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**Virginia Tourism Corporation (VTC)   
Spring 2023 Marketing Leverage Program**

**Terms and Conditions**

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

**IMPORTANT!** PLEASE NOTE THAT SOME CHANGES HAVE BEEN MADE AND THE APPLICATION PROCESS AND TERMS & CONDITIONS FOR THE SPRING 2023 MARKETING LEVERAGE PROGRAM ARE DIFFERENT FROM PRIOR ROUNDS. FOR THE SPRING 2023 ROUND, **VTC IS REQUIRING A 1:1 CASH MATCH** FOR THIS PROGRAM. **SINCE THIS IS NOT A “RECOVERY” ROUND IN-KIND MATCH IS NOT PERMITTED.**

**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?**
* **Is your business or destination listed on Virginia.org? Applicants and partners must be listed on Virginia.org before reimbursements can be processed. However, listing on Virginia.org is not required at the time of application.**
* Have you completed the CONTACT INFORMATION section including Federal Employer Identification Numbers (FEIN)? The FEIN is used to confirm eligibility. Small sole proprietorships may use their SSN in place of the FEIN.
* Have you answered the question about events outside the scope of your normal operations and do you understand the liability insurance requirement?
* Have you indicated the amount of your requested funds and does that amount correspond to your marketing plan budget?
* Have you identified the dates of your marketing program?
* Have you indicated who is your Destination Marketing Organization? And have you uploaded a letter of support from the DMO? If your locality is not covered by a local or region DMO, you may upload a letter of support from the locality.
* Have you THOROUGHLY described your program hub, identified two partners spokes and four supporting spokes?
* Have you identified your TARGET MARKETS? Have you indicated what research you have to validate these as your target markets? Have you identified your target demographics within those markets?
* Have you clearly stated what is your 1:1 **CASH** MARKETING match, and what is the value of that marketing match? Have you included the dates of the items?
* Have you provided a *detailed* MARKETING PLAN, CALENDAR AND BUDGET AMOUNTS?
* Have you clearly stated your PERFORMANCE OUTCOMES including baseline measures where you are today, and where you want to be at the end of your marketing program?
* **BONUS POINTS** - Does your program activate the “VIRGINIA IS FOR LOVERS” brand?

**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, February 28, 2023**

**NO EXTENSION OF THIS DEADLINE WILL BE ALLOWED!!!**

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**What is the Virginia Tourism Corporation Marketing Leverage Program?**

The Virginia Tourism Corporation (VTC) announces that applications are now open for the Virginia Tourism Corporation (VTC) Spring 2023 Marketing Leverage Program.   
  
The coronavirus had a devastating impact on the tourism and hospitality industries in Virginia. As the Commonwealth reopens for business, Virginia Tourism is offering these marketing grant funds to spur economic activity and travel across the Commonwealth.

**PLEASE NOTE:** The application process for the VTC Marketing Leverage Program differs from past VTC Marketing Leverage Program applications. Below is an overview of the changes:

* Different online application process than in the past.
* Maximum award of $20,000 with a 1:1 **cash match**.
* Partner Requirement – You will need to identify two other partners 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. You will also need to identify four other partners and how they complement your marketing campaign.
* State/Federal agencies are not eligible to apply for this funding.
* DMO Requirements: Virginia Destination Marketing Organizations (DMOs), officially designated as of 12/31/21, may apply for this program. If you are not a DMO, you must let the DMO know you are applying for this funding program and upload a letter of support from the DMO. If your location is not covered by a local or regional DMO, please upload a letter of support from the locality. A list of recognized Virginia DMOs is available at <https://www.vatc.org/wp-content/uploads/2022/09/DMOlist.pdf>
* **Applicants are required to:** 
  1. **Include the Virginia is for Lovers brand in the marketing campaign. Logos requests and a list of approved logos can be found here:** <https://www.vatc.org/marketing/advertising/vifl-logo-request/>

**Applicants are encouraged to:**

* 1. **Incorporate a VTC Brand campaign into your marketing plan. Info can be found here:** [**https://www.vatc.org/marketing/advertising/brandinitiatives/**](https://www.vatc.org/marketing/advertising/brandinitiatives/)
  2. **Incorporate of VTC PMAP/Welcome Center opportunities in your campaign. Info can be found here:** <https://www.welcomeva.com/>
* **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 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 **February 28, 2023 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 mid-April 2023.

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), ***tourism-oriented*** private businesses, museums, attractions, cultural or other events, and other tourism-related entities. Programs promoting cannabis are not eligible. Stand-alone hair salons, nail salons, yoga studios, personal fitness studios, and other wellness services are only eligible if they are part of a larger single-entity resort complex that includes lodging. For instance, a hair salon that is part of The Homestead Resort would be eligible. However, a hair salon in strip mall would not be eligible. **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 your local DMO and upload a letter of support from the DMO. However, if the location of the application is not covered by a local or regional DMO, a letter of support from the locality will suffice. A list of DMOs can be found at <https://www.vatc.org/wp-content/uploads/2022/09/DMOlist.pdf>

Programs that are regional in scope are encouraged. If you have non-Virginia spokes, you MUST indicate a minimum of two **Virginia** partners. In addition, your program must be located in Virginia, and drive visitation to Virginia. Applications that will lead to increased overnight visitation are encouraged. 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> before reimbursements can be processed. However, it is not required at the time of application.

Applicants will administer the program and receive the reimbursement payments. The applicant can only submit one application for this funding. **Potential vendor of services** **(i.e., advertising agency, PR firm, printer, web developer, podcasters, influencers, 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 program. All programs must be for new initiatives. The use of VTC funds must be clearly specified in the application.

Partial funding may be awarded in some cases and applicants who accept the partial funding award will need to make adjustments to their marketing plan based on the partial award amount.

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. 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 VTC Marketing Leverage Program 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** |
| Program Marketing Goals | 15 points |
| Hub & Spoke Section | 25 points |
| Target Markets | 20 points |
| Marketing Plan, Calendar, and Budget | 30 points |
| Performance Outcomes | 10 points |
| BONUS - VIRGINIA IS FOR LOVERS Activations | 5 points |
| **Total Possible Points** | **105 points** |

### The Funds

There is one level of funding for this Marketing Leverage Program round. That funding level is $20,000 with a 1:1 cash match. Applicants are not required to apply for the maximum amount, but $20,000 is the maximum amount that will be awarded to any single applicant. Please note this is the first time VTC has allowed a maximum award of $20,000 at a 1:1 cash match. This is different than pre-pandemic award tiers. Proof of cash match will be required for reimbursement under this program. This is different than the recovery programs that were offered during the pandemic. Please be sure to read all reimbursement instructions closely if you receive an award from this program.

* 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 VTC Marketing Leverage Program Reimbursement Request form provided after award notification.
* Applicants that include eligible event costs for events, meetings, or conventions outside the normal scope of business operations, 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 VTC Marketing Leverage Program (see Pages 8-10) will qualify for reimbursements. For a $20,000 award, you would need to submit proof of payment for $40,000 worth of marketing expenses in order to meet the 1:1 match requirement. For a $5,000 award, you would need to submit proof of payment for $10,000 worth of marketing expenses in order to meet the 1:1 cash match requirement.**
* VTC allows a six month “lookback” period for your Paid Media match components. Eligible expenditures that have occurred since the August 1, 2022 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 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 18 months of the award notification date**.**
* The applicant may request up to a 6-month Extension ONCE before the end of the 18-month duration of the application program. No further extensions will be granted.
* VTC must report on the effectiveness of the VTC Marketing Leverage 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 of the end of the program detailing the results of the program, including return on investment, performance outcome results based upon your Performance Measures Plan and other supporting data. The final report is a simple, two-page summary of the results of your Performance Measures, 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 VTC Marketing Leverage 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. 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/Welcome Center 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/Welcome Center opportunities. Info on the PMAP/Welcome Center 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 and 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 banners on stages, videotaped interviews disseminated via social media with performers wearing Virginia is for Lovers apparel, Virginia is for Lovers apparel on staff, unique photography or videography opportunities, behind-the-scenes opportunities, 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/> Please note that only 10% of your award can be used for promotional items. However, additional items may be counted in your cash marketing match as long as the items are used in a way that creatively activates the VIFL brand on site or as part of a PMAP program.

**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 data share with Virginia.org is an eligible expense.
* 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 LOVE works RENTAL 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 MLP grant 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](https://www.vatc.org/wp-content/uploads/2020/07/Licensing-Assets-Terms-Conditions.pdf). 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](https://www.vatc.org/marketing/advertising/video-and-photo-requests/photovideoconsent/). 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](https://www.vatc.org/wp-content/uploads/2020/08/How-to-plan-a-photoshoot-08032020-V4.pdf) 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](mailto: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. 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 tradeshows 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 VTC Recovery Marketing Leverage 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 any event liability insurance policy AND a copy of the policy must be submitted for reimbursement. Event liability insurance is required for applications that include events, meetings, or conventions outside your normal scope of business.
* The cost of Audio-Visual equipment rental as part of hosting an event, meeting, or convention. Up to 10% of your overall marketing budget may be used for A/V equipment rental.
* 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.

### INELIGIBLE ITEMS: What the VTC Recovery Marketing Leverage Program will *NOT* Fund

The following will **NOT** be funded by the VTC Recovery Marketing Leverage 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.***
* ***Programs that are not tourism-oriented will not qualify. Tourism-oriented means having a robust visitor experience that brings in visitors from out-of-region and out-of-state.***
* **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.
* Event start-up and production costs 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 design, fabrication, and installation of Virginia Civil War Trails interpretive markers and/or Road to Revolution interpretive markers *ARE an eligible signage cost*. Maintenance fees for Virginia Civil War Trails and/or Road to Revolution interpretive markers are NOT eligible expenses. Projects that include Virginia Civil War Trails and/or Road to Revolution interpretive markers must include a marketing component promoting the presence of the marker. An application for a project that features Virginia Civil War Trails and/or Road to Revolution interpretive markers must be endorsed by Drew Gruber, Executive Director, Virginia Civil War Trails (Contact: 804-783-7423 or Virginia Civil War Trails, PO Box 1862, Williamsburg, VA 23187). This endorsement must be indicated in your program description, and proof of endorsement (signed letter) must be included with reimbursement requests for Virginia Civil War and/or Road to Revolution Trail markers
  + (3) Costs associated with Virginia is for Lovers posters, banners, and signage as part of a PMAP/Welcome Center program when those posters, banners, and signage are temporary will be displayed at the Virginia Welcome Center or Safety Rest Area or at a grant-funded event or festival.
  + (4) 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 beyond 10% of the applicant’s total award, but may be counted as part of your match.
* Customer service and industry training programs are NOT eligible expenses.
* Travel expenses, including accommodations, and transportation, are NOT eligible expenses.

**DEADLINE INFORMATION**

* **Applications are due by 5:00 PM on Tuesday, February 28, 2023**
* **NO extensions to this deadline will be possible.**
* Applicants will be notified of awards by mid-April 2023.