**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**

|  |
| --- |
|  |

**EIN**

|  |
| --- |
|  |

**Applicant Street Address**

|  |
| --- |
|  |

**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***

---

**Committee Contact Name**

|  |
| --- |
|  |

**Contact Email**

|  |
| --- |
|  |

**Contact Mailing Address**

|  |
| --- |
|  |

**Contact Phone Number**

|  |
| --- |
|  |

**How Much Funding Are Your Requesting?**

|  |
| --- |
|  |

**Program Focus (20 Points)**

**Program Name**

|  |
| --- |
|  |

**Program Description**

|  |
| --- |
|  |

**Program Start Date**

|  |
| --- |
|  |

**Program End Date**

|  |
| --- |
|  |

**Program Goals**

|  |
| --- |
|  |

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

|  |
| --- |
|  |

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

|  |
| --- |
|  |

**--**

**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?**

|  |
| --- |
|  |

**DMO Name**

|  |
| --- |
|  |

**DMO Contact Name**

|  |
| --- |
|  |

**DMO Contact Email**

|  |
| --- |
|  |

**DMO Address**

|  |
| --- |
|  |

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

**Partner #1 Organization Name**

|  |
| --- |
|  |

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

|  |
| --- |
|  |

**Partner #1 Contact Name**

|  |
| --- |
|  |

**Partner #1 Contact Email**

|  |
| --- |
|  |

**Partner #1 Address**

|  |
| --- |
|  |

**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?**

|  |
| --- |
|  |

**Partner #2 Organization Name**

|  |
| --- |
|  |

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

|  |
| --- |
|  |

**Partner #2 Contact Name**

|  |
| --- |
|  |

**Partner #2 Contact Email**

|  |
| --- |
|  |

**Partner #2 Address**

|  |
| --- |
|  |

**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?**

|  |
| --- |
|  |

**--**

**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**

|  |
| --- |
|  |

**Placement Dates (Month/Year)**

|  |
| --- |
|  |

**Amount/Value**

|  |
| --- |
|  |

**Description (Demographics & Target Markets)**

|  |
| --- |
|  |

**#2 Select Media Type**

|  |
| --- |
|  |

**Placement Dates (Month/Year)**

|  |
| --- |
|  |

**Amount/Value**

|  |
| --- |
|  |

**Description (Demographics & Target Markets)**

|  |
| --- |
|  |

**#3 Select Media Type**

|  |
| --- |
|  |

**Placement Dates (Month/Year)**

|  |
| --- |
|  |

**Amount/Value**

|  |
| --- |
|  |

**Description (Demographics & Target Markets)**

|  |
| --- |
|  |

**#4 Select Media Type**

|  |
| --- |
|  |

**Placement Dates (Month/Year)**

|  |
| --- |
|  |

**Amount/Value**

|  |
| --- |
|  |

**Description (Demographics & Target Markets)**

|  |
| --- |
|  |

**#5 Select Media Type**

|  |
| --- |
|  |

**Placement Dates (Month/Year)**

|  |
| --- |
|  |

**Amount/Value**

|  |
| --- |
|  |

**Description (Demographics & Target Markets)**

|  |
| --- |
|  |

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

|  |
| --- |
|  |

**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**

|  |
| --- |
|  |

**Placement Dates (Month/Year)**

|  |
| --- |
|  |

**Amount/Value**

|  |
| --- |
|  |

**Description (Demographics & Target Markets)**

|  |
| --- |
|  |

**#2 Select Media Type**

|  |
| --- |
|  |

**Placement Dates (Month/Year)**

|  |
| --- |
|  |

**Amount/Value**

|  |
| --- |
|  |

**Description (Demographics & Target Markets)**

|  |
| --- |
|  |

**#3 Select Media Type**

|  |
| --- |
|  |

**Placement Dates (Month/Year)**

|  |
| --- |
|  |

**Amount/Value**

|  |
| --- |
|  |

**Description (Demographics & Target Markets)**

|  |
| --- |
|  |

**#4 Select Media Type**

|  |
| --- |
|  |

**Placement Dates (Month/Year)**

|  |
| --- |
|  |

**Amount/Value**

|  |
| --- |
|  |

**Description (Demographics & Target Markets)**

|  |
| --- |
|  |

**#5 Select Media Type**

|  |
| --- |
|  |

**Placement Dates (Month/Year)**

|  |
| --- |
|  |

**Amount/Value**

|  |
| --- |
|  |

**Description (Demographics & Target Markets)**

|  |
| --- |
|  |

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

|  |
| --- |
|  |

**--**

**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***

**--**

**Performance Measures (20 Points)**

**#1 Performance Outcome**

|  |
| --- |
|  |

**Performance Baseline (Now)**

|  |
| --- |
|  |

**Performance Goal**

|  |
| --- |
|  |

**#2 Performance Outcome**

|  |
| --- |
|  |

**Performance Baseline (Now)**

|  |
| --- |
|  |

**Performance Goal**

|  |
| --- |
|  |

**#3 Performance Outcome**

|  |
| --- |
|  |

**Performance Baseline (Now)**

|  |
| --- |
|  |

**Performance Goal**

|  |
| --- |
|  |

**--**

**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**

|  |
| --- |
|  |

**Activation Details**

|  |
| --- |
|  |

**#2 VIFL Activation**

|  |
| --- |
|  |

**Activation Details**

|  |
| --- |
|  |

**#3 VIFL Activation**

|  |
| --- |
|  |

**Activation Details**

|  |
| --- |
|  |

**#4 VIFL Activation**

|  |
| --- |
|  |

**Activation Details**

|  |
| --- |
|  |

**#5 VIFL Activation**

|  |
| --- |
|  |

**Activation Details**

**#6 VIFL Activation**

|  |
| --- |
|  |

**Activation Details**

|  |
| --- |
|  |

**#7 VIFL Activation**

|  |
| --- |
|  |

**Activation Details**

|  |
| --- |
|  |

**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.