

# Spring 2026 DMO Marketing Program

## Eligible Expenses

**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**

**ELIGIBLE EXPENSE PERIOD:** December 1<sup>st</sup>, 2025, through October 31<sup>st</sup>, 2027

**Please refer to the reimbursement form for information on how to value and document in-kind match.**

### In-Kind Match Items:

<b>In-Kind Match Values Allowed:</b>  <i>Print editorial: \$250/quarter page. Publication date must be within program dates.</i> <i>Print editorial: \$1,000/full page. Publication date must be within program dates.</i> <i>Online editorial: \$500/quarter page. \$2,000 per full page. Must still be online.</i> <i>Social media followers: 10 cents each. (Screenshot of follower/insights must be during program allowable dates.</i>	<i>Owned website clicks: 10 cents each (Screenshot must be during program allowable dates)</i> <i>Print listing: \$100/each. Publication date must be within program dates.</i> <i>Online listing: \$200/each. Must still be online.</i> <i>Social Media Likes/Shares per Post: 10 cents each (Screenshot showing likes/shares must be during program allowable dates.</i>
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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. 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:

- Social Media advertising, including paid boosts, reels, ad placement on channels.
- Newspaper advertising, including print and digital opportunities.
- Radio advertising, including digital steaming and broadcast channels.
- Magazine advertising, including print and digital opportunities.
- Digital Media advertising, including streaming, Public Broadcasting/streaming Service episode participation fees whether broadcast or digital streaming, participating in the U.S. Civil Rights Trail program that includes digital marketing/promotions, and other digital platform opportunities.
- Print Advertising & Distribution (Brochures & Flyers)
- Contracting a Photographer/Videographer

High resolution photography and b-roll may be delivered to Sarah Atkins. Please contact her at [satkins@virginia.org](mailto:satkins@virginia.org) with assets and any questions.

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.
- You can have the copyright owner complete our [photo & video release form](#). This MUST be completed by the copyright owner, not by the licensing entity.
- For information on planning your photo shoot, please see our [How to Plan a Photo Shoot](#) 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.
- Contracting a Marketing Consultant
- Contracting a Creative Agency
- Contracting an Influencer
  - Influencer fees MUST be invoiced under one all-encompassing document when being submitted for VTC reimbursement. VTC WILL NOT reimburse individual receipted expenses for influencers, like lodging, meals, receipts, transportation, 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 and the marketing plan must include promoting the new website.
- Expenses related to participating in the VTC Welcome Center & 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 purchased from Creative Color, VTC’s Contractor of Record for merchandise. Applicants can set up a wholesale account with Creative Color here: [https://vatc.org/about/merchandise/.](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 award may be used.)
- Tradeshow Booth Rentals
- Cost of event liability insurance (only 10% of award may be used.)
- Cost of mobile vehicle wrap advertising 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).

- Trail membership and signage for Civil War Trails and Road to Revolution are the only eligible signage expenses in this program. Detailed instructions for including this signage in your marketing plans can be found here:

***Costs associated with design, fabrication, and installation of Virginia Civil War Trails interpretive markers and/or Road to Revolution interpretive markers ARE an eligible signage cost. Maintenance fees for Virginia Civil War Trails and/or Road to Revolution interpretive markers are NOT eligible expenses. Projects that include Virginia Civil War Trails and/or Road to Revolution interpretive markers must include a marketing component promoting the presence of the marker. Only invoices from Virginia Civil War and/or Road to Revolution Trail membership and markers will be accepted.***

***\*\*\* 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.***