



Marketing Leverage Fund Application

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 (if applicable)

Attendee:

Date:

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

***Current W-9 must be submitted with application**

- 1. Organization mission and goals:**

- 2. Project description:**

- 3. How/where will you incorporate the Visit Loudoun logo or acknowledgement of Visit Loudoun?**

- 4. Target audience:**

- 5. Implementation schedule:**

- 6. How will this project promote tourism, travel, or business that will generate tourism or travel in Loudoun County? How will this increase visitor spending?**

- 7. How will it reach out-of-county markets?**

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

- 9. 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:**

10. 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	REVENUE
Marketing Leverage Funds	
Public Funding	
Private Funding	
In-Kind	
TOTAL REVENUE	

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

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

12. 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.

13. 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: (**check all that apply**)*

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)
- Social media ad buys with target audience information and number of placements

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