

Applicant Acknowledgment

I agree.

✓ 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 50% match program and that match can be in-kind or cash and no funds will be granted up front.

I agree.

✓ I understand that this program is for eligible expenses incurred between July 1, 2025 and 60 days after the end of my program. My reimbursement and final report will be due 60 days after the end of my program.

Program Information

Applicant Organization Name

Music is for Lovers

EIN

999999999999

Event Mailing Address

123 This Place Lane
Richmond, Virginia 13131
United States

Event Name

Music is for Lovers Festival

Start date of your 2026 special event or festival:

07/15/2026

End date of your 2026 special event or festival:

07/17/2025

Event Prior Year and Attendance #1

10,400

Event Prior Year and Attendance #2

10,600

Attach proof of attendance. This can be a Ticketmaster report, Eventbrite report, written attestation, or other ticketing report or proof of attendance.

- [SEF-Final-Report-Template.docx](#)

Locality where event will be held

Hanover

Amount of Requested Funds

\$10,000.00

Applicant Contact Information**Applicant Organization Contact Name**

Noah Salaah ad-Deen

Contact Email

nsaddeen@virginia.org

Contact Phone Number

(804) 664-6926

Event Type

Music

Contact Mailing Address

123 This Place Lane
Richmond, Virginia 13131

Please upload a letter of support from the local or regional DMO. If there is not a DMO that support the event location, please upload a letter of support from the locality.

- [SEF-Final-Report-Template1.docx](#)

Goals and Partnerships (25 Points)

Please list any artists, musicians, or other performers that are contributing to the visitor experience.

Coldplay
The Fray
Last Dinosaurs
Two Door Cinema Club
Phoenix
Switchfoot
Andrew Belle
Red Hot Chili Peppers
Major Lazer
The Temper Trap
Paramore

Please describe your event/festival and the visitor experience on each day of the festival. Refer to application instructions for more information.

Our "Music is for Lovers" festival is a 3-day event that is held in Hanover, Virginia. We have a variety of bands perform over the course of the event, which is conducted at the main stage. We also collaborate with a plethora of local shops around the area to have them set up booths on either the left or right wing of the event venue, depending on if they are general merchandise or food/beverage.

Each day has a different line up of bands that perform, and visitors are encouraged to stay all three days and complete the "Music is for Lovers" bingo card, we provide them upon entry. Any guest that completes their bingo card will receive a free prize from the shops that have booths.

What do you want to accomplish with your requested funds?

With the help of VTC funding, we wish to expand our marketing and wish to reach two new markets: Ohio and Hampton Roads. Based on research that we conducted from events' previous years, we realized these two markets had the strongest visitor potential. We hope that we can increase our attendance by adding these two new markets to the areas in which we promote.

Where are the majority of these artists, musicians, or performers based?

Out of state

How will you measure your progress towards your goals?

As attendees enter the venue and acquire their tickets, we will continuously

Performance Metrics**If yes, what is the ticket price?**

50

Is this a ticketed event?

Yes

Projected cumulative # of regional day visitors to this event (live in Virginia but more than 50 miles away)

2400

Projected cumulative # of local day visitors to this event (live within 50 miles)

2100

Total Projected cumulative attendance:

10700

Projected cumulative # of out-of-state/overnight visitors to this event (live outside of Virginia)

6200

Estimated # of overnight attendees arriving by airline? (Optional)

900

How are you tracking your attendance? (Are you using Arrivalist Data, POI Reports, etc)

We are tracking attendance through our ticket acquiring process, POI reports from our DMO, and additional Arrivalist data.

Hub & Spoke Itinerary**Partner #1 - Lodging**

Omni Hotel

Partner #2

The Hot Dog Shop

Business/Organization Category

Restaurant

Spoke #3

Mini Golf Adventures

Business/Organization Category

Activity

Spoke #4

Vintage Hall Mall

Business/Organization Category

Boutique Retail

Spoke #5

Pizza Fries, Oh My!

Business/Organization Category

Restaurant

Spoke #6

The Beer Tap

Business/Organization Category

Craft Beverage/Wine

Do you have a room block with your lodging partner?

Yes

Lodging Partner Letter of Support

- [SEF-Final-Report-Template2.docx](#)

If yes, what is the room rate for the block?

\$195/night

If yes, how many rooms do you have blocked?

40

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

The Hot Dog Shop & Pizza Fries, Oh My! are two of the many food vendors that will be at the venue. However, they are also performing collaborative marketing with us and participating in the bingo card raffle.

The Omni Hotel is our lodging partner and will also perform collaborative marketing with us ahead of the event. We have secured a room block with them too.

The Beer Tap will not have a booth at the event but have partnered with all of the food trucks & vendors to have their beers sold at those vendors, along with the vendor-specific food.

Mini Golf Adventures is promoting our event and willing to host large parties at a discounted rate if the parties show proof that they are coming from the event venue.

Vintage Hall Mall is also promoting our event and is offering us additional designated parking for the event to accommodate more visitors.

Estimated # of people per room.

2

What marketing message will help you and your partners achieve your visitation/visitor spending goals?

"Music is for Lovers" is not only the name of the event but is also the marketing message. Music and Love are the themes of our event, and all people across the world can resonate with those two themes. With all of the collaborative marketing we are conducting with our partners, as well as the attractive line-up that we have, we anticipate an increased number of visitors from not only other states, but other countries.

Research/Data (25 Points)**What research/data did you use to set your goals?**

Primarily, we used our ticket sales data and POI data from our DMO to set our goals of reaching the new Ohio and Hampton Roads markets.

What research/data did you use to project your attendance?

We used our prior year ticket sales, POI data from our DMO, and Arrivalist data.

What research/data did you use to develop your marketing message?

Although we have always had "Music is for Lovers" as our event name, we have used data from our social media accounts (Facebook, Instagram, and TikTok) to confirm whether or not this event name is "catchy" enough. From what gathered, Music is for Lovers is a

successful marketing message that is easy to remember and resonates well with the audience.

Target Markets

What research/data are you using to choose this target market?

As stated earlier in the application, we utilized our POI data and ticket sales to determine that Ohio was one of the markets that had the highest visitor potential. Over the past few years, we have seen rapid increases in visitor attendance from Ohio without a focused marketing campaign. So, we anticipate that our hyper focus on this market will produce promising results.

Out of State Target Market

Columbus, OH

What research/data are you using to choose this target market?

Hampton Roads was the second market that had the highest visitor potential, based on our POI data and ticket sales. We have marketed to Hampton Roads before and saw a rise in visitors from this area over the course of the past few years. Last year, however, our ticket sales data saw a spike in our overall visitors from Hampton Roads, which caught our interest. We believe Hampton Roads can be a great new visitor market based on the trends we have seen in the past.

In-State Large Metro Target Market

Hampton Roads

What research/data did you use to identify the demographic characteristics?

For our demographic characteristics, we relied on our social media insights to give us a clearer picture on who found our festival interesting. We used our Facebook, Instagram, and TikTok data for this.

Select your target audience:

Friends

What are the demographic characteristics of your target audience?

Based on the above insights, we found that men & women, ages 25-40, with medium to high income, were the most interested.

Marketing & Production Plans (50 Points)

Where does the majority of your marketing reach?

Out of state

In-Kind or Cash Match Marketing Plan

Match Type (Paid, Earned or Owned Media)	Description, Demographics, Target Markets, Link to Owned or Earned media	Placement/Procurement Date	Amount/Value
Paid	Facebook, men & women, ages 25-40, Ohio	07/01/2026	2000

Paid	Instagram, men & women, ages 25-40, Ohio	07/01/2026	2000
Paid	TikTok, men & women, ages 25-40, Ohio	07/01/2026	2000
Paid	Photography (Content Acquisition)	05/01/2026	6000

Total In-Kind or Cash Match Marketing Plan

12000

In-Kind or Cash Match Production Plan

Vendor Name	Description and how it bolsters event production	Placement/Procurement Date	Amount/Value
N/A	N/A	N/A	0

Total In-kind Production Plan

0

VTC Reimbursable Marketing Plan

Media Type	Description, Demographics, Target Markets, Link to Owned or Earned media	Placement/Procurement Date	Amount
Facebook	men & women, ages 25-40, Hampton Roads	01/01/2026	2000
Instagram	men & women, ages 25-40, Hampton Roads	01/01/2026	2000
TikTok	men & women, ages 25-40, Hampton Roads	01/01/2026	2000

Total Reimbursable Marketing Plan

6000

VTC Reimbursable Production Plan

Production Expense Type	Description and how it bolsters event production	Placement/Procurement Dates	Amount
Audio/Video Rental	Audio and video rental equipment for the venue	05/01/2026	2000
Tent Rentals	These tents are for the vendor booths	05/01/2026	2000

Total Reimbursable Production Plan

4000

Grand Total Reimbursable Marketing + Reimbursable Production

10000

BONUS POINTS: VIFL Activation Type (5 Bonus Points)

VIFL Activation Type

Virginia is for Lovers banner on-site

VIFL Activation Type

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Save and Submit**Acceptance of Terms**

I understand that by submitting this application that I am agreeing to the full program Terms and Conditions.

✓ I have read and agree to the terms and conditions.

Submission Confirmation

I understand that my application is not fully submitted until I see the final submission screen and receive a .pdf of my application in my inbox (usually within 30 minutes.) I will contact VTC at VTCSEFProgram@virginia.org within 24 hours if I do not receive the pdf of my application in my email inbox.

✓ I understand.