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.

- For an example of the language we use in our contracts, see section 3 in our licensing terms & conditions. Please feel free to copy and adapt this language for your own contracts.
- 2. You can have the copyright owner complete our <u>photo & video release form</u>. This MUST be completed by the copyright owner, not by the licensing entity.
- o For information on planning your photo shoot, please see our <u>How to Plan a Photo Shoot</u> document. Here, we break down our planning process while giving recommendations and tips on maximizing your budget, staying organized, and considering the details.
 - Note: The cost of purchasing equipment for photographic and video production is NOT an eligible expense.
 - Note: The costs of food and other props during a photo shoot are NOT eligible expenses.
- High resolution photography and b-roll may be delivered to Sarah Atkins. Please contact her at satkins@virginia.org with assets and any questions. satkins@virginia.org
- Contracting a Marketing Consultant
- Contracting a Creative Agency
- Contracting an Influencer/Blogger
 - Influencer fees MUST be invoiced under one all-encompassing document when being submitted for VTC reimbursement. VTC <u>WILL NOT</u> reimburse individual receipted expenses for influencers, like lodging receipts, meal, receipts, transportation receipts, etc...
- Website/Apps Development/Updates
 - (Hosting & Maintenance Fees are NOT ELIGIBLE).
 - ("Virginia is for Lovers" logo REQUIRED on the website)
 - (Invoices for website development MUST include a scope of work)
- Expenses related to participating in the VTC Welcome Center & Safety Rest Area PMAP
 Program
 - (Participate Here: https://welcomeva.com/)
- Virginia is for Lovers Promotional Items
 - (Only 10% of your award can be used).
 - (These promotional items must be acquired using Creative Color, VTC's Contractor of Record for merchandise. It can be found here: https://vatc.org/about/merchandise/)
- Outdoor advertising through paid billboards that are 50 miles away from the location of business/organization.
 - (Billboards listed in the application MUST have the exact location stated)
- ASCAP/BMI Fees
 - (Only 10% of your award can be used)
- Tradeshow Booth Rentals
- Cost of Event Liability Insurance
 - (Only 10% of your award can be used)
- Cost of mobile vehicle wrap advertising that is managed by a third-party marketing agency where the vehicle is driven 50 miles away from the applicant's destination.
 - (NOTE: Wrapping DMO-owned, business-owned, organization-owned, or locality-owned vehicles IS NOT eligible).

PRODUCTION (Only 50% of your award can be spent on eligible production expenses)

Cost of temporary stage rentals

- 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.