**Summer 2023 VA250th Application Template**

\*NOTE: This is just a template for the application. You CANNOT submit this instead of your actual application. Only applications submitted through the web portal will be accepted and reviewed.

**Applicant Information**

**Name of Official VA250th Committee**

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**EIN**

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**Applicant Street Address**

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**Attach a Copy of Your Locality’s Official VA250 Resolution**: ***You will need to attach this to the actual VA250th application in the web portal***

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**Committee Contact Name**

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**Contact Email**

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**Contact Mailing Address**

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**Contact Phone Number**

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**How Much Funding Are Your Requesting?**

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**Program Focus (20 Points)**

**Program Name**

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**Program Description**

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**Program Start Date**

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**Program End Date**

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**Program Goals**

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**How Does This Program Inform the Visitor About America’s History, Stories, or Cultures and Support The Missing of The VA250 Commission?**

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**What are the Positive Lasting Legacies of this Project?**

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**Partnerships (15 Points)**

***Helpful Tip! Think about your business as a hub and other businesses/attractions nearby as spokes. Who can you partner with on marketing that will represent your spokes?***

**How Will You Partner With Tourism Businesses To Market This Program and Increase Overnight Visitation?**

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**DMO Name**

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**DMO Contact Name**

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**DMO Contact Email**

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**DMO Address**

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**DMO Letter of Support: *You will need to attach this to the actual VA250th application in the web portal***

**Partner #1 Organization Name**

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**Partner #1 Financial Commitment (Min $250)**

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**Partner #1 Contact Name**

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**Partner #1 Contact Email**

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**Partner #1 Address**

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**Partner #1 Letter of Support: *You will need to attach this to the actual VA250th application in the web portal***

**How Does Partner #1 Support Your Program?**

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**Partner #2 Organization Name**

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**Partner #2 Financial Commitment (Min $250)**

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**Partner #2 Contact Name**

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**Partner #2 Contact Email**

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**Partner #2 Address**

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**Partner #2 Letter of Support: *You will need to attach this to the actual VA250th application in the web portal***

**How Does Partner #2 Support Your Program?**

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**Cash Match Marketing Plan (20 Points)**

**\*HELPFUL TIP! *This is your match. This grant requires a 1:1 cash match. Be sure to read instructions on eligible items. Only eligible items may count as match/***

***\*For “Select Media Type,” use the drop-down menu in the application on the web portal***

***\*For Consideration of Space, this template has 5 media placements available to begin with. If you need more than 5, you are welcome to add more to this document.***

**#1 Select Media Type**

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**Placement Dates (Month/Year)**

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**Amount/Value**

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**Description (Demographics & Target Markets)**

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**#2 Select Media Type**

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**Placement Dates (Month/Year)**

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**Amount/Value**

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**Description (Demographics & Target Markets)**

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**#3 Select Media Type**

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**Placement Dates (Month/Year)**

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**Amount/Value**

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**Description (Demographics & Target Markets)**

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**#4 Select Media Type**

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**Placement Dates (Month/Year)**

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**Amount/Value**

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**Description (Demographics & Target Markets)**

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**#5 Select Media Type**

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**Placement Dates (Month/Year)**

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**Amount/Value**

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**Description (Demographics & Target Markets)**

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**GRAND TOTAL OF ALL AMOUNT/VALUES FROM CASH MATCH**

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**Marketing Plan (20 Points)**

**\*HELPFUL TIP! *This is what you would like to be reimbursed by VTC. Be sure to review the eligible expenses list. Ineligible items will not be reimbursed.***

***\*For “Select Media Type,” use the drop-down menu in the application on the web portal***

***\*For Consideration of Space, this template has 5 media placements available to begin with. If you need more than 5, you are welcome to add more to this document.***

**#1 Select Media Type**

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**Placement Dates (Month/Year)**

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**Amount/Value**

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**Description (Demographics & Target Markets)**

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**#2 Select Media Type**

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**Placement Dates (Month/Year)**

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**Amount/Value**

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**Description (Demographics & Target Markets)**

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**#3 Select Media Type**

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**Placement Dates (Month/Year)**

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**Amount/Value**

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**Description (Demographics & Target Markets)**

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**#4 Select Media Type**

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**Placement Dates (Month/Year)**

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**Amount/Value**

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**Description (Demographics & Target Markets)**

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**#5 Select Media Type**

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**Placement Dates (Month/Year)**

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**Amount/Value**

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**Description (Demographics & Target Markets)**

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**GRAND TOTAL FROM ALL AMOUNTS/VALUES OF MARKETING PLAN**

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**Does Your Application Include Interpretive Signage, Including Road To Revolution Signage or Other Interpretive Signage?**

**If Yes, Please Upload Draft Signage Text or Design For Review: *You will need to attach this to the actual VA250th application in the web portal***

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**Performance Measures (20 Points)**

**#1 Performance Outcome**

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**Performance Baseline (Now)**

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**Performance Goal**

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**#2 Performance Outcome**

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**Performance Baseline (Now)**

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**Performance Goal**

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**#3 Performance Outcome**

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**Performance Baseline (Now)**

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**Performance Goal**

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**Bonus – VIFL Activation (5 Points)**

**\*HELPFUL TIP! *How will you integrate the Virginia is for Lovers brand and the VA250 brand in your marketing and advertising materials?***

***\*For “VIFL Activation,” use the drop-down menu in the application on the web portal***

**#1 VIFL Activation**

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**Activation Details**

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**#2 VIFL Activation**

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**Activation Details**

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**#3 VIFL Activation**

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**Activation Details**

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**#4 VIFL Activation**

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**Activation Details**

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**#5 VIFL Activation**

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**Activation Details**

**#6 VIFL Activation**

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**Activation Details**

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**#7 VIFL Activation**

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**Activation Details**

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**DEADLINE INFORMATION:**

* Applications are due by 5:00 PM on Tuesday, July 18, 2023.
* NO extensions to this deadline will be possible.
* Award announcements will be made by mid-September.