

Virginia Tourism Corporation Vacation Starts with VA DMO MMLP Co-op Program Instructions

Application must be submitted in VTC's online application portal.

Please do not use colons, semicolons, or ampersands in your narrative since these characters cause coding issues in the portal.

Program Opens: June 10, 2025, at 9 a.m.

Program Closes: June 26, 2025, at 5 p.m.

(No Late Applications Accepted)

Award Tiers

- \$1,250- Social Media Program
- \$2,500- Digital Advertising Program
- \$5,000- Influencer Program
- \$30,000- Philadelphia Takeover

of proposals to be funded: approximately 100

Award notification date: Mid-July 2025

Purpose: As part of the Vacation Starts with VA campaign expansion, VTC is launching a statewide co-op initiative to provide DMOs the opportunity to participate in paid and non-paid, co-branded marketing programs during the shoulder season, September–November 2025. The program is focused on driving out-of-region and out-of-state visitation during the specified time period to grow Virginia's off-season visitor revenue, overnight stays, and to support small tourism-oriented businesses.

Applicant Acknowledgment Section:

Before you can continue to the application, please acknowledge the following (Click the checkmark and it will turn blue):

I UNDERSTAND THAT THIS IS A COMPETITIVE PROGRAM AND A FUNDING AWARD IS NOT GUARANTEED AND I UNDERSTAND THAT MY REQUESTED AWARD MAY BE REDUCED OR DENIED BASED ON AVAILABLE FUNDING.*

☒ I agree

I UNDERSTAND THIS IS A 1:1 MATCH PROGRAM.*

☒ I agree.

Applicants must check the boxes acknowledging they understand the programs rules, terms, and conditions.

Please be sure that the checkmarks turn blue as you check them off in the online application portal.

Once you complete the checkbox acknowledgements, click “Continue to Program Information” to continue to the next section.

Program & Contact Information Section:

DMO NAME*
(This must be the same as listed on your EIN and W-9)

EIN #*
Only one application permitted per EIN #*

APPLICATION ORGANIZATION STREET ADDRESS*

STREET ADDRESS

ADDRESS LINE 2

CITY

STATE

ZIP CODE

DMO Name:

EIN#/SSN: Please do not use an SSN if you have an EIN. SSN is only allowable for sole proprietorships without an EIN.

Applicant Street Address:

City, State, Zip:

APPLICANT LOCALITY*
If a town or DMO, please select the county where the town is located.

☒ ☐ ☐

DES*

DES*

APPI*

FIRS*

Accomack
Albemarle
Alexandria
Alleghany
Amelia
Amherst
Appomattox
Arlington
Augusta
Bath
Bedford
Bland
Botetourt
Bristol
Brunswick

Information

T NAME*

LAST

Select Applicant Locality from the drop-down list.
If a town, select the county.


DESTINATION WEBSITE*

DESTINATION SOCIAL MEDIA HANDLES

Include your main Destination website and Social Media handles



Applicant Contact Information Section:

APPLICANT ORGANIZATION PRIMARY CONTACT NAME*



FIRST LAST

PRIMARY CONTACT EMAIL CONTACT PHONE NUMBER*

CONTACT MAILING ADDRESS*

STREET ADDRESS

ADDRESS LINE 2

CITY STATE / PROVINCE / REGION

ZIP / POSTAL CODE

Applicant Contact Name:

Email:

Phone:

Address:

City, State, Zip:

Funding Choices:

TIER 1: SOCIAL MEDIA PLAN \$2,500 (\$1,250 VTC + \$1,250 PARTNER CASH MATCH REQUIRED)*

TIER 2: DIGITAL MEDIA PLAN FOR \$5,000 (\$2,500 VTC + \$2,500 PARTNER CASH MATCH REQUIRED)*

TIER 3: INFLUENCER PROGRAM FOR \$10,000 (\$5,000 VTC + \$5,000 PARTNER CASH MATCH REQUIRED)*

If you are interested in the Influencer Program, please identify which of the three influencer options below would be the best fit for you destination and explain why.

PICK ONE OF THE INFLUENCER OPTIONS BELOW:

☒ Sunshine Solimen @withsunshinesol – Outdoor and Dog-friendly Travel

☒ Zoe@virginia.adventure.family – Family Travel

☒ Alina Zubanova @alinazbv – Urban Explorer

PLEASE EXPLAIN WHY YOU CHOSE THE INFLUENCER ABOVE.*

Using the drop-down menus, rank the funding options from 1 to 4, with 1 indicating the option you find most preferable and 4 indicating the one you find least preferable.

For Tier 3, please select which influencer you would like to visit your destination. Provide an explanation in the text box below.

TIER 4: CO-BRANDED TAKEOVER FOR \$60K (\$30K VTC + \$30K PARTNER CASH MATCH REQUIRED)*

1

IF YOU ARE INTERESTED IN THE CO-BRANDED TAKEOVER, PLEASE CHECK THIS BOX TO ACKNOWLEDGE THAT OUT-OF-STATE TRAVEL BY 1-2 MEMBERS OF YOUR DMO STAFF MAY BE REQUIRED AND TRAVEL CAN NOT BE REIMBURSED AS PART OF THIS GRANT PROGRAM.

☒ I understand.

HAVE YOU SECURED A BUDGET FOR THE REQUIRED MATCH FOR THE HIGHEST TIER SELECTED?*

☒ Yes

☒ No

For Tier 4, please check the box indicating you acknowledge the Takeover may require out-of-state travel for your staff and would not be reimbursed as part of this program. Check the box indicating you have the cash match required for the Tiered program, should your application get approval.

Hub & Spoke Itinerary

NAME OF YOUR HUB & SPOKE ITINERARY*

BRIEF DESCRIPTION OF YOUR ITINERARY*

MAIN HUB LOCATION*

PARTNER #1*

PARTNER #2*

SPOKE #3*

BUSINESS/ORGANIZATION CATEGORY*

- ☒ Lodging
- ☐ Activity
- ☐ Attraction
- ☐ Restaurant
- ☐ Craft Beverage/Wine
- ☐ Boutique Retail
- ☐ Outdoor Recreation



The Hub and Spoke is VTC's itinerary building tool and are designed to help you build tourism partnerships in your destination.

Imagine your business, destination, or attraction as the hub. And then identify a lodging partner, another tourism-oriented partner, and two tourism-oriented spokes that will work with you to achieve your goals. ***Media vendors and event sponsors are not eligible to be partners or spokes. Partners and spokes must be tourism-oriented businesses such as attractions, lodging, outfitters, tours, and/or restaurants.***

Be sure to use the drop-down box and identify the tourism category of your partners and spokes. One lodging partner is required. However, you may select additional lodging partners. You do not need a letter of support from a lodging partner in this program.

WHAT ARE THE KEY EXPERIENCES FEATURED IN YOUR HUB AND SPOKE ITINERARY?*

0 of 1000 max characters

WHAT IS A UNIQUE EXPERIENCE OR HIDDEN GEM IN OUR DESTINATION THAT SETS YOUR ITINERARY APART FROM OTHERS IN VIRGINIA?*

0 of 1000 max characters

Provide details about your hub-and-spoke itinerary in these answer boxes.

We are looking for itineraries that are unique and will help differentiate Virginia as a vacation destination. Be thoughtful in your answers and describe why these experiences best represent your locality!

WHY DO YOU FEEL THIS ITINERARY IS IMPORTANT TO SHOWCASE NOW? (THINK ABOUT SEASONALITY, UPCOMING EVENTS, NEW ATTRACTIONS, ETC.)

0 of 1000 max characters

Explain why this itinerary would be important to showcase now. Is there a new experience to feature? Is there a timely event or anniversary? Is there a seasonal theme?

Audience Segments

Target Audience Personas

WHICH OF VTC'S PRIORITY AUDIENCE SEGMENTS DOES THIS ITINERARY BEST ALIGN WITH?

☒ Outdoor Excursionist

☒ Urban Explorer

☒ Travel & Activity Enthusiast

Select one of the Audience Segments which best align with your itinerary.

Campaign Goals & Support

WHAT ARE YOUR PRIMARY GOALS FOR PARTICIPATING IN THIS CAMPAIGN?*

DO YOU HAVE THE ABILITY TO ADD A TRACKING PIXEL?*

☒ Yes

☒ No

WHAT METRICS DO YOU HAVE THAT YOU WILL BE ABLE TO SHARE WITH US IN THE FINAL REPORT? FOR EXAMPLE, METRICS MAY INCLUDE: WEBSITE VIEWS, SOCIAL MEDIA POST METRICS, GOOGLE ANALYTICS, OCCUPANCY DATA, ETC.

How will you and your partners work together to achieve your goals?

In this section, tell us your primary goals for participating in this campaign and how you and your identified partners are all working together.

Please indicate if you have the ability to add a tracking pixel to your website. VTC's Media Agency of record will be able to help with logistics.

Identify which metrics you will be able to share with VTC to

show results of the campaign effectiveness. This may include traffic to your website, social media follower counts, engagement metrics, etc.

BONUS POINTS

HOW DO YOU PLAN TO ACTIVATE AND AMPLIFY THE CAMPAIGN LOCALLY WITH YOUR PARTNERS, THE SMALL BUSINESS COMMUNITY, AND LOCAL RESIDENTS?

0 of 1000 max characters

PLEASE UPLOAD THREE HIGH QUALITY IMAGES THAT REFLECT YOUR ITINERARY AND DESTINATION. THESE WILL BE USED TO ASSESS CREATIVE QUALITY AND VISUAL STORYTELLING POTENTIAL.

Drop files here or

SELECT FILES

Max. file size: 25 MB, Max. files: 3.

For additional points, please tell us how you would amplify the campaign locally with your partners. Be specific! Points will be awarded for creativity!

For additional points, please upload up to 3 high-quality images that would potentially be used in the campaign creative. Points will be awarded if the imagery is aligned with VTC's campaign look and feel

and if the images are high-quality.