



Richmond Region Tourism Foundation's BLK RVA Business Photography 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 and Entertainment, Food and 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 photography sponsorship is awarded to help **rooted and rising businesses market and promote** o increase visitors from outside of the Richmond Region, whether they are traveling for leisure travel or meetings and conventions. Outside of the region includes travelers 50 miles or more. Any sponsorship dollars awarded to your organization should **only** be spent on marketing your event or enhancing the visitor experience to entice visitors to return to the Richmond Region.

This sponsorship 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 company can apply for this sponsorship but selection, if any, will depend on whether the business is listed ours www.visitblkrva.com. Contact us to learn how to get listed.

The Application Process

1. Organizations applying for a BLK RVA tourism sponsorship should follow the format provided in this application.
2. Sponsorships will be provided to Rooted or Rising (recently opened) tourism and hospitality businesses with a brick and mortar.

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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 tourism or hospitality business must be aligned with BLK RVA's four pillars: **Food & Drink, Arts & Entertainment, History, and Community** and **must be 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 complete series of questions and provide any relatable documentation on their marketing efforts (**located on page 3**)
4. Images and videos must be made available to the business but will also be owned and may be utilized by Richmond Region Tourism and BLK RVA to promote the Richmond Region.

BLK RVA Photography Program Application

Organization Information:

Business Name (**Name listed on business W9**):

List types of images that you would like to receive to promote your business:

Contact Information:

Submitted by: _____

Org./Business Address: (Location of where the photographer will visit)

Phone: _____

E-mail: _____

I. Statement/Acknowledgment of Sponsorship Policy

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

- If awarded, photographs and/or videos will be utilized for marketing and promotion.
- Assign a contact to work with the RRT/BLK RVA team and photographer through the completion of the project.
- Ensure business and images are updated on the www.visitblkrrva.com website **(Extremely important). Those who are not listed will not be able to receive sponsorship.**
- If applicable, the organization agrees to work with Richmond Region Tourism on promoting its business to visitors.

II. Event Information

A. Tell us about your business. (Mission, Values, Goals, etc.)

B. How long have you been in business? Would you consider your business to be a Rooted or Rising business (5 years or less)?

C. How much have you currently spent on marketing and promoting your business? EX: Branding, videos, still images, etc.

D. Are you currently listed on the www.visitblkrrva.com website? NOTE: All businesses must be listed on our site to apply for this sponsorship. Contact us to get listed right away.

E. How do your hospitality and tourism business align with the four pillars of BLK RVA? Ex: Arts & Entertainment, Food & Drink, History, and Community

F. Are you able to dedicate time to ensure the successful completion of this project? Who would you assign to work with the photographer and RRT/BLK RVA rep? **Note:** This person should be able to provide details on the types of images you are seeking.

G. Do you have any other marketing needs? What are they?

Signature:
