



## Marketing Leverage Fund Application

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### COVER PAGE

Project Title: \_\_\_\_\_

Total Funding Request: \$ \_\_\_\_\_

Organization/Business Name(s):  
\_\_\_\_\_

Organization/Business Type:

Non-Profit\*

For-Profit

Coalition

Other

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Application Contact Person: \_\_\_\_\_

Title/Relationship: \_\_\_\_\_

Contact Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

Individual who attended the Pre-Application Meeting and the date of the meeting

Attendee: \_\_\_\_\_ Date: \_\_\_\_\_

**\*Non-profit organizations must submit their IRS Designation letter**

**1. Organization mission and goals:**

**2. Project description. How will you incorporate the Visit Loudoun logo or acknowledgement of Visit Loudoun?**

**3. Target audience:**

**4. Implementation schedule:**

**5. How will this project promote tourism, travel, or business that will generate tourism or travel in Loudoun County? How will this increase visitor spending? How will it reach out-of-county markets?**

**6. How will you track and measure the success of this project as it relates to out-of-county visitor spending and overnight stays?**

**7. Overall organization budget. The most recently completed fiscal year financial statement is acceptable; for-profits may provide the budget and request that the document remain proprietary:**

8. **Detailed project budget** as it relates to *this* funding request. Include revenues and expenses, incorporating the match. If the applicant is a non-profit organization, a portion of the match may be in-kind professional services; proposals detailing the in-kind value must be attached to verify the match. If the applicant is a coalition, all participating businesses and organizations, their contact information, and contributions must be included. Staff time and overhead are not eligible.

ITEM	BUDGET	IN-KIND	TOTAL REVENUE
<b>REVENUE</b>			
Marketing Leverage Funds			
Public Funding			
Private Funding			

EXPENSES	IN-COUNTY	OUT-OF-COUNTY	IN-KIND	TOTAL EXPENSES
Advertising (list all places you will be advertising)				
Design				
Printing				
Postage				
Website/Online Marketing				
Display				
Other (describe)				

**9. List the partners for this project or program and identify their role and contributions.**

**10. Will you need assistance from Visit Loudoun for this project, and if so, what type of assistance? Priority will be given to those who have discussed these needs with Visit Loudoun prior to submitting the application.**

**11. Identify all public funding sources requested for this program (local governments, state, federal, etc.) and the status of that funding.**

## Tourism Marketing Leverage Fund Application Checklist

The following checklist of items is included to assist you with your application. If an item on this list is relevant to your funding application, it must be included within or in addition to the application. This is not an exhaustive list; if there is something else that would assist the review committee in reviewing the application, it should be provided. Please sign the completed checklist and return it with the application.

*I have included the following to be considered as part of the funding application:*

### Advertising

Media placement plan, including publication names and schedule

Design quote (For in-kind contributions indicate full value and the amount credited as the in-kind contribution)

### Printed Materials/Brochures

Explanation of how overnight stays, longer visits, etc. will be promoted

Mock-up or sample of the printed material/brochure

Design quote (For in-kind contributions indicate full value and the amount credited as the in-kind contribution)

Distribution plan and schedule

Distribution (fulfillment) cost to out-of-county audience

### Websites/Online Marketing

Site plan

Wire frames, if you have them

Demonstration of where the website will link to the Visit Loudoun website, promote overnight stays, etc.

Design quote (For in-kind contributions indicate full value and the amount credited as the in-kind contribution)

### Trade Shows and Displays

Objectives and audience

Booth/displays usage plan

Mock-up of design

Design quote (For in-kind contributions indicate full value and the amount credited as the in-kind contribution)

Booth rental/participation fees

### Attendance Builder for FAMs, Site Visits, etc.

Schedule for building attendance

Target audience and expected results

Mock-up or sample of marketing materials

Explanation of how overnight stays will be promoted

Tour itinerary

