

VTC FALL 2022 MICROBUSINESS MARKETING LEVERAGE PROGRAM

This Word Document contains the questions and information within the online application for the VTC Fall 2022 Microbusiness Marketing Leverage Program. This document allows you to see the entire series of questions in the application. You may want to enter your answers in the Word Document, then copy and paste into the online application. This document also contains additional “Helpful Tips” and screenshots of the different sections in the online portal. These tips that can assist with answering the questions to strengthen your application.

NOTE: ONLY ONLINE APPLICATIONS WILL BE ACCEPTED.

OVERVIEW

The Virginia Tourism Corporation (VTC) is pleased to announce that applications are now open for the VTC Fall 2022 Microbusiness Marketing Leverage Program.

The Virginia Tourism Corporation is offering these grant funds to spur economic activity and travel across the Commonwealth to support small businesses and drive shoulder season visitation (September 2022 to May 2023.)

PLEASE NOTE: This application cycle for the VTC Microbusiness Marketing Leverage Program differs from past VTC Marketing Leverage Program applications. Below is a quick overview of the changes:

- Different online application than in the past.
- Drop down boxes with pre-selected list of media outlets, media types, and target markets.
- Eligible expenses dated from June 1, 2022 to May 31, 2023 are reimbursable if they promote small business and/or shoulder season visitation.
- One funding tier:
 - \$5,000 max award for all applicants
- No requirement for a cash match; however, **a 1:1 in-kind marketing match value is required.**
- Partner Requirement – You will need to identify three other partners in the Hub & Spoke section of the application who you can work with to leverage your marketing dollars. These partners are not required to enter information on your application, but you must contact those partners to discuss your application.
- **Bonus Points will be awarded as follows based on Activation of the Virginia is for Lovers branding and use of VTC services.**
- **COMPETITION FOR THIS GRANT 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 Programs 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!

APPLICATION INSTRUCTIONS

Read the VTC Fall 2022 Microbusiness Marketing Leverage Program Terms & Conditions. The Terms & Conditions contain information on eligible expenses under the VTC Microbusiness Marketing Leverage Program.

Review these instructions in full to see the questions you will need to answer in the application, as well as HELPFUL TIPS. Refer to the HELPFUL TIPS for pointers on what the VTC Grant Review Team will look for in a competitive application.

You will complete the following sections in your application:

- Contact Information & Program Information
- Requested Funds
- Target Markets

- Partnerships (Hub & Spoke)
- In-kind Marketing Match
- Marketing Plan
- Performance Outcomes
- Bonus Section
- **NOTE:** New in this application are drop-down boxes with pre-selected out-of-state target markets and pre-selected in-state target markets. You must select from those lists. Also, there are drop-down boxes for various media outlets. We recommend that you select from those lists. However, there is an “other” option for outlets or vendors not on the list.

VTC MICROBUSINESS MARKETING LEVERAGE PROGRAM APPLICATION

VERY IMPORTANT: Your application information is saved on our server as you enter it. If you need to leave the application, **copy and save the url at the top**, scroll to the bottom of the application, and click “Save and Continue Later”. You can use that url to go back to your application. **BE SURE TO COPY THIS URL SO THAT YOU CAN GO BACK TO EDIT YOUR APPLICATION!** You also can enter your email address and have the link sent to you. **YOU WILL NEED TO FOLLOW THIS PROCEDURE EACH TIME YOU LEAVE THE APPLICATION IN ORDER TO SAVE YOUR WORK.**

Once you are ready to submit the **Final Version**, you will acknowledge the Acceptance of Terms. A SUBMIT button will appear. At that point you may submit your application. **Please note** that once you submit, you will **NOT** be able to make any revisions to your application.

DEADLINE INFORMATION

- Applications are due by 5:00 PM on Tuesday, September 20, 2022.
- **NO extensions to this deadline will be possible.**
- Award announcements should be made by late October.

Helpful hints, application questions, and screenshots of the application portal begin on page 3.

APPLICANT INFORMATION

HELPFUL TIPS for Applicant Information

- Be sure to complete ALL sections of the Applicant Information, including your Federal Employer Identification Number (FEI#). Social Security number is required if you are a sole proprietorship and do not have an FEI Number.

Business/Organization Name:

FEI# (SS# if sole proprietorship):

Business Mailing Address:

City:

State:

Zip Code:

The screenshot shows the Virginia Tourism Corporation website header with navigation links for 'about', 'marketing', and 'grants'. Below the header is the title 'Virginia Microbusiness Marketing Leverage Program' and the section 'Applicant Information'. The form includes the following fields:

- BUSINESS NAME***: A text input field with a red location pin icon to its left.
- EIN # (IF A SOLE PROPRIETORSHIP, SS # IS ALLOWED.)***: A text input field.
- BUSINESS MAILING ADDRESS***: A text input field with a red location pin icon to its left.
- STREET ADDRESS**: A text input field.
- ADDRESS LINE 2**: A text input field.

HELPFUL TIPS for Business Type and # of Employees

- Select from the drop-down box choices the Business or Organization type that best fits your business.
- List the number of full-time employees and the number of part-time employees. Employees who average 35 hours per week or less would be considered .5 full-time equivalent. Employees who average 36 hours per week or more would be considered 1 full-time equivalent for this program. (Example: Jane works 32 hours a week and Susan works 42 hours a week. That equals 1.5 full-time equivalent jobs.)
- We understand the seasonal nature of the tourism industry so please make a good faith effort to estimate your full-time equivalent jobs as best you can average throughout a calendar year.

Business/Organization Type:

of Full-Time Employees:

of Part-Time Employees:

The screenshot shows a web browser window with the URL vatc.org/vtc-microbusiness-marketing-leverage-program-application/. The page header includes the Virginia Tourism Corporation logo and navigation links for 'about', 'marketing', and 'grants'. A dropdown menu is open, listing various business types such as 'Small Business (Retail)', 'Small Business (Outfitter/Tour Guide)', 'Small Business (Lodging)', 'Small Business (Craft Beverage)', 'Small Business (Venue)', 'Small Business (Restaurant/Food Truck)', 'Small Business (Other)', 'Small Museum/Gallery', 'Officially Recognized DMO', 'Planning District Commission', 'Virginia Main Street Org', 'National Main Street Org', 'Other Organization', and 'Local Government'. The 'Small Business (Retail)' option is selected. Below the dropdown, there is a 'STATE' dropdown menu with 'Virginia' selected, and a 'ZIP CODE' input field. At the bottom, there are two input fields labeled 'HOW MANY FULL-TIME EMPLOYEES DO YOU HAVE?*' and 'HOW MANY PART-TIME EMPLOYEES DO YOU HAVE?*'.

HELPFUL TIPS for Contact Information

- List the person who is the designated contact for the grant program. This could be the business owner, manager, marketing manager, bookkeeper, etc. VTC will **ONLY** communicate about the grant program with this person unless given written permission to communicate with another person at the business or organization.

Contact Name:

Contact Email:

Contact Phone#:

Contact Mailing Address:

City:

State:

Zip Code:

CONTACT EMAIL*

CONTACT MAILING ADDRESS*

STREET ADDRESS

ADDRESS LINE 2

CITY

STATE

ZIP CODE

CONTACT PHONE NUMBER*

HELPFUL TIPS for Requested Funds and Handles/URLS

- Work on your Marketing Plan Budget Section before filling in the requested funds question.
- List the \$ amount of funds you are requesting from VTC. The maximum award is \$5,000, but you can request less than that based on your cash flow and/or marketing plan.
- This is a **reimbursement** program. Think about your businesses or organization's cash flow. Funds will be available upon supplying documentation of **implementation** of your indicated marketing plan items **and documentation of payments** for those items. Please allow up to 30 days for payment processing once your reimbursement request has been approved.
- Your Marketing Plan Budget should **at least equal** the total of your request.
- List the url of your Virginia.org listing. Being listed on Virginia.org is **required** for this program. You can learn how to set up an account and create your listing at this link: <https://www.vatc.org/marketing/digital-marketing/webmarketing/>
- List your social media handles and hashtags, if available. If not, just put N/A in the box.

How much funding are you requesting from VTC?:

Virginia.org url:

Twitter:

Facebook:

Instagram:

TikTok:

Website:

Hashtags:

Industry Advertising Co-Op Prog x | VTC x CrowdRift Localhood - Virg x | [VTC] Microbusiness Marketing L x +

watc.org/vtc-microbusiness-marketing-leverage-program-application/

Virginia Tourism Corporation

about marketing grants

ZIP CODE

HOW MUCH FUNDING ARE YOU REQUESTING FROM VTC?*

Please list your business/organization's web & social media info:

VIRGINIA.ORG URL*

TWITTER FACEBOOK INSTAGRAM

TIKTOK WEBSITE HASHTAGS

Program Focus (10 points)

- Select from the drop-down box selections the Program Focus that best fits your marketing plan.
- Name your Marketing Program something short and creative (i.e., Fall Fun in Franklin)
- Indicate the dates you will start and end your marketing program. Programs must end by 05/31/2023. You can stretch your budget across several months or focus on a shorter timeframe.
- Describe your program in detail. What is the goal of your marketing plan? What types of media are you using? How will this program lead to overnight travel in your county, town, or city? How will this program increase visitation to your business and other small businesses in your county, town, or city?
- If you are an organization applying, how will this program help market small businesses in your region, county, town, or city? How will this program specifically drive off-peak/shoulder season travel (Sept 2022 to May 2023) visitation? Explain how your program will drive overnight visitation to your community or region.
- If you are applying for an event or festival, explain how the event will drive overnight visitation and visitation to small businesses near the event or festival venue in the off-peak/shoulder season. ****Please note** that applicants that are applying to market an event **MUST** obtain event **liability insurance** and list Virginia Tourism Corporation as an interested party on the event liability insurance policy. VTC will send you an email reminder about this requirement if you are awarded funding.

Program Focus:

Program Name:

Program Start Date:

Program End Date:

Program Description:

How will this program support small businesses during the tourism shoulder season (September 2022 to May 2023)?

Program Focus (10 Points)

PROGRAM FOCUS

Arts & Culture
Arts & Culture
Culinary
History
Music
Outdoor Recreation
Holidays/Spring Break
Other
mm/dd/yyyy

PROGRAM END DATE*
mm/dd/yyyy

PROGRAM DESCRIPTION

Target Markets (20 points)

HELPFUL TIPS for Target Markets

- Before completing this section, you will want to do some research on where visitors to your business, city, county, town, or region are coming from. Review your credit card zip code data, talk to your Destination Marketing Office (DMO), and look at the data and visitor profiles available at www.vatc.org/research. A list of DMOs can be found at https://www.vatc.org/business-directory/wpbdp_category/dmo/
- Select from the drop-down box selections ONE out-of-state target market based on your research.
- Indicate why you chose this market, what data you used, and indicate the data source.
- Select from the drop-down box selections ONE in-state target market based on your research.
- Indicate why you chose this market, what data you used, and indicate the data source.

**Please note that the Washington DC metro area is considered both an in-state and out-of-state market depending on your proximity to the area. Please DO NOT select Washington DC metro area as BOTH your in-state and out-of-state target market.

**Please note that at least 25% of your funding award MUST be spent on advertising to an out-of-state market.

Out of State Target Market:

Why did you choose this market?:

In State Target Market:

Why did you choose this market?:

Target Markets (20 Points)

You must choose one out of state market and one in

OUT OF STATE TARGET MARKET

Baltimore, MD ▼

- Baltimore, MD
- New York, NY
- Philadelphia, PA
- Raleigh, NC
- Boston, MA
- Cleveland, OH
- Columbus, OH
- Harrisburg, PA
- Nashville, TN
- Pittsburgh, PA
- Atlanta, GA
- Washington DC Metro Area
- Charlotte, NC
- Chicago, IL

IN-STATE LARGE METRO TARGET MARKET

Washington D.C. Metro Area ▼

- Washington D.C. Metro Area
- Hampton Roads
- Richmond
- Roanoke-Salem
- Bristol
- Charlottesville
- Harrisonburg
- Winchester
- Fredericksburg
- Danville
- Lynchburg

Partnerships/Hub & Spoke (25 points)

Virginia Tourism Corporation uses a Hub & Spoke model to inform tourism development and marketing. You can learn more about the Hub & Spoke model in the state and regional tourism plans located here: <https://vatc.org/drive2/>

- If you are a small business applicant, put your business as the LURE.
- List the names of three other businesses, venues, or attractions that visitors often also visit when they come to your business. These are your spokes, and you should talk to them about partnering on marketing initiatives. Be specific. Do not list business types like “restaurants.” List specific business names like “Joe’s Diner at Fairfield.”
- These “spoke” partners are not required to enter information on your application, but you should contact those partners to discuss your marketing program and think about way you can partner together on this application or future marketing initiatives.
- If you are an organization or event applicant, put the destination, event, or attraction as the LURE. The destination could be a Main Street shopping district, a specific park or attraction, a specific shopping district, an event, an event series, a town, a city, or a region. List three small businesses as spokes that your program will help market. Be specific. Do not list business types like “restaurants.” List specific business names like “Joe’s Diner at Fairfield.”
- Tell us why you selected those businesses as your spokes. Explain any current or future marketing partnerships you plan with these businesses, explain how these businesses support each other and your business.

Lure:

Spoke One:

Spoke Two:

Spoke Three:

Why did you select these spokes?

The screenshot shows the top portion of a web form. At the top left is the Virginia Tourism Corporation logo. To the right are navigation links for 'about', 'marketing', and 'grants'. Below this is the title 'Partnerships/Hub & Spoke (25 Points)' followed by a brief instruction: 'If your business is the hub, what other businesses or attractions will folks visit. Who can you partner with on marketing? These are your spokes.' The form contains a text input field for 'LURE*' with the placeholder 'Your business/destination/attraction'. Below this are three text input fields for 'SPOKE #1*', 'SPOKE #2*', and 'SPOKE #3*'. The background of the form has a light gray geometric pattern.

IN KIND MARKETING PLAN

HELPFUL TIPS for your IN-KIND MARKETING PLAN

- **Owned Media** is media you create and control. This could be your business blog, YouTube Channel, Instagram account, website, or Facebook page.
- **Earned Media** is when customers, the press, or the public share your content. This includes the advertising equivalent value of media coverage.
- **Paid Media** is when you pay for marketing, such as advertising through media outlets.
- You may have methods of determining the value of your Owned, Earned, and Paid Media. If so, then use those methods in estimating the value of your marketing media.

- Your in-kind marketing plan is a line-item listing of your in-kind match.
- Your match can exceed the 1:1 requirement. For instance, you may list \$10,000 in match for a \$5,000 requested award. The minimum match is 1:1.
- For owned media, you can count the number of site visits (use your web analytic tools) from the past 90 days at 10 cents each as in-kind match. You can count social media channel followers at 10 cents each. Look at your Facebook and Instagram insights for this data. For instance, if you have 1,000 Facebook followers, your in-kind match for Facebook is \$100.
- For earned media, use advertising rate equivalency. For instance, if you have ¼ page of editorial in a publication and ¼ page of advertising in that publication costs \$100, you can count \$100 as in-kind match.
- For paid media/advertising and marketing costs that you have paid for list them as line items. If you paid \$100 for an ad in a publication, you could list that paid ad as match.
- Because we streamlined our application for this round, there are only 7 lines available to list your match.
- **Be sure to include placement dates by month/year.**
- In the MEDIA DESCRIPTION box, indicate how you valued your in-kind match for that line item and specific details about that line item.
- Your IN-KIND Marketing Plan must be **equal or more** than your Marketing Budget. This program requires a 1:1 match. For a maximum \$5K award, you must show at least \$5k in in-kind match in your in-kind marketing plan.
- Non-marketing value, such as office space or staff wages, CANNOT be used as in-kind value match. Wages for marketing staff are not eligible. **ONLY eligible in-kind MARKETING values may be used for match.** Refer to eligible expense and ineligible expense list as stated Terms & Conditions.
- Prior awards from other VTC grant programs cannot be used as match.
- VTC allows a short “lookback” period for your in-kind paid match components. For example, if you placed an ad in a publication and that ad ran or will run after June 1, 2022 and before May 31, 2022 AND that ad promoted small businesses and/or off-peak/shoulder season visitation, you could use that Paid Media value as part of your match.
- **NOTE: PLEASE TOTAL YOUR IN-KIND MARKETING MATCH AND PLACE THAT GRAND TOTAL NUMBER IN THE BOX AT THE END OF THE IN-KIND MARKETING MATCH SECTION.**

Media Channel	Placement Dates	Amount	Description
Grand Total In-Kind Marketing Plan Budget:		\$	

In-Kind Marketing Plan (10 Points)

In-Kind Marketing Plan (This is your match. This grant requires a 1:1 match. Be sure to read instructions on eligible items, how to value followers, and how to value earned media like magazine articles.)

SELECT MEDIA TYPE	PLACEMENT DATES (MONTH/YEAR)	AMOUNT
<input type="text" value="Instagram"/> <ul style="list-style-type: none"> Instagram Facebook Google Ads Blue Ridge Outdoors Leisure Digital Trip Advisor Welcome Centers/PMAP Other (Print) Other (Digital) 	<input type="text"/>	<input type="text"/>
<input)="" <="" td="" type="text" value="graphics, # of followers, etc."/>		
<input type="text"/>		
<p>GRAND TOTAL IN-KIND MARKETING MATCH</p> <input type="text"/>		

MARKETING PLAN (25 POINTS)

HELPFUL TIPS for your MARKETING PLAN

- Your marketing plan will help bring your idea to life. In this section, we want to hear how you will promote your campaign through strategic marketing efforts. Show us an integrated approach to promoting your campaign by thinking about the best places to amplify your message in your selected target markets and reach your intended audiences.
- Please select from the list of specific media outlets and types, list the date(s) of placement (month/year), list the cost, and provide a detailed description about this marketing plan line item.
 - For example:
 - Blue Ridge Outdoors Magazine – ¼ page color ad – March 2022 - \$1,300.00
 - Facebook – digital boosts—September 2022 to May 2023--\$1,500—Weekly Facebook boosts allocated at \$50 per week about fall and spring kayak trips targeting 25 to 34-year-olds in the Washington DC metro area
- For non-media placements, such as brochure printing, insurance policies, music licensing fees, or web development, follow the same format as for media placements, but select an “other” category from the online dropdown box.
 - For example:
 - Other (Print)-- My Town Outdoor Brochure – Printing of 5000 brochures – Feb 2022- \$1200.00-description of brochure and distribution
 - Other (Digital)--ASCAP music license fee—Event dates: April 1 to April 3, 2022—\$1,000-description of license
- You can continue to add items to your Marketing Plan as needed.
- Because we streamlined our application for this round, there are only 7 lines available to list your marketing items. Allocate your funding appropriately. You can provide additional information for each line item in the MEDIA DESCRIPTION BOX.
- Be sure to include placement dates by month/year.
- In the MEDIA DESCRIPTION box, provide ample details on demographics, frequency, distribution, etc.
- Your Marketing Plan Grand Total should at least equal the amount of funding you requested earlier in the application. It is okay if your total budget amount exceeds your requested amount, but the maximum award for this grant will be \$5,000.

- Non-marketing value, such as office space or staff wages, CANNOT be part of your marketing plan. Wages for marketing staff are not eligible. ONLY eligible MARKETING expenses are reimbursable. Please refer to the list of eligible and ineligible items as stated in the Terms & Conditions.
- You are encouraged to use the VTC Co-Ops and PMAP/Welcome Center opportunities to further leverage your marketing dollars.
 - The VTC Advertising Co-Op Program and PMAP/Welcome Center Program offer simple, affordable, and flexible advertising opportunities so our industry partners can participate in impactful media campaigns.
 - We have streamlined the Co-Op program to provide a more substantial investment in the programs that are the most impactful and easy to use for our partners to enter the market as quickly and successfully as possible.
 - If you are unsure of how to start planning your Paid Media plan, please look at the VTC Partner Media Planning Guide: https://www.vatc.org/wp-content/uploads/2021/10/VTC-Media-Planning-Guidelines_1021.pdf
 - More information on the VTC Co-Ops is available at <https://www.vatc.org/marketing/advertising/partneradvertising/>
 - More information on the VTC PMAP Welcome Center Advertising program is available at: <https://www.welcomeva.com/>

NOTE: Do NOT send via email or regular mail any attachments including existing marketing plans or other materials. You MUST complete the marketing plan using the format below. Any email attachments or supplemental information sent via email or regular mail will NOT be reviewed.

Marketing Plan Item	Description of Marketing Plan Item	Date of Placement or Activity (Month/Year)	Budget Amount
Grand Total Marketing Plan Budget:			\$

Marketing Plan (25 Points)

SELECT MEDIA TYPE

PLACEMENT DATES (MONTH/YEAR)

AMOUNT

MEDIA DESCRIPTION

(type of ad, target market, demographics)

Marketing Plan (25 Points)

SELECT MEDIA TYPE	PLACEMENT DATES (MONTH/YEAR)	AMOUNT
<input type="text"/>	<input type="text"/>	<input type="text"/>
<ul style="list-style-type: none">InstagramFacebookGoogle AdsBlue Ridge OutdoorsLeisure DigitalTrip AdvisorWelcome Centers/PMAPOther (Print)Other (Digital)		

PERFORMANCE MEASURES (10 POINTS)

HELPFUL TIPS for your PERFORMANCE MEASURES

- Please **state at least two ways** you will measure the success of your program, where those numbers are today, and where those numbers should be at the conclusion of your marketing plan listed in this application.
- This section will be used when you submit your final report at the end of your program.
- In order to know if you are successful, you need to establish TWO ways to measure your success.
- The hope is that your marketing program will generate more visitation, ticket sales, occupancy and/or revenue.
- A couple of examples are:
 - | <u>Metric</u> | <u>Baseline</u> | <u>Goal</u> |
|-----------------|-----------------|-------------|
| # of room night | 500 | 700 |
| Gift Shop Sales | \$10,000 | \$12,500 |
- Complete the section two performance outcomes that you select from the drop-down list. Make sure these are measurable at your business, organization, or event.
- Indicate how these funds will help your business or businesses in your community stay open longer or more hours during the off-peak/shoulder season.
- Indicate how these funds will help you retain or add any employees at your business or businesses in the community.

Performance Outcome #1:

Performance Baseline:

Performance Goal (by May 2023 or earlier if your program ends earlier):

Performance Outcome #2:

Performance Baseline:

Performance Goal (by May 2023 or earlier if your program ends earlier):

Will receiving these funds allow businesses to stay open more days in the off-season? How will hours or days open be extended to stay open longer or more often September 2022 to May 2023?

How will these funds help you retain or add any employees at your business or businesses in the community?

Performance Measures (10 Points)

PERFORMANCE OUTCOME #1

Select Outcomes from Drop Down Box

of Room Nights

- # of Room Nights
- Meals Tax Revenue
- # of Customers
- # of Tickets Sold
- Annual Sales
- Sales Tax Revenue
- # of Visitors
- # of Event Attendees
- Occupancy Tax Revenue

of Room Nights

PERFORMANCE GOAL (MAY 2023)

PERFORMANCE OUTCOME #1

Select Outcomes from Drop Down Box

of Room Nights

PERFORMANCE BASELINE (NOW)

PERFORMANCE GOAL (MAY 2023)

PERFORMANCE OUTCOME #2

Select Outcomes from Drop Down Box

of Room Nights

PERFORMANCE BASELINE (NOW)

PERFORMANCE GOAL (MAY 2023)

WILL RECEIVING THESE FUNDS ALLOW BUSINESSES TO STAY OPEN MORE DAYS IN THE OFF-SEASON? IF THE APPLICANT IS A SMALL BUSINESS, HOW WILL HOURS OR DAYS OPEN BE EXTENDED TO STAY OPEN LONGER OR MORE OFTEN FROM SEPTEMBER 2022 THROUGH MAY 2023?

HOW WILL THESE FUNDS HELP YOU RETAIN OR ADD ANY EMPLOYEES AT YOUR BUSINESS OR BUSINESSES IN THE COMMUNITY?

BONUS POINTS (5 POINTS AVAILABLE)

Virginia is for Lovers Brand Activations, Services, and Tie-Ins.

HELPFUL TIPS to receive up to 5 BONUS POINTS

- You can receive up to 5 Bonus Points added to your grant score by indicating below how you will integrate aspects of the Virginia is for Lovers campaigns into your marketing, which VTC services from the drop-down_box you are using or will use, and if you will use PMAP Welcome Center advertising or VTC Co-Ops opportunities.
- A VTC Staff Content Acquisition opportunity is an invitation to VTC staff to attend an event to take photographs, video, research for blogs, and social media posts. However, offering such an opportunity is not a guarantee that content acquired will be used on VTC channels or that VTC can attend an event.
- Virginia is for Lovers merchandise is available on www.thevastore.com. Resellers may also set up a wholesale account at www.thevastore.com.
- Virginia is for Lovers logo on Rack Cards. This is required if the marketing plan in this application includes printing rack cards. Logo requests can be made here: <https://www.vatc.org/marketing/advertising/vifl-logo-request>
- PR Leads are an opportunity for you to receive editorial inquiries from media outlets who are looking for story ideas and information for editorial in magazines, digital sites, and print. You can learn more about VTC PR Leads here: <https://www.vatc.org/marketing/communications/public-relations/partner-media-opportunities/>
- Photography is uploading high quality photographs to the VTC Widen portfolio for use by VTC and partners. Information on how to license your photos for VTC is located here: <https://www.vatc.org/marketing/advertising/creative-services/>
- Like and Follow VisitVirginia and ViginiaisforLovers on social media. A full list of VTC channels can be found here: <https://www.vatc.org/marketing/communications/social-media/>
- More information on the Virginia is for Lovers statewide and out-of-state advertising campaigns is available at <https://www.vatc.org/marketing/advertising/brandinitiatives/>
- You made add additional creative opportunities under the “Other” category in the drop-down box.

VIFL Activation:

Activation Details:

Virginia Tourism Corporation

about marketing grants

Bonus - VIFL Activation (5 Bonus Points)

How will you integrate the Virginia is for Lovers brand in your marketing and advertising materials? (Refer to grant instructions and Select from Drop Down Box)

VIFL ACTIVATION

- VTC Staff Content Acquisition Opportunity
- Virginia is for Lovers merchandise for sale on-site
- Virginia is for Lovers logo on rack cards
- Signed up for PR Leads
- Photography
- Liked & Followed VisitVirginia on Social Media
- Business Listed on Virginia.org
- Other

VIFL ACTIVATION

SUBMITTING YOUR APPLICATION

VERY IMPORTANT:

- Your application information is saved on our server as you enter it.
- If you need to leave the application, scroll to the bottom of the application and click “**Save and Continue Later**”.
- You will receive a unique URL that will allow you to go back into the application to make edits. **BE SURE TO COPY THIS URL SO THAT YOU CAN GO BACK TO EDIT YOUR APPLICATION!**
- You also can enter your email address and have the link sent to you.
- **YOU WILL NEED TO FOLLOW THIS PROCEDURE EACH TIME YOU LEAVE THE APPLICATION IN ORDER TO SAVE YOUR WORK.**

Once you are ready to submit the **Final Version**, you will acknowledge the Acceptance of Terms.

- A SUBMIT button will appear—**check the box** affirming that you have read and understand the Terms and Conditions of the Virginia Tourism Corporation Microbusiness Marketing Leverage Program.
- At that point you may submit your application.

- You will receive a confirmation screen and you will receive a PDF of your application.
- **Please note** that once you submit, you will NOT be able to make any revisions to your application.

ACCEPTANCE OF TERMS*

By clicking this checkbox and submitting this form, you are confirming that all information is final.

I have read and agree to the terms and conditions of the Microbusiness Marketing Leverage Program. I understand that failure to meet the requirements in the Terms and Conditions could result in forfeiture of the award and denial of reimbursements.

DEADLINE INFORMATION

- **Applications are due by 5:00 PM on Tuesday, September 20, 2022**
- **NO extensions to this deadline will be possible.**
- Award announcements should be made by late October.