**VTC VA250 Tourism Marketing Program Grant Application Template**

 **Spring 2025 VA250 Tourism Marketing Program**

Please note that your information is saved on our server as you enter it. If you stop and restart your application, please upload your attachments again since those do not automatically save in the application.

Top of Form

* **Applicant Information**
* ORGANIZATION NAME\*
* EIN #\*
* APPLICANT STREET ADDRESS\*

STREET ADDRESSADDRESS LINE 2CITYAlabamaAlaskaAmerican SamoaArizonaArkansasCaliforniaColoradoConnecticutDelawareDistrict of ColumbiaFloridaGeorgiaGuamHawaiiIdahoIllinoisIndianaIowaKansasKentuckyLouisianaMaineMarylandMassachusettsMichiganMinnesotaMississippiMissouriMontanaNebraskaNevadaNew HampshireNew JerseyNew MexicoNew YorkNorth CarolinaNorth DakotaNorthern Mariana IslandsOhioOklahomaOregonPennsylvaniaPuerto RicoRhode IslandSouth CarolinaSouth DakotaTennesseeTexasUtahU.S. Virgin IslandsVermontVirginiaWashingtonWest VirginiaWisconsinWyomingArmed Forces AmericasArmed Forces EuropeArmed Forces PacificSTATEZIP CODE

* ATTACH A COPY OF YOUR LOCALITY'S OFFICIAL VA250 RESOLUTION\*

Max. file size: 25 MB.

* COMMITTEE CONTACT NAME\*

FIRSTLAST

* CONTACT EMAIL\*
* CONTACT MAILING ADDRESS\*

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* CONTACT PHONE NUMBER\*
* HOW MUCH FUNDING ARE YOU REQUESTING?\*
* **Program Focus (20 Points)**
* PROGRAM NAME
* PROGRAM DESCRIPTION
* PROGRAM START DATE\*

MM slash DD slash YYYY

* PROGRAM END DATE\*

MM slash DD slash YYYY

* PROGRAM GOALS
* HOW DOES THIS PROGRAM INFORM THE VISITOR ABOUT AMERICA'S HISTORY, STORIES, OR CULTURES AND SUPPORT THE MISSION OF THE VA250 COMMISSION?
* WHAT ARE THE POSITIVE LASTING LEGACIES OF THIS PROJECT?
* **Partnerships (15 Points)**

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.

* HOW WILL YOU PARTNER WITH TOURISM BUSINESSES TO MARKET THIS PROGRAM AND INCREASE OVERNIGHT VISITATION?\*
* DMO NAME\*
* DMO CONTACT NAME\*

FIRSTLAST

* DMO CONTACT EMAIL\*
* DMO ADDRESS\*

STREET ADDRESSADDRESS LINE 2CITYSTATE / PROVINCE / REGIONZIP / POSTAL CODE

* DMO LETTER OF SUPPORT/VA250 COMMITTEE LETTER OF SUPPORT

Max. file size: 25 MB.

* PARTNER #1 ORGANIZATION NAME\*
* PARTNER #1 FINANCIAL COMMITMENT (MIN. $250)\*
* PARTNER #1 CONTACT NAME\*

FIRSTLAST

* PARTNER #1 CONTACT EMAIL\*
* PARTNER #1 ADDRESS\*

STREET ADDRESSADDRESS LINE 2CITYSTATE / PROVINCE / REGIONZIP / POSTAL CODE

* PARTNER #1 LETTER OF SUPPORT\*

Max. file size: 25 MB.

* HOW DOES PARTNER #1 SUPPORT YOUR PROGRAM?
* PARTNER #2 ORGANIZATION NAME\*
* PARTNER #2 FINANCIAL COMMITMENT (MIN. $250)\*
* PARTNER #2 CONTACT NAME\*

FIRSTLAST

* PARTNER #2 CONTACT EMAIL\*
* PARTNER #2 ADDRESS\*

STREET ADDRESSADDRESS LINE 2CITYSTATE / PROVINCE / REGIONZIP / POSTAL CODE

* PARTNER #2 LETTER OF SUPPORT\*

Max. file size: 25 MB.

* HOW DOES PARTNER #2 SUPPORT YOUR PROGRAM?
* **Cash Match Marketing Plan (20 Points)**

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. The lookback period for expenses goes back to November 1st, 2024.

* SELECT MEDIA TYPE\*

Interpretive Signage (Other)Interpretive Signage (Road to Revolution)InstagramFacebookGoogle AdsBlue Ridge OutdoorsLeisure DigitalTrip AdvisorWelcome Centers/PMAPOther (Print)Other (Digital)Other (Radio)Other (TV)

* PLACEMENT DATES (MONTH/YEAR)\*
* AMOUNT/VALUE\*
* DESCRIPTION (TYPE, DEMOGRAPHICS, REACH)\*
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* AMOUNT/VALUE
* DESCRIPTION (TYPE, DEMOGRAPHICS, REACH)
* CASH MATCH MARKETING PLAN GRAND TOTAL\*
* **Marketing Plan (20 Points)**

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. Expenses must not be incurred after November 1, 2024 to be eligible for reimbursement.

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* PLACEMENT DATES (MONTH/YEAR)\*
* AMOUNT\*
* MEDIA DESCRIPTION\*

(type of ad, target market, demographics)

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* GRAND TOTAL MARKETING PLAN\*
* DOES YOU APPLICATION INCLUDE INTERPRETIVE SIGNAGE, INCLUDING ROAD TO REVOLUTION SIGNAGE OR OTHER INTERPRETIVE SIGNAGE? \*
	+ Yes
	+ No
* IF YES, PLEASE UPLOAD DRAFT SIGNAGE TEXT OR DESIGN FOR REVIEW.

Max. file size: 25 MB.

* **Performance Measures (20 Points)**
* PERFORMANCE OUTCOME #1\*

Select Outcomes from Drop Down Box

# of Room NightsMeals Tax Revenue# of Customers# of Tickets SoldAnnual SalesSales Tax Revenue# of Visitors# of Event AttendeesOccupancy Tax Revenue# of Website Clicks# of Event Sponsors# of Social Media Likes/Shares

* PERFORMANCE BASELINE (NOW)\*
* PERFORMANCE GOAL\*
* PERFORMANCE OUTCOME #2\*

Select Outcomes from Drop Down Box

# of Room NightsMeals Tax Revenue# of Customers# of Tickets SoldAnnual SalesSales Tax Revenue# of Visitors# of Event AttendeesOccupancy Tax Revenue# of Website Clicks# of Event Sponsors# of Social Media Likes/Shares

* PERFORMANCE BASELINE (NOW)\*
* PERFORMANCE GOAL\*
* PERFORMANCE OUTCOME #3\*

Select Outcomes from Drop Down Box

# of Room NightsMeals Tax Revenue# of Customers# of Tickets SoldAnnual SalesSales Tax Revenue# of Visitors# of Event AttendeesOccupancy Tax Revenue# of Website Clicks# of Event Sponsors# of Social Media Likes/Shares

* PERFORMANCE BASELINE (NOW)\*
* PERFORMANCE GOAL\*
* WHAT IS THE SUSTAINABILITY PLAN TO CONTINUE THIS PROJECT AFTER THE FUNDING CYCLE?
* WHAT IS THE PLAN FOR IMPLEMENTING THIS PROJECT IF FUNDING IS NOT FULLY AWARDED?
* **Bonus – VIFL Activation (5 Bonus Points)**

How will you integrate the Virginia is for Lovers brand and the VA250 brand in your marketing and advertising materials?

* VIFL ACTIVATION

Virginia is for Lovers logo on marketing materialsUsing VTC Welcome Center/PMAP programVirginia is for Lovers merchandise for sale on-siteSigned up for VTC PR LeadsVTC Staff Photography/Video OpportunitiesUploading Photos to Widen (VTC Photo Catalog)VA250 logo on marketing materials

* ACTIVATION DETAILS
* VIFL ACTIVATION

Virginia is for Lovers logo on marketing materialsUsing VTC Welcome Center/PMAP programVirginia is for Lovers merchandise for sale on-siteSigned up for VTC PR LeadsVTC Staff Photography/Video OpportunitiesUploading Photos to Widen (VTC Photo Catalog)VA250 logo on marketing materials

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* ACTIVATION DETAILS
* **Save and Submit**
* **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
	+ 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 Thursday, April 24, 2025
	+ NO extensions to this deadline will be possible.
	+ Award announcements will be made by late-June 2025
* 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.

**Save and Continue Later**

Bottom of Form