open for the Virginia Special Events & Festivals Program. The Virginia Special Events & Festival Program purpose is to assist with marketing and production of established Virginia special events and festivals. Preference is given to special events and festivals that have a significant and positive economic impact on the Virginia local community. **THIS A REIMBURSEABLE SPONSORSHIP PROGRAM THAT ALLOWS FOR CERTAIN MARKETING AND PRODUCTION COST REIMBURSEMENTS. FAILURE TO EXECUTE THE SPONSORSHIP DELIVERABLES COULD RESULT IN NO REIMBURSEMENT.**

PLEASE NOTE: This is a **NEW** program and differs significantly from past VTC Marketing Leverage Program applications and past Virginia Music Festival Sponsorship applications. Below is an overview of the changes:

- Different online application process than in the past.
- Two funding levels:
 - a. \$10,000 for special events and festivals with under 20,000 attendees.
 - b. \$20,000 for special events and festivals with over 20,001 attendees.

While the applicants will project estimated attendance, those projections/estimates must be backed up by research, data, and information.

- No requirement for a cash match; **however, a dollar-for-dollar in-kind marketing and production match value is required. The in-kind match must be at least 50% of your requested funding amount.**
- State/Federal agencies are not eligible to apply for this funding.
- Only one application per applicant is permitted. Choose your most attended event with the highest economic impact for the destination.
- DMO Requirements: Recognized Virginia Destination Marketing Organizations (DMOs) may apply for this program. If you are not a DMO, you should let the DMO where the special event or festival will be held know you are applying for this funding program. A list of recognized Virginia DMOs is available at <https://www.vatc.org/wp-content/uploads/2021/01/DMOlist.pdf>.
- **Bonus Points will be awarded as follows:**
 - a. **Creative activation of the Virginia is for Lovers brand before, during and after your special event or festival. Logo requests and a list of approved logos can be found here:** <https://www.vatc.org/marketing/advertising/vifl-logo-request/>
 - b. **Incorporation of a VTC Brand campaign into your marketing plan. Info can be found here:** <https://www.vatc.org/marketing/advertising/brandinitiatives/>
 - c. **Incorporation of VTC PMAP opportunities in your campaign. Info can be found here:** <https://www.welcomeva.com/>
- **COMPETITION FOR THIS PROGRAM WILL BE STRONG.** The more complete your application, the better you will score. Please follow ALL directions and answer as completely as possible.

- Awardees of prior VTC Recovery Marketing Leverage Programs and/or prior VTC Marketing Leverage Program who have received extensions on prior applications may also apply. However, marketing plans and programs must be for **NEW** initiatives and not a repeat of a past marketing plan.
 - Due to the anticipated number of applications, and to expedite application approval, a draft review of applications will NOT be possible.
 - Only online applications will be accepted.
 - Do **NOT** send – via email or regular mail – any attachments or supplemental materials. These materials will NOT be reviewed. Only submit the requested and required information via this online application!
 - The final application must be submitted via the online application no later than **March 8, 2022 by 5:00 PM**. No other application delivery formats will be accepted. Grading of applications is expected to be completed and award/denial notifications made by April 15, 2022.
1. **IMPORTANT: Do not wait until the last minute to submit your application!** Waiting until the last minute does not allow VTC to diagnose any online submission problems and does not allow time to complete your application properly! No extensions on the deadline will be allowed.

The Rules

Applicant and Partners

Applicant and partners may consist of Virginia towns, cities, counties, convention and visitors' bureaus, planning district commissions, chambers of commerce, other local or regional destination marketing organizations (DMO), private businesses, museums, attractions, cultural and other events, and other tourism-related entities. **The Federal Employer Identification number (FEIN) must be included for the applicant.**

DMOs are *not required* to be a partner; however, all applications must indicate the DMO and locality where the special event or festival is located. A list of DMOs can be found at <https://www.vatc.org/wp-content/uploads/2021/01/DMOlist.pdf>.

Programs that are regional in scope are encouraged. If you have non-Virginia partners, you **MUST** indicate a minimum of two **Virginia** partners. In addition, your special event or festival must be located in Virginia, and drive visitation to Virginia. Applications that will lead to increased overnight visitation are encouraged and preferred. State/federal agencies are not eligible to apply for this funding.

All applicable partners in the application must be listed on <http://www.Virginia.org> and must provide a reciprocal link to <http://www.Virginia.org>. One partner must serve as the lead partner who will administer the program, and to whom the reimbursement payments will be made. The lead applicant can only be the lead partner in one application for this funding. **Potential vendor of services (i.e., advertising agency, PR firm, printer, web developer, etc.) for, or to, the application program cannot be a partner in the application.** Applicants are encouraged to seek services through a competitive bid process and are encouraged to utilize SWAM (Small Business, Women, or Minority-Owned) vendors, when possible. For more information about SWAM certification, please visit <https://www.sbsd.virginia.gov/certification-division/swam/>.

This program is not intended to be a sustainable funding source for your special event or festival. The use of VTC funds must be clearly specified in the application.

Please approach your application carefully. Think about how this funding can take your marketing to new target markets, target new demographics, and/or support new businesses, itineraries, or travel motivations and how this funding can expand your production budget to add additional special event or festival space, stages, comfort stations, or book new talent, or rent high quality A/V services. Current research on tourism in Virginia can be found at: <https://www.vatc.org/research/>

Scoring

There are limited funds for this program, therefore funding will be awarded on a merit scale. Awarding of funding is based upon information contained in the application and will be scored based upon the Virginia Special Events and Festivals Scoring Guidelines (shown below). Since awards are determined from these scores, the application must be as complete as possible. Do not assume that the review team is familiar with your area, or program, so be sure to include all requested information. Actual award may or may not equal amount requested and is based on available funds at the time of award. Maximum award for this program is \$20,000. In making decisions on funding applications, the Virginia Tourism Corporation may consider such factors as type and scope of the applying organizations, campaign audience and message, the organization’s additional resources, past awards to – and applications from – the applying organizations, the impact and priority of the proposed program, the timetable, the number of applications received, the dollar amounts of the applications received and most importantly, the impact of the program’s ability to drive visitation, and visitor revenue in the program coverage area.

The following points are assigned to sections in determining your application score

APPLICATION SECTION	POINTS
Event Information, Event History, & Audience	5 points
Program Goals	15 points
Top Three Feeder Markets	15 points
In-Kind Marketing & Production Plan, Calendar, Budget	20 points
Marketing & Production Plan, Calendar, and Budget	20 points
Projected Outcomes/Performance Measures	25 points
BONUS - VIRGINIA IS FOR LOVERS Campaign Tie -in	5 points
Total Possible Points	105 points

The Funds

There are two levels of funding in the Virginia Special Events & Festivals Program.

Tier One: \$10,000 for special events and festivals with less than 20,000 attendees.

Tier Two: \$20,000 for special events and festival with over 20,001 attendees.

- Funds will be disbursed on a **reimbursement basis** for your qualifying marketing plan items upon receipt from the Applicant by VTC of copies of vendor invoices showing the actual costs, proof of payment of invoices, proof

of product or ad campaign (tear sheets, examples of printed and digital materials, copies of audio or video footage, etc.), and/or screen captures and active web addresses for website related programs. Funding payment requests must include the Virginia Special Events & Festivals Program Reimbursement Request form provided after award notification.

- Applicants must provide a certificate of liability insurance where VTC is listed as an interested party. Failure to do so may result in disqualification of reimbursements.
- **REIMBURSEMENTS: Only ELIGIBLE items covered by the Virginia Special Events and Festivals Program (see Pages 7-9) will qualify for reimbursements.**
- **IN-KIND MARKETING & PRODUCTION MATCH VALUE: You will be required to provide a dollar-for-dollar marketing and production match but note that match can be in-kind. The in-kind match must be at least 50% of your requested funding amount.** In considering your in-kind marketing and production match items and value, be aware that you can use your existing marketing and production budget as match. In addition to your PAID MEDIA match components, you may use YOUR OWNED AND/OR EARNED MEDIA VALUE in determining your in-kind marketing match value. **NOTE:** Non-marketing and production value, such as office space, CANNOT be used as in-kind value match. ONLY eligible in-kind MARKETING and PRODUCTION values may be used for match.
- VTC allows a six month “lookback” period for your Paid Media and Paid Production match components. Eligible expenditures that have occurred since the September 2021 can be used as part of your match component and are reimbursable upon successful award notification and receipt of required documentation.
- VTC realizes that changes may need to be made to your marketing or production program. Any changes in the applicant’s program that arise after notification of award must be submitted in writing and approved in writing by VTC.
- All programs should be completed within 60 days after the event date.
- The applicant may request an extension due to event cancellation on a case-by-case basis.
- VTC must report on the effectiveness of the Virginia Special Events & Festivals Program to our stakeholders. We must show a return on investment of the program. To that end, you will be required to provide a brief final report on the effectiveness and outcomes of your programs.
- A final report must be submitted to the VTC within 60 days after the event detailing the results of the program, including return on investment, performance outcome results based upon your Projected Outcomes/Performance Outcomes Plan and other supporting data. The final report is a simple, two-page summary of the results of your Projected Outcomes/Performance Outcomes, and other outcomes of your program.
- Failure to provide the final report, or failure to meet guidelines stated in the application, may result in partners being in default and any funding awarded to date may be refundable to VTC.

What the Virginia Special Events & Festivals Program Will Fund

VTC will implement a variety of marketing campaigns over the next several months. Using VTC campaign templates and tie-ins are not required but are encouraged. Based on your timing and marketing goals, you may choose which campaign(s) would be most beneficial for you to join our efforts. All Virginia is for Lovers campaigns offer opportunities for our partners to participate by providing a partner toolkit, logo treatments, creative templates, and sample messaging. Information on the VTC Virginia is for Lovers campaigns is available at

<https://www.vatc.org/marketing/advertising/brandinitiatives/>.

VTC also encourages partners to review the Virginia Industry Advertising Co-Op program that offers simple, affordable, and flexible advertising opportunities with strategic partners. You will need to indicate on your application if your marketing campaign items are Co-Ops opportunities. Info on Co-Ops can be found here:

<https://vatc.org/marketing/advertising/partneradvertising/>

VTC also encourages partners to review the Virginia PMAP program that offers simple, affordable, and flexible advertising opportunities at Virginia Welcome Centers and Safety Rest Areas. You will need to indicate on your application if your marketing campaign items are PMAP opportunities. Info on the PMAP opportunities can be found here: <https://www.welcomeva.com/>

You MUST include the Virginia is for Lovers logo in your marketing. Logo requests and approved logos can be found here: <https://vatc.org/marketing/advertising/vifl-logo-request/>

Although you are not required to creatively activate the Virginia is for Lovers brand, campaigns, and opportunities in your marketing, by doing so you can receive up to 5 bonus points on your application. Think about how you can provide creative opportunities, beyond the required logo usage in your marketing, in your campaign to activate the Virginia is for Lovers brand. Examples might include signage and banners on stages, videotaped interviews disseminated via social media with performers wearing Virginia is for Lovers apparel, or other creative ways to include the brand in your marketing.

Virginia is for Lovers branded items, such as apparel, banners, and other promotional items, must be purchased from the Image Group through the VA Store. Partners are eligible to set up wholesale accounts. Information can be found here: <https://vatc.org/about/merchandise/>.

IMPORTANT: FAILURE to incorporate Virginia is for Lovers logo in your marketing may result in reimbursement requests being denied. Exceptions: 30 second radio advertisements, web banner advertisements, and 1/12 page or smaller advertisements are not required to have the VIRGINIA IS FOR LOVERS and/or campaign logos. Please visit <https://www.vatc.org/marketing/advertising/vifl-logo-request/> to request the VIRGINIA IS FOR LOVERS logo. Also refer to the VIRGINIA IS FOR LOVERS Creative Resources Guide for more information. The Guide can be found at https://www.vatc.org/wp-content/uploads/2020/03/creative_resources_guide_03262020v3.pdf.

Eligible Items

- Placement of Advertisements – (includes print ads, digital, radio, television, etc.). Ads must promote the applicant’s area to visitors. Applications that more fully integrate the “VIRGINIA IS FOR LOVERS” Industry Advertising Co-Op and/or PMAP Program will score higher. If the proposal includes media outlets that are not part of the VTC Advertising Opportunities, justification should be included as to why the proposed media outlet is used. Please visit <https://www.vatc.org/advertising/partneradvertising/> for more information on VTC Partnership Advertising Opportunities.
- Outdoor advertising through paid billboards.
- Creative services including agency fees.
- Printed Materials – Travel related printed materials including brochures, media kits, group tour publications, meeting planner publications and other printed information materials designed to promote the partner’s area as

a travel destination. Such programs **MUST** include a marketing/distribution mechanism and plan for promoting the availability of such printed materials.

- Website Development – Development and/or expansion of websites to promote the applicant’s area are eligible. Maintenance fees for websites are NOT eligible. Websites must include the “VIRGINIA IS FOR LOVERS” logo and must provide a reciprocal link to <http://www.Virginia.org> from the partner’s website. Website development programs must include a marketing mechanism and plan for promoting the awareness and availability of such websites. NOTE: Costs associated with programming of your current website to allow datashare with Virginia.org is an eligible expense. More information on VTC Datashare is available at <https://www.vatc.org/marketing/digital-marketing/datashare/>.
- Participation fees for desk-side media appointments with the VTC Communications Department. Travel expenses, including accommodations, and transportation, are NOT eligible.
- Participation in the VTC LOVEworks Program. For more information, please refer to <https://www.vatc.org/LOVEartworkapplication>
- Participation in the Virginia Travel Guide. For more information, please refer to <https://www.vatc.org/marketing/advertising/guideadvertising/>
- Participation fees in international sales missions with VTC & CRUSA, including Canada. For more information, please refer to <https://www.vatc.org/marketing/international/>. Travel expenses, including accommodations, and transportation, are NOT eligible.
- Digital Marketing – Search engine optimization, banner and website advertising, and other electronic marketing initiatives.
- Creation of mobile marketing applications (“Apps”) so long as they are measurable.
- Social media marketing initiatives, including Facebook, Twitter, YouTube, Instagram, Pinterest, etc.
- Influencer Marketing – Use of Influencer Marketers. To read and review our Best Practices for Influencer Marketing, please refer to <https://www.vatc.org/marketing/public-relations/prbestpractices/>. NOTE: This is a password protected page. Information on requesting a password is available at the link above. Please note that travel expenses, such as transportation, lodging, and meals for influencers are eligible, but alcohol expenses are **not** eligible.
- Production of photography and video marketing materials:
 - All photography and video marketing materials created using a VTC funding should include usage rights for VTC in perpetuity. You can secure those rights for Virginia Tourism corporation in one of two ways:
 1. When creating your for-hire contract, include language that allows you to transfer usage rights to partners (like VTC). Not only is it a great way to maximize your marketing dollars, but it is a practice VTC has been implementing for years. It is what allows us to share our photo assets with partners like yourself.
 - For an example of the language we use in our contracts, see section 3 in our [licensing terms & conditions](#). Please feel free to copy and adapt this language for your own contracts.
 2. You can have the copyright owner complete our [photo & video release form](#). This MUST be completed by the copyright owner, not by the licensing entity.
 - For information on planning your photo shoot, please see our [How to Plan a Photo Shoot](#) document. Here, we break down our planning process while giving recommendations and tips on maximizing your budget, staying organized, and considering the details.
 - Note: The cost of purchasing equipment for photographic and video production is NOT an eligible expense.
 - Note: The costs of food and other props during a photo shoot are NOT eligible expenses.

- High resolution photography and b-roll may be delivered to Sarah Hauser. Please contact her at shauser@virginia.org with assets and any questions.
- Participation fees in VTC domestic sales trade show opportunities. Travel expenses, including accommodations, and transportation, are NOT eligible.
- Participation fees in a sales mission with VTC Domestic Sales to target markets for Tour and Travel, Meetings & Conventions or Sports Marketing. Travel expenses, including accommodations, and transportation, are NOT eligible.
- Travel and Trade Show Booth Rental/Participation Fees – Fees associated with registration at travel and trade shows are eligible. Travel expenses, including accommodations, and transportation, are NOT eligible.
- Dues and Memberships – Fees that are required to participate in marketing initiatives or travel trade shows are eligible. Such membership fees shall not exceed 10% of your total marketing budget.
- Tradeshow Displays – Design and production of display units that will be used in conjunction with travel promotions at travel and tradeshow are eligible.
- Participation costs in the VTC Virginia Welcome Center Partnership Marketing and Advertising Program (PMAP). More information on PMAP is available at <https://www.welcomeva.com/>.
- Fulfillment Costs – Fees associated with mailing collateral materials as a result of the marketing programs are eligible as well as the cost of toll-free numbers associated with the programs.
- The cost of doing research **DIRECTLY RELATED TO YOUR PROGRAM**. Research may be up to 15% of your overall marketing budget. Research programs funded by the Virginia Special Events & Festival Program must share the research results and any reports with the VTC Research Department.
- Costs of promotional items (such as pens, pencils, t-shirts, hats, general merchandise, stickers, on-site or local banners, signs, glassware, etc.) NOT to exceed 10% of your total marketing budget.
- The cost of music licensing fees for concerts, performances, or use in video content. Music licensing fees may be up to 10% of your overall marketing budget. Examples of music licensing fees include fees charged by ASCAP, BMI, SESAC and other licensing companies.
- The cost of event cancellation insurance and/or event liability insurance. Up to 10% of your overall marketing budget may be used for insurance policy costs. However, VTC must be added as an interested party to the required event liability insurance policy **AND** a copy of the policy must be submitted for reimbursement.
- The cost of Wi-Fi Internet fees as part of hosting an event, meeting, or convention. Up to 10% of your overall marketing budget may be used to cover these costs.
- Event production costs including temporary stage and tent costs, temporary comfort station/restroom costs, temporary fencing costs, A/V equipment rentals, and performer booking fees.

INELIGIBLE ITEMS: What the Virginia Special Events & Festival Program will NOT Fund

The following will **NOT** be funded by the Virginia Special Events and Festivals Program:

- ***Programs that do not contribute to increased visitation to Virginia and Virginia destinations will not qualify.***
- ***Programs that promote and market cannabis will not qualify.***
- **Administrative and Office expenses** including office space, salary and personnel costs, office supplies, office equipment, normal office postage, other administrative costs, cost of doing business and overhead costs, vehicle costs; are NOT eligible expenses.
- Maintenance fees (such as hosting and ongoing maintenance) for websites are NOT eligible.

- The cost of purchasing computers/equipment (such as iPads, Point of Sale devices, drones, etc.) are NOT eligible expenses.
- Production of items such as books, art, music, etc. are NOT eligible expenses.
- Programs that focus on a tangible product's marketing (such as books, art prints, etc.) are NOT eligible expenses.
- Sponsorship costs not directly related to marketing activities are NOT eligible expenses.
- FAM/Media Tours costs associated with travel (transportation, lodging, meals, etc.) are NOT eligible expenses. Development of media kits and/or other collateral marketing materials are eligible expenses.
- Programs that focus exclusively on a RESEARCH project, will not qualify. **SUCH APPLICATIONS MUST INCLUDE EXTENSIVE MARKETING INITIATIVES AND NOT JUST FOCUS ON RESEARCH.** The Research cost must be directly associated with the marketing program. Research costs not directly associated with the program are NOT eligible expenses.
- Programs that focus exclusively on a BRANDING project will not qualify. **SUCH APPLICATIONS MUST INCLUDE EXTENSIVE MARKETING INITIATIVES AND NOT JUST FOCUS ON BRANDING.** The branding initiative must be directly associated with the marketing program. Branding costs not directly associated with the program are NOT eligible expenses.
- The costs of signage, vehicle wraps, and local/onsite banners - including production and installation - are NOT eligible expenses.
 - EXCEPTIONS:**
 - (1) Costs associated with posters, banners, and signage to assist with relaying information and changes due to COVID-19 *ARE an eligible signage cost.*
 - (2) Costs associated with Virginia is for Lovers posters, banners, and signage as part of a PMAP program when those posters, banners, and signage will be displayed at the Virginia Welcome Center or Safety Rest Area
 - (3) Cost associated with Virginia is for Lovers posters, banners, apparel and signage that will be displayed on-site or worn at an event by event staff and performers are not eligible for reimbursement, but may be counted as part of your in-kind match.
- Customer service and industry training programs are NOT eligible expenses.
- Ongoing maintenance and hosting fees for websites are NOT eligible expenses.
- Travel expenses, including accommodations, and transportation, are NOT eligible expenses.
- Costs to construct any **permanent** staging, fencing, comfort stations, or restrooms are NOT eligible expenses.
- Costs for event security is NOT an eligible expense.

DEADLINE INFORMATION

- Applications are due by 5:00 PM on **Tuesday, March 8, 2022**
- **NO extensions to this deadline will be possible.**
- Applicants will be notified of awards by April 15, 2022.