



Richmond Region Tourism Foundation's BLK RVA Sponsorship Program

BLK RVA is a collaborative initiative between Richmond Region Tourism (RRT) and 20+ community leaders. The campaign launched in August of 2019, after two years of planning, www.visitblkrva.com. It promotes African American tourism by illustrating the Richmond region as a multicultural hub that specializes in four pillars: Arts & Entertainment, Food & Drink, Community, and History. Through this initiative, we're setting out to increase tourism, engage regional residents, and support businesses by showcasing spaces that highlight the Black experience in the Richmond region. Black culture in Richmond is rooted in history, yet rising in its future

BLK RVA sponsorship is awarded to help incubate new events or expand the promotion of existing events to increase potential visitors from outside of the Richmond Region, whether they are traveling for leisure travel or meetings and conventions. Any sponsorship dollars awarded to your organization should be spent on marketing your event or enhancing the visitor experience to entice visitors to return to the Richmond Region.

This BLK RVA Sponsorship Program has a finite amount of dollars that can be awarded. It will be a competitive process and your answers in this application will be vitally important to the BLK RVA Advisory Committee. Any tourism or hospitality organization or event planner can apply for a cash or in-kind sponsorship for up to \$2,500, but your awarding amount, if any, is not guaranteed year to year.

Application Process

1. Organizations applying for a BLK RVA tourism sponsorship should follow the format provided in this application.
2. Completed applications are **due by November 24th**, for events occurring in December 2022-June 2023.

Attn: Tameka Jefferson
Richmond Region Tourism Foundation
401 N. 3rd Street
Richmond, VA 23219
tjefferson@visitrichmondva.com

The Review Process/Awarding of the Sponsorship

1. All sponsorship requests will be reviewed by a Richmond Region Tourism representative and the BLK RVA Advisory Committee.
2. The event must be promoted as a BLK RVA tourism-focused event and must be hosted in one of the seven jurisdictions served by Richmond Region Tourism and BLK RVA. Jurisdictions include the counties of Chesterfield, Hanover, New Kent, and Henrico as well as the city of Richmond, the city of Colonial Heights, and the town of Ashland.
3. Organizations must submit a completed Post-Event Review Form for each event listed in this application, including any relatable documentation, within thirty (30) days after the completion of the event. See Appendix A
4. An organization can also request an In-kind sponsorship. For example, a BLK RVA photographer or videographer. NOTE: Images and videos will be provided to the event planner and utilized by Richmond Region Tourism and BLK RVA to promote the Richmond Region.

BLK Sponsorship Program

Organization Information

Organization name: _____

Total sponsorship amount requested: _____ (\$500 - \$2,500)

In-kind service requested: _____

Event(s):

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Contact Information

Submitted by: _____

Address: _____

Phone: _____ Email: _____

Statment/Acknowledgment of Sponsorship Policy

In submitting this application, the organization applying for the grant agrees to the following:

- If awarded, the cash award will be applied to help increase the number of visitors to the Richmond Region.
- If awarded, the organization agrees to provide Richmond Region Tourism's Foundation a W-9 with this application before each event and the Post-Event Review Form after the completion of your event.
- If applicable, the organization agrees to work with Richmond Region Tourism on promoting hotel information to attendees.

Event Information

Describe the event(s):

What is the estimated number of attendees you anticipate having at your event? What is the estimated number of out-of-town attendees you anticipate having at your event?

Please describe how you will use this sponsorship to increase the number of visitors, improve the economic impact in the region, etc (Please be prepared to document in the Post-Event Review Form how you used the sponsorship to promote your event).

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If this will be the first year this event is held, why do you think there is a market for your event? Do you plan to operate this event annually/multi-years?

What plans do you have to attract media attention to your event?

How will this event showcase the Region as a multicultural hub? (Ex. BLK RVA's four pillars - Arts & Entertainment, Food & Drink, History and Community).

How can BLK RVA activate partnership at your event?

Are you working with other black-owned businesses in the Region?

Yes No

Are we able to provide pre-event information or a survey for your attendees?

Yes No