

ELIGIBLE EXPENSES FOR MATCH AND REIMBURSEMENT

ALL MARKETING/ADVERTISING SUBMITTED TO VTC FOR MATCH or REIMBURSEMENT REQUIRES THE USE OF THE “VIRGINIA IS FOR LOVERS” LOGO, LINK, AND/OR HASHTAG #LOVEVA

AT LEAST 75% OF YOUR MARKETING EXPENSES IN THIS PROGRAM MUST BE SPENT TARGETING OUT-OF-REGION VISITORS (50 MILES FROM YOUR BUSINESS/ORGANIZATION)

ONLY 50% OF YOUR AWARD CAN BE USED ON ELIGIBLE PRODUCTION EXPENSES

AT LEAST 50% OF YOUR AWARD MUST BE SPENT ON MARKETING YOUR EVENT/FESTIVAL AND OUT-OF-REGION MARKETING IS STRONGLY ENCOURAGED TO PROMOTE OVERNIGHT VISITATION.

ELIGIBLE EXPENSE PERIOD: July 1st, 2024, THROUGH up to 30 days after the end of your event.

Below are the **ONLY** expenses that can be used as Cash Match for this grant award and that can be submitted to VTC for reimbursement. *In-kind match can be paid, owned, or earned media. Instructions on how to value earned and owned media are in the Program Application Instructions and discussed in the program webinar.* Please reference the logo usage section for more information on how to incorporate the Virginia is for Lover’s brand and logo into your marketing:

MARKETING

- **Social Media advertising**
- **Digital Media advertising**
- **Radio advertising**
- **Video advertising**
- **Newspaper advertising**
- **Streaming video/radio advertising**
- **Magazine Advertising**
- **Print Advertising & Distribution (Brochures & Flyers)**
- **Contracting a Photographer/Videographer**
 - All photography and video marketing materials created using this VTC grant should include usage rights for VTC in perpetuity. You can secure those rights for Virginia Tourism corporation in one of two ways:

When creating your for-hire contract, include language that allows you to transfer usage rights to partners (like VTC). Not only is it a great way to maximize your marketing dollars, but it is a practice VTC has been implementing for years. This agreement allows us to share photo assets with VTC partners.

- **Cost of rental of event space or parking lots**
- **Cost of temporary fence rentals**
- **Cost of tent rentals**
- **Cost of table/chair rentals**
- **Cost of porta potty restroom rentals if they are contracted and invoiced.**
- **Audio/Video services, sound engineering, and lighting services that are contracted and invoiced.**
 - **A/V equipment, lighting purchases, and sound equipment purchases ARE NOT eligible.**
- **Performer booking fees that are contracted and invoiced.**

***** Any other marketing or event production expenses are ineligible. Grant funds cannot be used to pay for staff, police, fire, or emergency services, referees, timekeepers, vehicle rentals, temporary or permanent signage, fireworks/pyrotechnics, food, beverage, accommodations, or any other equipment rentals or event production costs.**

VIFL Logo Usage Section

Below are the ways you must incorporate the “Virginia is for Lovers” brand into your marketing to receive VTC reimbursement:

- Any social media posts, digital media, or website/app creation MUST include the “Virginia is for Lovers” logo or a Virginia is for Lovers sub-brand logo, link to Virginia.org AND/OR Hashtag **#LoveVA** to be eligible as MATCH or be approved for REIMBURSEMENT. Sub-brand examples include but are not limited to “Virginia is for History Lovers” or “Virginia is for Wine Lovers”. Logos can be requested at <https://vatc.org/marketing/advertising/vifl-logo-request/>.
- Any print media, like brochures, flyers, magazines, newspapers, etc., MUST include the “Virginia is for Lovers” logo or a Virginia is for Lovers sub-brand logo, link to Virginia.org AND/OR Hashtag **#LoveVA** to be eligible as MATCH or be approved for REIMBURSEMENT. Sub-brand examples include but are not limited to “Virginia is for History Lovers” or “Virginia is for Wine Lovers”. Logos can be requested at <https://vatc.org/marketing/advertising/vifl-logo-request/>.
- Radio ads that are LONGER THAN 30 SECONDS must include the “Virginia is for Lovers” phrase within the advertisement. This can be included as part of the advertisement narrative, such as “Everyone knows Virginia is for Lovers, and you’re going to love this event...”
- Video ads (OF ANY LENGTH) MUST include the “Virginia is for Lovers” logo AND/OR phrase within the advertisement. An example of this can include a banner in the background or an actor/performer wearing Virginia is for Lovers apparel.