

# VACATION STARTS WITH VA

## Leveraging the Campaign

Partner Webinar | April 22, 2025



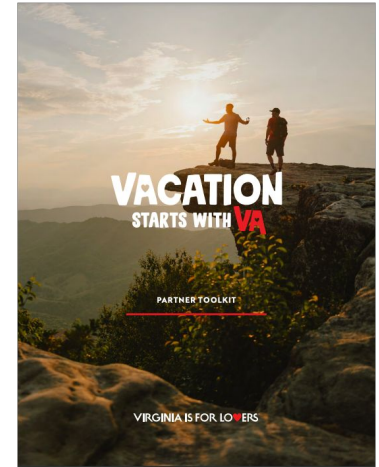
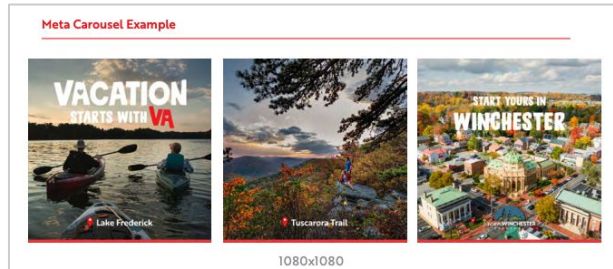
# Agenda

- Program Overview + Goals
- Quick Look at the Campaign
- Partner Toolkit and Templates
- Tiered Paid Programs
- Application Process
- Key Dates
- FAQ's



# What's the big idea?

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.



# Goals & Objectives

## ENABLE

**our DMO partners  
to be included in  
VTC's campaign**

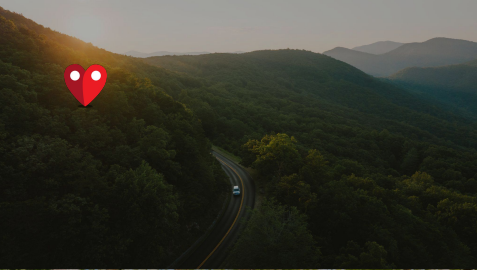
## INCREASE

**statewide  
participation,  
excitement, and  
visibility**

## ALIGN

**the program with  
our three core  
audience  
segments**





VIRGINIA IS FOR LOVERS





# VACATION STARTS WITH **VA**

VIRGINIA IS FOR LOVERS





# VACATION STARTS WITH **VA**

VIRGINIA IS FOR LOVERS





# VACATION STARTS WITH **VA**

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ALL THAT YOU LOVE



ALL IN ONE TRIP

VIRGINIA IS FOR LOVERS





## Partner Toolkit & Creative Templates



## Curated Media Plans



## Influencer Partnerships

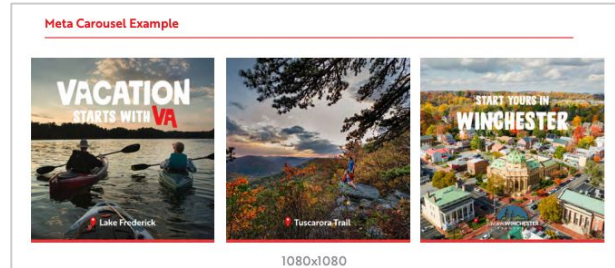
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## Co-Branded Takeovers

# Partner Toolkit & Templates

- This toolkit is designed for tourism industry partners who want to leverage VTC's flagship campaign in their own marketing efforts.
- Inside, you'll find guidance on how to use the campaign's brand voice, tone, and visual assets while staying aligned with the overarching Virginia is for Lovers brand standards.



# Accessing the creative templates

## Step 1: Fill out the form

Fill out the form below to view and download templates:

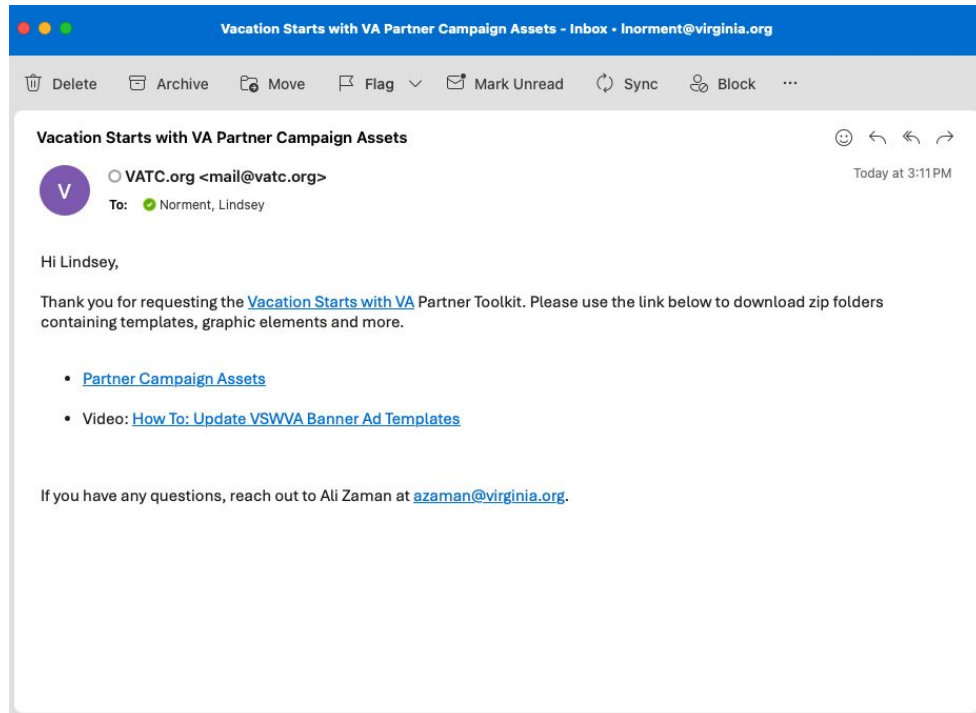
NAME(REQUIRED)

FIRST	LAST
<input type="text" value="Lindsey"/>	<input type="text" value="Norment"/>

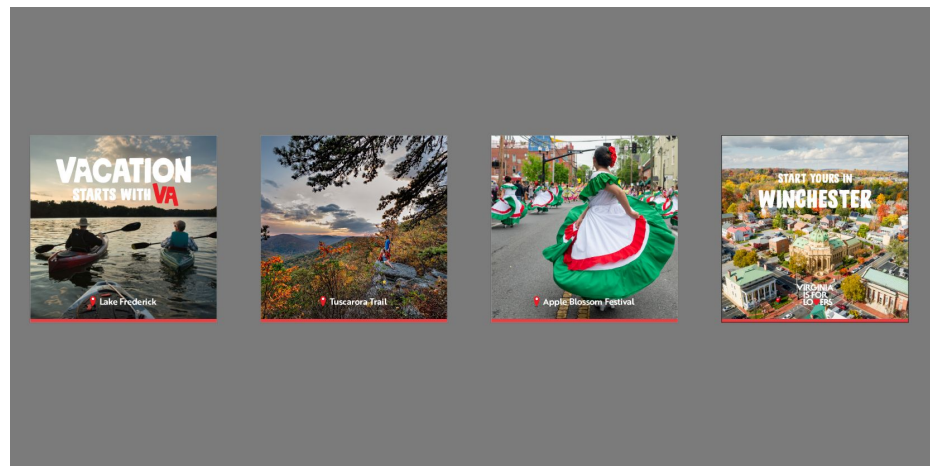
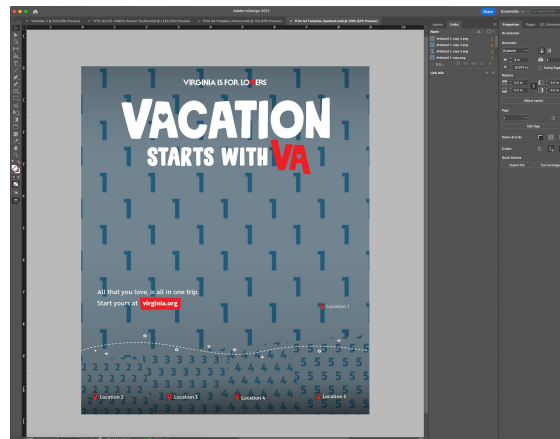
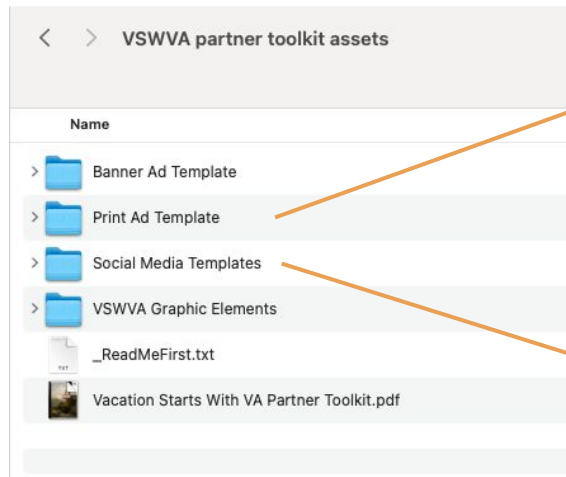
ORGANIZATION NAME(REQUIRED)

EMAIL(REQUIRED)

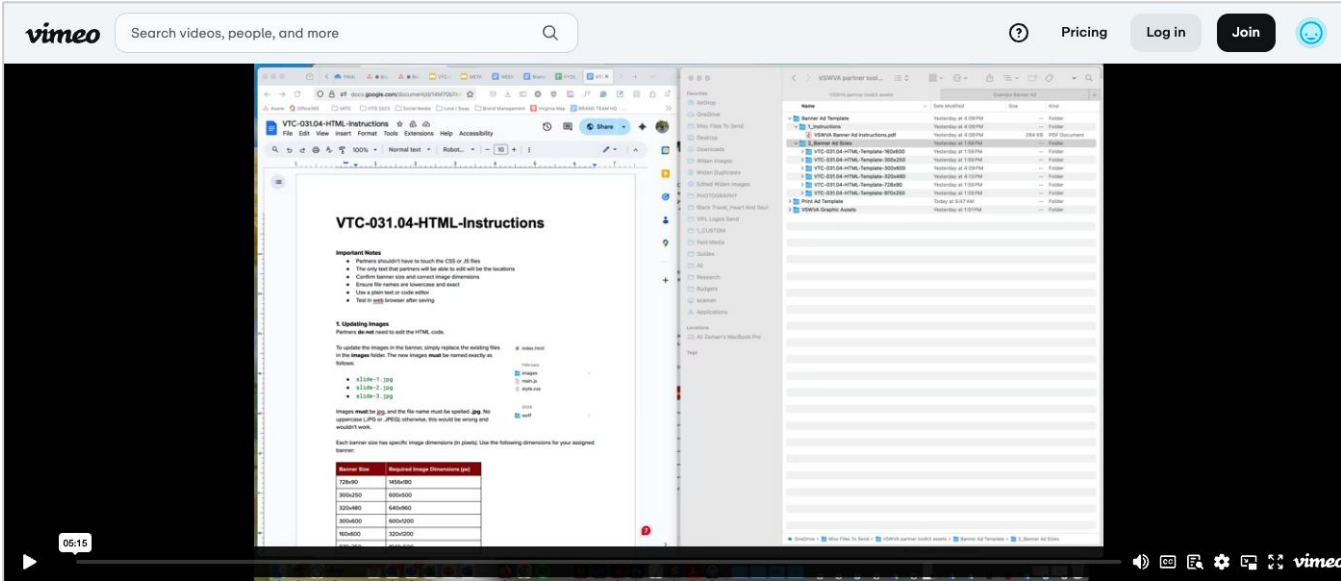
## Step 2: Access links from the email



# Accessing the creative templates



# Accessing the creative templates



**VTC-031.04-HTML-Instructions**

**Important Notes**

- Partners shouldn't have to touch the CSS or JS files
- The only text that partners will be able to edit will be the locations
- Confirm banner size and correct image dimensions
- Ensure the names are lowercase and exact
- Use a plain text or code editor
- Test in `chrome` browser after saving

**5. Updating Images**

Partners do not need to edit the HTML code.

To update the images in the banner, simply replace the existing files in the `Images` folder. The new images should be named exactly as follows:

- `1130x1 - 1.jpg`
- `1130x1 - 2.jpg`
- `1130x1 - 3.jpg`

Images must be `jpg`, and the file name must be spelled `jpg`. No uppercase (JPG or jPg) otherwise, the asset will error and won't load.

Each banner size has specific image dimensions (in pixels). Use the following dimensions for your assigned banner:

Banner Size	Required Image Dimensions (px)
728x90	640x90
300x250	640x250
320x480	640x480
300x600	640x600
468x60	300x60
960x90	960x90

**How To: Update VSWVA Banner Ad Templates**

Comments



## Partner Toolkit & Creative Templates



## Curated Media Plans



## Influencer Partnerships

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## Co-Branded Takeovers

# Co-Branded Paid Programs

Partners will be selected through a brief application process, with tiered funding programs designed to accommodate a **range of engagement levels and budgets**.

Every program must have a **100% partner cash match** and are only available to designated DMO's

- **Tier One:** Social Media Advertising
- **Tier Two:** Pre-set Digital Media Plan
- **Tier Three:** Influencer Program
- **Tier Four:** Co-Branded Takeover in Philadelphia



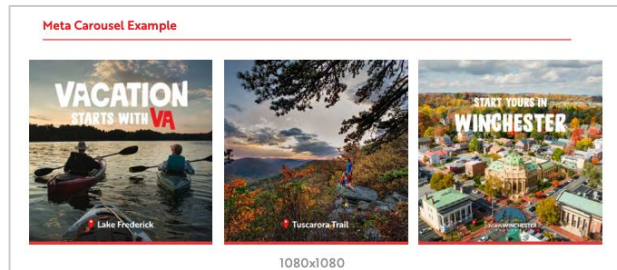
# Tier 1: Social Media Ads



Partners will run their own Meta ad campaign using VTC-branded creative templates.

This turnkey option gives you control of your placements, while aligning with the statewide Vacation Starts with VA campaign.

**Partner Cash Match: \$1,250 | VTC Reimbursable: \$1,250**  
**Total Marketing Plan: \$2,500**



# Tier 2: Digital/Programmatic with Sojern

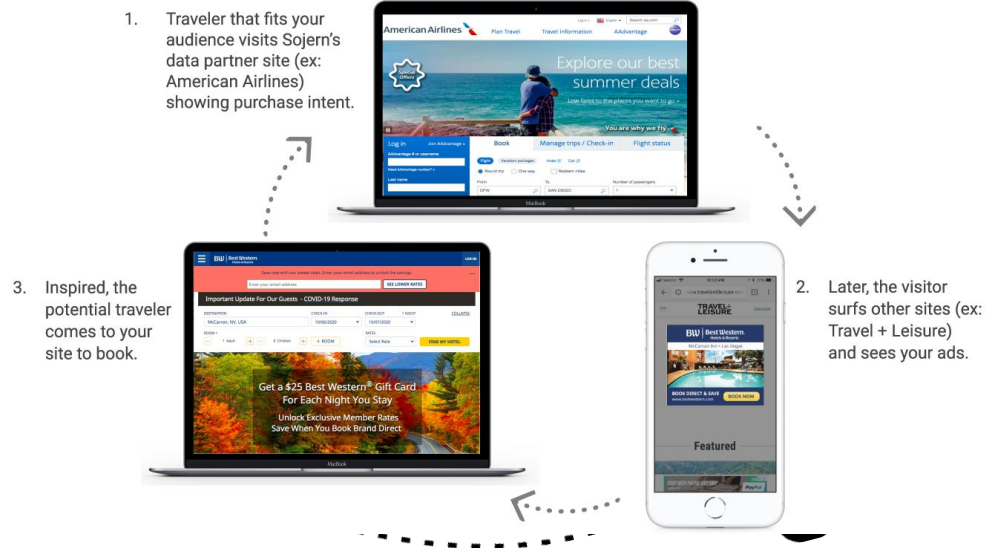


VIRGINIA IS FOR LOVERS

Launch a targeted digital display campaign through **Sojern**, a travel-endemic platform reaching high-intent travelers.

Ads will be served to audiences already planning trips, helping drive awareness and consideration.

**Partner Cash Match: \$2,500 | VTC Spend: \$2,500**



# Tier 3: Influencer Program

A VTC-selected travel influencer will visit your destination and produce authentic, itinerary-based content that aligns with *Vacation Starts with VA*.

Partners will receive the assets for ongoing use.

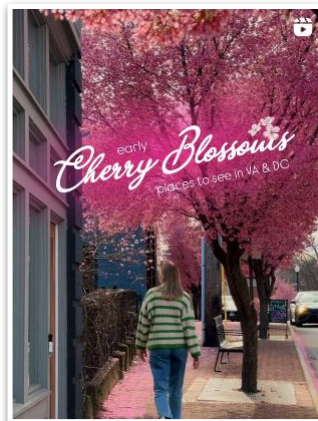
**Partner Cash Match: \$5,000 | VTC Spend: \$5,000**



Outdoor travel  
focus



Family Travel  
focus



Urban Explorer  
focus

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**Partner Cash Match: \$5,000 | VTC Spend: \$5,000**



**Sunshine Solimen** @withsunshinesol

Based in DC / Virginia

Focused on outdoor and dog-friendly travel

## Deliverable Examples:

- Reels, Carousels, Stories
- High res images
- B-roll clips

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**Zoe @virginia.adventure.family**

Exploring Virginia, the DMV & beyond  
Family-friendly things to do & places to visit

## Deliverable Examples:

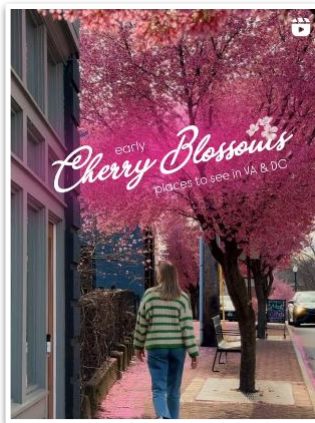
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**Alina Zubanova @alinazbv**

DC/Virginia-based travel blogger  
out chasing the best experiences and stays  
across the Eastern US

## Deliverable Examples:

- Reels, Carousels, Stories
- High res images
- B-roll clips

# Tier 4: Co-Branded Takeover

**ALL PHILLY FANS NEED IS A **V**ACATION.**

We're hitting the heart of Philadelphia's legendary sports culture with a Virginia takeover at Citizens Bank Park, positioned to make a big impact during peak game-day energy.

## Activation Details

We'll be activating during six Phillie game nights during the week of **September 8-13.**

- Game sponsorships for each DMO partner
- NRG Station and Broad Street Line stations takeovers on game nights
- Geofencing + retargeting in Metro stations and stadium footprint
- Twelve wrapped vehicles around the stadiums before and after each game

**Partner Cash Match \$30,000 | VTC Spend: \$30,000**  
*(open to 7 DMO partners)*



# Application Details

## Who Can Apply:

Open to all Virginia DMOs. *Joint applications are encouraged*—especially from neighboring destinations with shared itineraries.

## Requirements:

- Submit a short **online application**
- Develop a **hub-and-spoke itinerary**, with at least one attraction or spoke located within 30-45 minutes of the hub
- Identify the primary **audience segment** for your itinerary:
  - Outdoor Excursionists
  - Urban Explorers
  - Travel + Activity Enthusiasts
- Identify your primary **goals** for participating in the campaign



# Application Details

## Who Can Apply:

Open to all Virginia DMOs. *Joint applications are encouraged*—especially from neighboring destinations with shared itineraries.

## Bonus Questions, not required for applying:

- Upload 3 high-quality destination images related to the itinerary
- Identify why the timing is right to showcase your itinerary now
- Indicate how you plan to amplify the campaign locally



# Application Details

## Selection Process:

Applications will be reviewed and scored based on criteria including:

- Audience alignment
- Geographic diversity
- Creativity and uniqueness
- Campaign readiness (tracking, budget, etc.)
- Visual asset quality
- Timeliness and amplification potential



# Key Dates

**Mark your calendar!** These are the important dates to keep in mind as you plan your participation in the Vacation Starts with VA Campaign Partner Program.

- **Application Opens: June 10, 2025**
- Application Deadline: June 26, 2025
- **Funding Notifications: Mid-July**
- Campaign Window: September–November 2025



# Thank you!



## **FREQUENTLY ASKED QUESTIONS (FAQs)**

### **Can we apply for more than one tier?**

A: You may apply for only one tier, but you can indicate a backup tier in case of limited funding.

### **Do we have to provide matching funds for all tiers?**

A: Yes. Each program requires a 100% financial match by the partner.

### **What if we don't have tracking pixel capabilities?**

A: VTC can offer technical assistance and guidance to help implement tracking where possible. It is encouraged but not required.

### **Can smaller destinations submit a joint application?**

A: Yes! We welcome collaborative proposals—especially those that connect experiences across nearby locations.

### **Will VTC provide creative assets?**

A: Yes. VTC will lead creative development to ensure brand alignment. Partners will be asked to provide destination imagery and input for localization.

### **How will applications be evaluated?**

A: A scoring system will be used, focusing on audience fit, originality, campaign readiness, and visual quality. Final selections will ensure geographic and programmatic diversity.

### **When will the partner toolkit be available?**

A: The toolkit is available on VATC.org and includes campaign overviews, usage guidelines, and partner examples:

<https://www.vatc.org/marketing/advertising/brandinitiatives/campaign-vacation-starts-with-va/>