

**FY24 SOCIAL MEDIA ADVERTISING CO-OP**

**Facebook & Instagram**

Virginia Tourism (VTC) is happy to help fund Facebook and Instagram advertising campaigns executed by our tourism marketing partners while providing maximum flexibility for your specific marketing needs. You may design and manage your campaigns through any means you deem appropriate, and any strategic approach you deem effective.

With this program, VTC will reimburse participants **25% of all qualified Social Media Advertising spend**, up to a **maximum of $10,000** per the VTC 2024 Fiscal Year (July 1, 2023 – June 30, 2024). Enrollment is first come first served.

# Advertising Parameters

* **All formats must tag @VirginiaIsForLovers (Facebook) and/or @VisitVirginia (Instagram).**
  + In order to tag VTC, partners must be an **Official Branded Content Partner** of VTC on Facebook.
    - If you are new to the program, please [follow these instructions](https://www.facebook.com/business/help/649610572396685), then email VTC’s [Social Media Manager](mailto:tpaul@virginia.org) for confirmation **within 10 days of application approval.**
* **Any ad format that uses a click thru URL must include the Virginia is for Lovers (VIFL) logo (at least 250 pixels tall or 250 pixels wide) on the ad’s landing page.**
  + Landing page must contain a link to [www.virginia.org](http://www.virginia.org) (link can be embedded into logo image or hyperlinked from text).
  + [Submit a VIFL logo request here](https://www.vatc.org/marketing/advertising/vifl-logo-request/).

# Application Instructions

* **Application and current W9 must be submitted and approved by VTC prior to campaign start.**
* When preparing your application, you will need your annual Facebook/Instagram budget and estimated half-year breakout.
  + *If estimated spends change within the year, applications must be revised, re-sent and re-approved.*

# Reimbursement Process

Reimbursements will be made on a half-year basis. All reimbursement documentation must be emailed to Lindsey Norment ([lnorment@virginia.org](mailto:lnorment@virginia.org)) by submission deadlines below:

* Q3-Q4 2023: July – December 2023
  + **Submission deadline is January 31, 2024.**
  + Reimbursement made to partners by February 28, 2024
* Q1-Q2 2024: January – June 2024
  + **Submission deadline is July 31, 2024.**
  + Reimbursement made to partners by August 31, 2024
* **There is a 10-day grace period. Submissions received after August 10, 2024, will not be approved for reimbursement.**

# Required Documentation for Reimbursement

The following documents must be submitted in order to collect reimbursement:

* Screenshot(s) of Facebook Ads Manager showing:
  + Run Dates
  + Total Spend
* Ad Delivery Report exported Excel document from the Facebook Ads Manager showing:
  + Run Dates
  + Total Spend
* Screenshots and Excel report must reflect half-year time period (e.g. July-December 2023).



**FY24 Social Media Co-Op Application**

***Please submit this form and your current W9 to*** [***lnorment@virginia.org***](mailto:lnorment@virginia.org)

## Contact Information (contact info needs to be for whomever will be receiving the reimbursement checks in mail. If agency submitting on partner behalf and agency should receive reimbursement checks, please put agency contact info.)

|  |  |
| --- | --- |
| **Contact Name** |  |
| **Company Name** *(must match tax documents, W9, etc.)* |  |
| **Mailing Address** |  |
| **City, State, ZIP Code** |  |
| **Phone Number** |  |
| **E-Mail Address** |  |

## Application Details

|  |  |  |
| --- | --- | --- |
| **Partner Organization** |  | |
| **Submission Date** |  | |
| **Facebook Account *(please provide)*** |  | |
| **Instagram Account *(please provide)*** |  | |
| **Estimated Half Year Budgets:** | **Planned Spend** | **Estimated Reimbursement** |
| **Q3-Q4’23, July – December 2023** |  |  |
| **Q1-Q2’24, January – June 2024** |  |  |
| **Total Annual Facebook/Instagram** |  | *(Not to exceed $10,000)* |

***For VTC Use Only***

|  |  |
| --- | --- |
| **Approved Reimbursement Amount** |  |
| **Date Approved** |  |
| **Approved By** |  |
| **Approval Signature** |  |
| **Title** |  |