

Charlottesville Albemarle Convention & Visitors Bureau Non-Profit Tourism Marketing Program for FY2021

***Applicant Organization is required to answer each question.
Incomplete applications will automatically disqualify applicant organization for consideration.***

The Charlottesville Albemarle Convention & Visitors Bureau (CACVB) Non-Profit Tourism Marketing Program is designed to stimulate overnight stays and visitor spending from visitors 50 miles away or more through local tourism event sponsorship and financial marketing support, and to extend CACVB brand awareness, marketing campaigns and initiatives. The objective of this program is to bolster limited marketing dollars, resulting in increased visitor spending, revenue, and jobs. These funds are intended to purchase advertising opportunities through our partners designed to attract overnight visitors to applicant events.

This program is open to any event that generates overnight visitation (typically longer than one day) in Charlottesville or Albemarle County. This program is open to Charlottesville and Albemarle County partners that produce and host events in the destination, and the principal Virginia entity responsible for the event must be the applicant. There is no longer a Signature Event program. All sponsorships will be awarded through this competitive process.

The funds must be used to market to potential visitors in a 50+ mile radius. These advertisement placements must be stated in advance and proof of advertisement be submitted with the final report. Up to 25 percent of the awarded grant funds can be used to create promotional materials, provided they include the CACVB logo. Specific instructions are below.

Official Name of Event						
Dates of Event						
Event Organization Name						
Primary Event Contact Person						
Title						
Mailing Address						
	City		State		Zip	
Physical Address						
	City		State		Zip	
Event Address						
	State		Zip			
Federal Employer Identification Number						
Legal status	501 (c)(3)	501(c)(6)	University of Virginia			

Amount of Funding Requested	\$	
Eligible events may apply for up to a maximum \$20,000 in funding. Funding requested may not exceed 25 percent of event total marketing budget. A committee will assign points for each line and funding will be distributed accordingly.		

1. What year did this event begin or is this the inaugural event?

2. If the event has not occurred in this calendar year, write, "pending".

_____ 2020 _____ 2019 _____ 2018 _____ 2017 _____ 2016

3. Within your marketing plan, does this event plan to market out-of-state visitors (failure to do so may jeopardize CACVB funding)?

Yes No

4. If yes, list out-of-area media outlets, placements, cost and target audience in which event advertising and/or marketing efforts will be seen:

a.

b.

c.

5. If requesting funds for promotional items, please list those below, how they will reach the visitor and confirm they will include the CACVB logo.

a.

b.

c.

6. Does this event have an approved budget that details revenue and expenditure line items?

Yes No

7. What is the actual cash allocation for marketing this event in FY 2021? \$

8. Will this event secure additional funding (i.e., direct fundraising, special events/receptions, grants, sponsorships, etc.) for FY2021 Yes No

a. If yes, please provide details on a supplemental sheet to include, for example, name of sponsor, amount donated/committed, dates of fundraising, type of grant secured/applied for, etc.

b. If No, please explain on a supplemental sheet why your event is not attempting to secure additional non-in-kind funding.

9. Event agrees to include in the post-event report detailed on a supplemental sheet of all in-kind donations, estimated value, and service(s) provided. Failure to do so may jeopardize future funding offered by the CACVB.

Yes No

10. Will this event create packaged offerings with lodging for potential attendees? Yes No

If, Yes, what possible partners have been identified so far?

- a.
- b.
- c.
- d.

11. Will this event conduct a participant/attendee survey? Yes No

12. If, Yes, when will this survey be administered? During Event After

Please include a copy of your most recent survey as the CACVB has several specific questions we would like you to include. If you need survey administration assistance, please make the CACVB aware.

13. How will surveys be administered? Online Intercept Onsite

14. Describe on a supplemental sheet, answer the questions in the order given that describes your event (to the fullest extent possible); what makes it unique, what do you want to accomplish; what type of experience is offered; who is your target audience and market; how do you determine the target audience and market of your event; what is a quick overview of your event marketing; how does your event contribute to the local/regional tourism economy; the methods and tools for measuring success; target goals for increased overnight or daytrip visits, increased audience/circulation; number of tickets sold; overnight rooms booked/occupied; coupons redeemed and any other quantifiable measures for this event.

15. On a supplemental sheet, please describe your plans to sustain this event in future years.

Marketing Deliverables to Co-Brand Charlottesville and Albemarle County - The CACVB logo **MUST** receive high visibility from your event. Briefly describe how you will extend the CACVB brand through your pre-event marketing and on-site at the event. Please give specific details below.

The items below are **REQUIRED** by the CACVB as part of the Sponsorship. Please indicate how you will further incorporate these in your event.

Virginia.org listing – MUST DO	
CACVB Logo Exposure (on ads, banners, promotional materials, and on or near stage, if applicable) - MUST DO	
The CACVB video or video link on your event website – MUST DO	
Social Media Exposure (tagging the CACVB) – MUST DO	

The items below are **SUGGESTED** ways to amplify the CACVB Brand. Please indicate how you will incorporate these in your event.

Digital Exposure (including reciprocal links to www.visitcharlotteville.org)	
Print Exposure (such as complimentary CACVB ad in event program)	
Outdoor Media Exposure	
Broadcast Exposure	
CACVB brand exposure in video and/or audio production	
CACVB Display Booth and On-site presence	
PR Opportunities that incorporate CACVB and/or CACVB staff including press conferences	
Number of Media / Staff Passes and Access Levels of Passes for CACVB staff and guests	
Items or packages for possible online sweepstakes. Please give details.	

In the section below, include any **ADDITIONAL** ways that your Festival will further promote the CACVB Brand. Be creative! Add rows as needed.

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“This application is submitted with the understanding that additional information may be requested by the Charlottesville Albemarle Convention and Visitors Bureau to determine whether funding for marketing initiatives will be approved. If monies received are not expended in the manner described in this application and other supporting documentation received or the applicant does not operate according to the Terms of Sponsorship attached hereto, the applicant will, upon request by the CACVB, fully reimburse the CACVB for the amount received. Failure to do so when requested will result in legal action to collect the sponsorship proceeds along with costs and reasonable attorney’s fees.”

Signature

Date

Print name

Mailing Address

E-mail Address

Phone

Website

Social Media Handles

APPLICATION DEADLINE - 5:00 P.M., Friday, May 1, 2020. ELECTRONIC APPLICATIONS MUST BE SENT VIA EMAIL TO: koleary@albemarle.org PRINTED APPLICATION MUST BE DELIVERED IN PERSON IN A SEALED ENVELOPE ADDRESSED TO KATHY O’LEARY AND WILL BE ACCEPTED AT THE ADMINISTRATION OFFICE OF THE CACVB, 610 EAST MAIN STREET, ONLY. PLEASE DO NOT MAIL APPLICATIONS. ALL APPLICATIONS WILL BE TIME STAMPED UPON RECEIPT. FAILURE TO ADHERE TO TIMELY SUBMISSION WILL DISQUALIFY APPLICANT.

IMPORTANT: IF YOU HAVE ANY QUESTIONS ABOUT THE APPLICATION PROCESS, please contact Kathy O’Leary, CACVB Finance Administrator – koleary@charlottesville.org, or Will Dozier, CACVB Marketing Coordinator - wdozier@albemarle.org. No phone calls please.

All questions on this application must be answered and, where asked, supplemental information must be provided. Failure to complete these items will disqualify your organization in this process.