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](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

Steve Galyean
Planning and Partnerships Director
sgalyean@Virginia.org
804-545-5517

Angela Wiggins
Partnerships and Outreach Coordinator
awiggins@Virginia.org
804-545-5553
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