



**VIRGINIA TOURISM CORPORATION
MARKETING LEVERAGE PROGRAM**

What is the VTC Marketing Leverage Program?

A **REIMBURSABLE MATCHING GRANT** program designed to allow a minimum of **THREE, VIRGINIA FINANCIAL PARTNERS** to develop a **RESEARCH-BASED** and **MEASURABLE** marketing **PLAN** to promote the partners and their destinations, and to **EXTEND** the Virginia is for Lovers brand.

The Money

- Tier One - Up to \$10,000 Max Award with a dollar for dollar match (1:1)
- Tier Two - Up to \$50,000 Max Award with a two dollar partner match for each VTC dollar awarded (\$10,001 to \$50,000)
- **Partner match dollars can come from the existing marketing budgets!**

What do the VTC MLP funds cover?

- Print advertising
- Digital advertising
- Broadcast advertising
- Outdoor advertising
- Printing and creative costs
- Video and photography production
- Fulfillment costs
- Tradeshow displays and registrations
- Research associated with your project

What do the VTC MLP funds NOT cover?

- Overhead costs
- Signage (Exception: Virginia Civil War Trails signage)
- Promotional items
- Travel accommodations, gas, meals, etc.
- Industry training programs
- Research not associated with your program
- Branding not associated with your program

Who can apply?

- Minimum of three Virginia financial travel partners
- DMOs; private businesses; non-profits; events; attractions
- Minimum of \$250 partner dollars commitment
- A vendor **cannot** be a partner

The Partners' Responsibilities

- **One Virginia partner serves as the lead partner**
 - Writes the narrative of application and completes marketing plan
 - VTC point of contact and to whom the reimbursement check is issued
- **Each additional partner**
 - Completes their Contact Form
 - Completes their portion of the Performance Measures
 - Supplies to lead partner their research narrative and their marketing plan items

How to apply

- Meet with your partners to discuss your project **BEFORE** beginning online application process.
- Download application; review sample and register on-line at:
<http://www.vatc.org/PAM/leverageprog>

What are the Questions?

- **Program Description** (15 points) –Why is it needed and what do you want to accomplish? Partners/Roles beyond financial? How will you adjust your program if not fully funded?
- **Target Audience and Market Research** (25 points) – Who is your target audience? What specific local and/or state research support? How will you track your success?
- **Performance Measures** (20 points) – Where are you now? What are your goals for the program? Baseline numbers required for each item you are going to measure.
- **Marketing Message and Program** (25 points) – “Our marketing message is...” “Our call to action is...www.” What specific Marketing activities? Narrative on how audience reaches target?

Important Dates

- Applications will open on **April 10, 2018**
- Applications are due back by **June 26, 2018**
- **No extensions of this deadline will be allowed!**
- Awards announced by **end of August 2018**
- Draft review deadline date is **June 5, 2018**
- **Do NOT wait until the last minute!**

READ...THE...TERMS & CONDITIONS!!!!!!!

Questions and Assistance

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