

Spring 2023 Special Event & Festivals Sponsorship Program

Application Template and Instructions

VTC has created this application template and instructions document to assist you in preparing your application. You can *copy and paste your answers from this document into the required web portal.*

Applications will only be accepted via the online web portal and applications are due by 5 p.m. on Tuesday, February 28, 2023.

We recommend that you also have the Spring 2023 Special Event and Festivals Program Terms and Conditions document open and available as you fill out this application template. The Terms and Conditions document reviews applicant eligibility, eligible and ineligible expenses, and reimbursement processes. Please read that document before starting your application.

For your reference, marketing expenses are expenses related to marketing the event. Production expenses are expenses related to producing the event, such as stage rentals, fencing rentals, performer fees, etc. Be sure to check the Terms and Conditions for what types of marketing and production expenses are eligible. This program has very strict requirements and you will not be reimbursed for ineligible expenses.

Once you completely submit your application you can not edit it in the web portal. However, you can stop and start your application in the web portal by saving your application url. Do not click submit until you are absolutely sure you are ready to do so. If you need technical assistance, you can use the Technical Assistance request box on the grant application web portal or you can contact VTCSEFGrant@virginia.org for assistance.

General Information Section

Being listed on Virginia.org (the state tourism website) is a requirement for reimbursement. Please visit <https://www.vatc.org/marketing/digital-marketing/webmarketing/> to set up an account or manage your listing. You must set up your account, create your listing, and then add your event to the calendar. Webinars and information are available at the link above to help with this process. You do not need your listing to be complete at the time of application. However, it must be set up before reimbursements can be processed.

An example Virginia.org url looks like this: <https://www.virginia.org/listing/cape-charles/5128/>

Is your event listed on Virginia.org?	No
If yes, what is the url?	

VTC must know the exact location of where the event/festival will be held. This is not the physical address of the event organizer. This is the physical location where the event/festival will be held.

Event/Festival Name:	Hampton Jazz & Music Festival
Event/Festival Street Address:	1000 Coliseum Drive
Event/Festival City, State, Zip:	Hampton, VA 23666
Locality where event is held:	City of Hampton
Event/Festival Start Date:	June 23, 2023
Event/Festival End Date:	June 25, 2023

This program will not fund start-up events and event series. The Marketing Leverage Program is a better fit for those types of events. To qualify for this program, events and festivals must have been held at least TWICE since 2017.

Prior year event held:	2018
Attendance that year:	19,279
Prior year event held:	2019
Attendance that year:	17,019

Applicant/Business/Organization Name:	Hampton Coliseum
EIN#:	54-6001336
Applicant Contact Name:	Rebecca Hansen
Applicant Contact Title:	Marketing Manager
Applicant Contact Email:	Rebecca.hansen@hampton.gov

If the applicant is a very small locality managed DMO, please list the County Manager or Finance Officer as the secondary contact. All other applicant types should include a secondary contact from within their organization or business.

Secondary Contact Name:	Mary Fugere
Secondary Contact Title:	Director, Hampton Convention & Visitors Bureau
Secondary Contact Email:	mary@hamptoncvb.com

The program is only open to Virginia entities and Virginia-based events and festivals. Non-Virginia entities may partner with a Virginia applicant on an application, but non-Virginia entities may not be the applicant in VTC funding programs.

Applicant Mailing Address:	1000 Coliseum Drive
Applicant City, State, Zip:	Hampton, VA 23666
Applicant Phone:	(757) 838-4203

The maximum award is \$20,000. Events with 20,000 or under projected attendees are eligible for \$10,000; events with 20,0001 or more projected attendees are eligible for \$20,000.

Amount of Requested Funds:	\$20,000
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You must provide a liability insurance policy/certificate with Virginia Tourism Corporation listed as an interested party in order to be reimbursed through this program. If you do not yet have event/festival insurance coverage, **you do not need to upload a policy at the time of application**. VTC will send you reminders to complete this step. In addition to the requirement of an event liability policy, VTC strongly encourages events/festivals to acquire event cancellation insurance.

Do you have an event liability insurance policy in place:	Yes; City of Hampton is self-insured
If, yes please upload liability insurance certificates if available.	
If you have event cancellation insurance, please upload that policy.	

Please list your social media handles, website, and hashtags where applicable.

Event/Festival Twitter:	@hamptonJazzFest
Event/Festival Facebook:	Hampton Jazz Festival
Event/Festival Instagram	@hampton.coliseum
Event/Festival Website:	Hamptonjazzfestival.com
Event/Festival Hashtags:	

Program Marketing Goals (15 points)

Please choose the best category that best fits your event.

Special Event/Festival Focus:	Choose One from drop down list: Arts & Culture Culinary/Craft Beverage/Wine Equestrian Luxury Travel History Music Outdoor Recreation Sports LGBTQIA+ Holidays
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Describe your event marketing plans:	
Start date of event marketing (no earlier than August 1, 2022):	Wednesday, March 1, 2023
End date of event marketing (no later than 30 days after the event end date):	June 25, 2023
How will VTC funding enhance your normal marketing and production activities for this event?	VTC Funding will allow ability to document event via professional videography & photography. Grassroots marketing will also receive additional funding to execute poster & flyer distribution in local & regional markets to increase event awareness.

	<p>Venue advertising will receive additional funding to print additional signage & window clings</p> <p>Photo booth opportunity to allow guests to memorialize festival experience</p>
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Please choose a creative name that reflects your marketing plan for this event/festival. Do not use an individual's name and do not use the business/organization name. Indicate the dates of your marketing program being mindful of VTC's 6-month (from application opening) lookback period and 18-month, from award date, program maximum. Our goal is to notify applicants of awards by mid-April 2023 hence the October 2024 program deadline. Think about how this marketing program can enhance your normal marketing activities, target new demographics, and promote accessibility at your event/festival.

Driving overnight visitation is a critical component of VTC programs. An overnight visitor is one who spend at least one night at or near the locality. A regional visitor is a day tripper who comes from at least 50 miles away. Explain how your marketing choices in this plan will help drive additional overnight visitation and additional out-of-region visitation to your event/festival. Be sure to reference research from your prior marketing campaigns, social media insights, and/or Virginia Tourism Corporation travel profiles that can be found on www.vatc.org/research.

How will these marketing and production funds drive additional overnight or out-of-region visitation to your event/festival?	Increase advertising scale and possibilities. Including markets in DMV area, North Carolina
Projected # of out-of-state visitors to the event/festival:	7,500
Projected # of out-of-region visitors (non-overnight/daytrippers) to the event/festival:	7,000
Projected # of local visitors to the event/festival:	3,000

The total projected visitors to the event/festival should equal the three numbers from above. Total your projects for all three visitors types and enter your total projected visitors to the festival/event. Indicate what research you have, such as prior ticket sales and prior gate counts, to validate those projections.

Total projected attendance to the event/festival:	24,000
What research/data do you have to validate these projections?	2019 Data + current ticket sale trends
Is this a ticketed event?	Yes
If no, how will you track attendance	

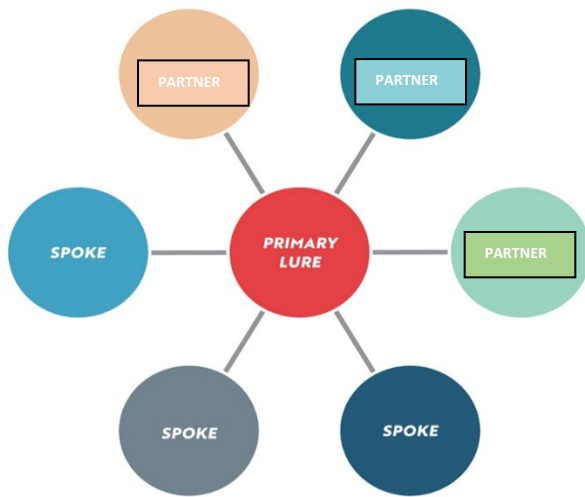
Visitor Experience (15 points)

This is a critical section in your application. Fully explain your event/festival experience so that the scoring teams can understand all of the activities related to this event and how these funds will be used to grow your event/festival's attendance, activities, or footprint.

List the visitor experiences for each day of the event:	<p>Vendors will be present as well as local businesses before, during, and after the event.</p> <p>Vendors will be located throughout concourse of Hampton Coliseum and extend across the street to Hampton Roads Convention Center (757 Extravaganza).</p> <p>Extravaganza brings vendors from D&O markets providing exclusive opportunities for festival goers to purchase food & merchandise not normally found in Hampton Roads area.</p>
Will these funds allow you to expand the festival footprint (i.e. add a second stage, rent tents for vendor marketing, etc.)	No; Festival footprint is indoors & exists within Hampton Coliseum & Hampton Roads Convention Center.
If yes, please explain.	
Will these funds allow you to increase overall capacity (# of people) who can attend the event?	No; Festival footprint is indoors & exists within Hampton Coliseum & Hampton Roads Convention Center.
If yes, please explain.	
Will this event have a vendor market, food trucks, concessions or artisan area?	Yes
If yes, please describe the number of vendors and how you recruit these businesses to your event.	<p>Vendor count on Hampton Coliseum concourse is 15-18 annually; 757Extravaganza features 80+ vendors. Collectively, roughly 100 vendors are available for festival goers.</p> <p>Recruitment consists of festival sponsors and call for vendors at Hampton Roads Convention Center. City of Hampton also boosts vendor recruitment efforts by sharing and forwarding calls for vendors on website & social media.</p>
Will these marketing and production funds enhance your marketing to diverse audiences and/or promote accessibility at the event?	Yes
If yes, please explain.	Diversifying media channels that have various demographics of viewership & listenership. With rebrand & adjustment of artist line up, we are also hoping to leverage new audiences.

Partner Section/Modified Hub & Spoke (10 points)

Virginia Tourism Corporation uses a Hub & Spoke itinerary and development model.



Your event/festival is the Primary Lure and the itinerary/partnership has six spokes. Three of those are partners in your marketing plan. For this program, you need to identify for your three partners and if you have created any partnerships or event/festival packages. You must use actual names of businesses in this section. Please do not list general categories such "restaurants." Instead, list exact names of businesses, such as Whistlestop Café or Joe's B&B.

Partner #1 Name:	Coliseum Central
Partner #2 Name:	13NewsNow
Partner #3 Name:	Hotels
How will these partners support the marketing and production of your event/festival?	<p>Coliseum Central is a centralized shopping district allowing walking distance entertainment & dining opportunities that complement the Festival</p> <p>13NewsNow provides live interview opportunities on segments in morning and noon news broadcasts.</p> <p>Local Hotels provide lodging for artists for all 3 festival event days. Lodging includes breakfast.</p>
Have you created any event/festival partnerships with these partners such as lodging packages, VIP packages or other creative partnerships?	No
If yes, please explain.	

A DMO is a Destination Marketing Organization. DMOs please select your office and please also upload a letter of support signed by your Director or CEO. These are local and regional tourism offices that are officially recognized by Virginia Tourism Corporation. A letter of support from the local or regional DMO is required for this program. Most, but not all, localities in Virginia are covered by a DMO. If your locality is not covered by a local or regional DMO, please select "Other" then a letter of support from locality leadership (i.e. county supervisor, city manager, EDA, PDC) will suffice.

Please select our nearest local or regional DMO:	Hampton Convention and Visitors Bureau (CVB)
Please upload a letter of support.	

Target Markets (20 points)

You must choose at least TWO target markets, but you may choose THREE. Be sure to reference data from your social media insights, credit card processing data, other market research, and VTC research to justify why you selected those target markets. VTC visitor profile data and other research can be found at www.vatc.org/research. Applicants are encouraged to spend at least 25% of their requested amount on an out-of-state target market. The drop-down box selections are: Baltimore, MD; New York, NY; Philadelphia, PA; Raleigh, NC; Boston, MA; Cleveland, OH; Columbus, OH; Harrisburg, PA; Nashville, TN; Pittsburgh, PA; Atlanta, GA; Charlotte, NC; Chicago, IL; Washington D.C.; Hampton Roads; Richmond; Roanoke-Salem; Bristol; Charlottesville; Danville; Northern Virginia; Harrisonburg; Winchester; Fredericksburg; In-State Other; Out-of-State Other; International Other.

Target Market #1	Baltimore, Maryland
Why did you choose this market?	
Target Market #2	Raleigh, North Carolina
Why did you choose this market?	
Target Marketing #3	Philadelphia
Why did you choose this market?	These are most popular out of region markets that ticket purchaser data shows.

Marketing and Production Plans (30 points)

Your marketing and production plan is a critical component of your application. Please be sure to reference the Terms and Conditions of this program for a list of eligible and ineligible marketing and production expenses. The list of eligible expenses is driven by legislation. There are no exceptions.

This section has four parts:

- Cash and/or In-Kind Match Marketing Plan
- Cash and/or In-Kind Match Production Plan
- VTC Reimbursable Marketing Plan (must be at least 50% of requested award)
- VTC Reimbursable Production Plan (may not be more than 50% of requested award)

VTC recommends that you research the VTC Co-op Industry Advertising Plan that provides some discounts with certain publications. Information on those opportunities can be found at:

<https://vatc.org/marketing/advertising/partneradvertising/>

You may also want to research special event and festival advertising opportunities through the PMAP/Welcome Center program managed by VTC. You can find information on those opportunities here: www.welcomeva.com

Be sure to indicate the name of the vendor, such as Facebook/Meta or Instagram/Meta or Joe's Tent Rentals or Jane's AV services in your marketing plan. If you don't yet know the name of the vendor,

such as an event insurance policy underwriter, then please describe the vendor/business type in that column.

This program allows for both in-kind and cash match.

For **cash** marketing and production match, simply list the vendor, items/target demographics if applicable, date, and projected dollar value

For in-kind marketing match, the following criteria applies:

Only eligible marketing expenses listed in the Terms and Conditions can be counted as in-kind marketing match.

Value social media followers at 10c each.

Value social media click/shares at 10c each for posts.

Value earned media, such as editorial in magazines, mentions in broadcast TV/radio, and online articles, at the advertising equivalency value.

Value owned media based web analytics with clicks/visits counting as 10c each.

Be sure to fully explain the owned and earned media assets in the marketing plan, including any weblinks and be sure to fully explain how you arrived at the in-kind match value

For in-kind production match, the following criteria applies:

Only eligible production expenses listed in the Terms and Conditions can be counted as in-kind production match. Absolutely no staff time, security or EMT costs can count as production match. Signage is not eligible. However, banners are eligible under the promotional items allowance.

For donated costs, such as donated tent rentals or a performer waiving fees, list the vendor, items, dates, and projected dollar value of the donated item or service.

Cash and/or In-Kind Match Marketing Plan: This is your marketing match. This grant requires a minimum of a 50% cash or in-kind match. If you are asking VTC for \$5,000 in reimbursable marketing expenses, you must have AT LEAST \$2,500 in cash or in-kind marketing match listed. The maximum award for this program is \$20,000 and requires a minimum of \$10,000 cash or in-kind match. We encourage you to list more than the minimum match, so we are better able to understand the economic impact of these programs. Documentation, including invoices and proof of payment, will be required for proof of match.

Create your in-kind or cash match marketing plan by listing eligible marketing plan items. See the Special Event and Festivals Sponsorship Program Terms and Conditions for a list of eligible marketing plan items.

Each line items must list the media channel/vendor; marketing items description including target markets, target demographics, etc; placement dates; and amount.

The VTC scoring teams will be looking at how your marketing plan choices match up to your chosen target markets and target demographics. Make sure you are looking at your marketing funnel and that you have made deliberate choices backed up by data and research.

At LEAST 50% of your requested award should be spent on marketing the event/festival. Please note that 10% allowances apply to event/festival insurance, promotional items, A/V services (this does not include sound engineering services at a festival) as part of a convention, and music licensing fees.

Promotional items are counted as a marketing expense.

Insurance, A/V services, and music licensing fees count as production expenses.

Example: In-Kind or Cash Match Marketing Plan

Media Channel/Vendor	Marketing Items Description	Placement Dates	Amount
<i>Example: Facebook/Meta</i>	<i>200,000 followers as of January 1, 2023</i>	<i>As indicated by Facebook Insights on January 1, 2023</i>	<i>\$2000.00</i>
<i>Example: Washington Post (earned media)</i>	<i>Full page editorial in Travel section in September 2022 featuring the wine festival and things to do in Our Town, Va. Using ad equivalency value full page = \$8,000</i>	<i>September 25, 2022</i>	<i>\$8,000</i>
<i>Event Insurance/Vendor TBD</i>	<i>Event insurance coverage for the weekend of July 4-6, 2023</i>	<i>Policy in effect July 4-6, 2023</i>	<i>\$800</i>
		<i>Total In-Kind Marketing Match:</i>	<i>\$10,800</i>

Add lines as needed to your in-kind or cash match marketing plan until you have allocated your match. You are encouraged to include more than the minimum match. Please double check your totals as you tab through creating your marketing plan.

In-Kind or Cash Match Production Plan: This is your production match. This grant requires a minimum of 50% in-kind match. If you are asking VTC for \$5,000 in reimbursable production expenses, you must have AT LEAST \$2,500 in in-kind match production expenses listed. The maximum award for this program is \$20,000 and requires a minimum of \$10,000 in match. We encourage you to list more than the minimum match, so we are better able to understand the economic impact of these programs. Documentation, including invoices and proof of payment, will be required for proof of match.

Create your in-kind or cash match production plan by listing eligible production plan items that you want to count as match. See the Special Event & Festivals Sponsorship Program Terms and Conditions for a list of eligible marketing plan items.

Each line items must list the vendor; item description, rent/performance/placement dates; and amount.

The VTC scoring teams will be looking at how your production plan choices match up to your visitor experience plan for the event/festival. Make sure you are ONLY listing eligible production expenses as in-kind match.

Example: In-Kind or Cash Production Match Plan

Vendor	Item Description	Placement Dates	Amount
<i>Example: Joe's Tent Rentals</i>	<i>40 10x10 canopy rentals for vendor market; 50% of cost will be cash and 50% of cost is donated by Joe's Tent Rentals</i>	<i>July 4-6, 2023</i>	<i>\$12,000</i>
<i>Example: ABC Porta-John Rentals</i>	<i>16 PortaJohns for festival weekend</i>	<i>July 4-6, 2023</i>	<i>\$8,000</i>
<i>Fencing Rentals/Vendor TBD</i>	<i>Fencing to create ticketed entry points on festival grounds</i>	<i>July 4-6, 2023</i>	<i>\$800</i>
		<i>Total In-Kind Production Match:</i>	<i>\$20,800</i>

Add lines as needed to your in-kind or cash match production plan until you have allocated your cash or in-kind match. You are encouraged to include more than the minimum match. Please double check your totals as you tab through creating your marketing plan

VTC Reimbursable Marketing Plan: These are items for which you will be seeking VTC reimbursement. The total of your VTC Reimbursable Marketing Plan should be at least 50% of your requested award amount. Be sure to list only eligible marketing expenses from the program Terms and Conditions. You will only be reimbursed up to your award amount. Partial awards may be made, and applicants must be willing to revise their marketing plans.

Medic Channel/Vendor	Marketing Items Description	Placement Dates	Amount
<i>Example: Charlotte Observer</i>	<i>Quarterly Print Ads in the Travel section; 4"x7"; targeting wine enthusiasts ages 25-64 who are interested in wine festivals who live in the Charlotte, NC area and who read the Charlotte Observer</i>	<i>Jan 2023 April 2023 July 2023 October 2023 \$3000/each placement</i>	<i>\$12,000</i>
<i>Example: The Image Group</i>	<i>Promotional items for staff during wine festival to included 20 T-shirts and one pull-up banner with Virginia is for Wine Lovers. Event marketing is targeting wine enthusiasts ages 25-64 who will see the banner and logo shirts on site.</i>	<i>July 2023</i>	<i>\$2,000</i>
		<i>Total VTC Reimbursable Marketing Plan</i>	<i>\$14,000</i>

Add lines as needed to your VTC Reimbursable Marketing Plan until you have allocated the full amount of your funding request. The maximum award is \$20,000 for this program. Please double check your totals as you tab through creating your VTC Reimbursable Marketing Plan.

Make sure you are not going over the maximum 10% of requested award allowance for promotional items. More information about the maximum 10% of award allowance for certain marketing expenses can be found in the program Terms and Conditions document.

Make sure your VTC Reimbursable Marketing Plan total is at least 50% of your requested amount at the beginning of the application.

VTC Reimbursement Production Plan: These are event/festival production items for which you will be seeking VTC reimbursement. The total of your VTC Reimbursable Production Plan should be no more than 50% of your requested award amount. Be sure to list only eligible expenses from the program Terms and Conditions. You will only be reimbursed up to your award amount. Partial awards may be made and applicants must be willing to revise their production plans.

Vendor	Production Items Description	Placement Dates	Amount
<i>Example: Joe's Rentals</i>	<i>40 tables 8x8 for vendor area including set up and breakdown</i>	<i>July 4-6, 2023</i>	<i>\$6,000</i>
<i>Example: ASCAP Music Licensing Fees for cover bands at wine festival</i>	<i>ASCAP fee for 12 hours of music performances over three days.</i>	<i>July 4-6, 2023</i>	<i>\$2,000</i>
		<i>Total VTC Reimbursable Production Plan</i>	<i>\$8,000</i>

Add lines as needed to your VTC Reimbursable Marketing Plan until you have allocated the full amount of your funding request. The maximum award is \$20,000 for this program. Please double check your totals as you tab through creating your VTC Reimbursable Marketing Plan.

Make sure you are not going over the maximum 10% of requested award allowance for insurance, music licensing fees, A/V rentals, or promotional items. More information about the maximum 10% of award allowance for certain marketing expenses can be found in the program Terms and Conditions document.

Make sure your VTC Reimbursable Marketing Plan total matches up with your requested amount at the beginning of the application.

Performance Outcomes (10 points)

You must select two performance outcomes from the drop-down box. Sources of data upon which to base your projected measures can be visitor logs, credit card data, ticket sales, overall sales, tax revenue, etc. Set reasonable baselines and goals. Increases of 3%-5% are reasonable.

	Select from Drop Down Box	Performance Baseline	Performance Baseline Date	Performance Projection (Goal)	Performance Projection (Date)
Performance Outcome #1	\$ Annual Sales	\$2,164,601.50	6/28/2023	\$2,251,185.56	7/1/2024
Performance Outcome #2	# of Event Attendees	17,019	6/28/2023	17,700	7/1/2024

Bonus Section (5 points)

This section allows for you to get creative. Think about ways you could activate the Virginia is for Lovers brand at your destination, business, or event. Are there special opportunities or behind-the-scenes opportunities you could offer to journalists, reporters, photographers, and videographers? Be detailed in your descriptions and dates. Including opportunities in this section **does not** guarantee that VTC can provide staff or journalists to take advantage of those opportunities.

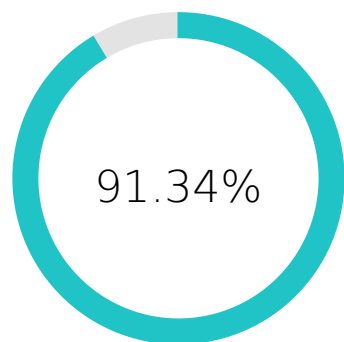
Select from Drop Down Box Press Passes or Tickets to Events Booth at Event	Describe the activation: VTC will receive recognition as a sponsor in all printed & paid	Dates of activation: June 23 – 25, 2023
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<p>Visitor Center has Virginia is for Lovers merchandise</p> <p>Photography Opportunity</p> <p>VIFL Banners at events, visitor centers</p> <p>VIFL apparel on staff/performers</p> <p>Unique "behind the scenes" opportunity</p> <p>Comp or Discount Lodging for Photography or Video Acquisition</p> <p>Recognition of VTC as a sponsor at events</p> <p>Other</p>	<p>media, as well as inclusion on sponsor slides of event slideshow. VTC will also receive sponsorship space on event welcome banner.</p>	
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Attendance / Lifetime

Data As Of 10:51 Am PST

FANS ENTERED



Fans Entered

6,212

Tickets distributed

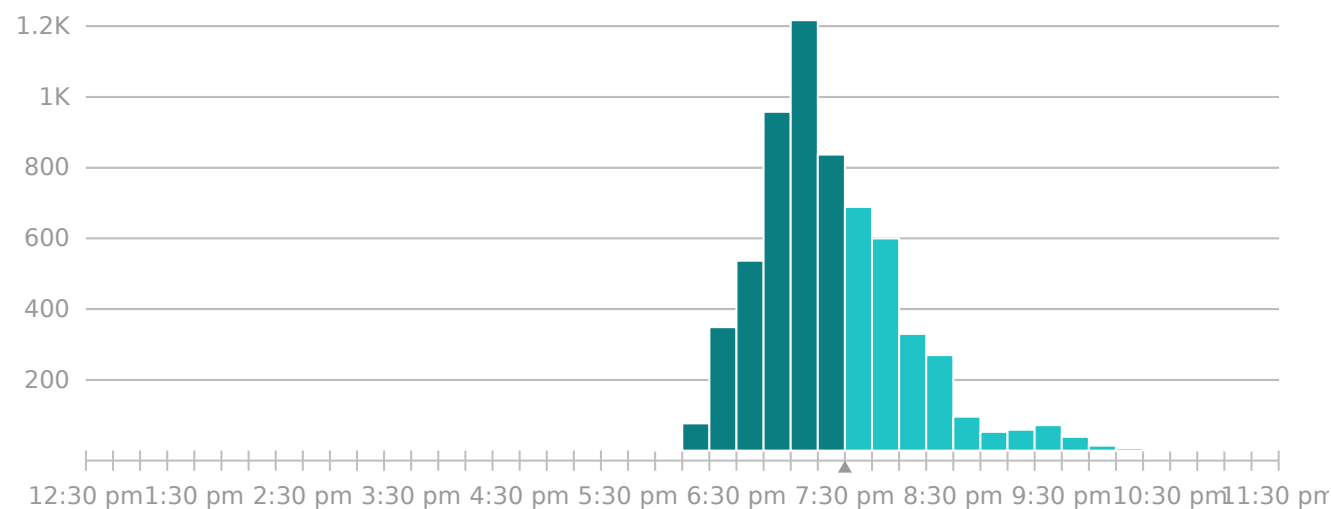
6,801

Fans inside	Fans exited	Rejected	Internal
6,212	0	111	0

SCAN RATE

Interval 15 min ▾

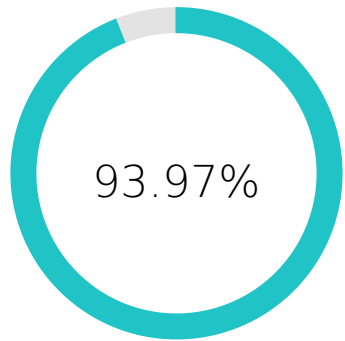
▲ Event Start Time: 7:30 pm



Attendance / Lifetime

Data As Of 10:57 Am PST

FANS ENTERED



Fans Entered

7,543

Tickets distributed

8,027

Fans inside
7,543

Fans exited
0

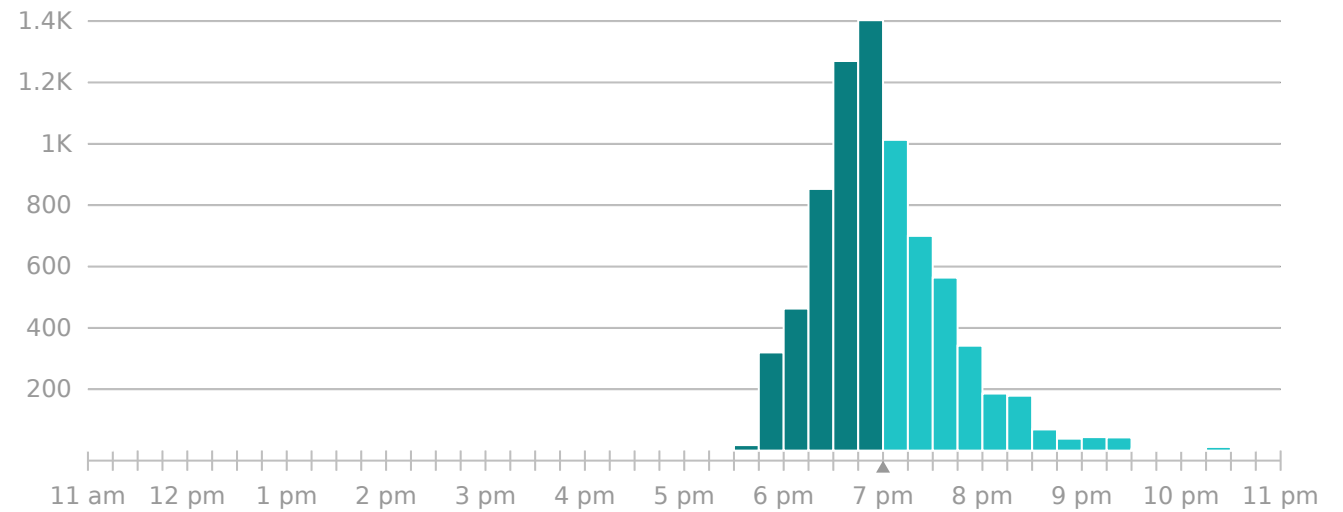
Rejected
135

Internal
0

SCAN RATE

Interval 15 min ▾

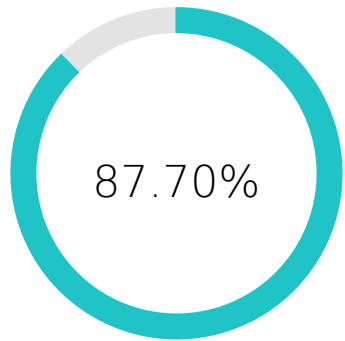
▲ Event Start Time: 7:00 pm



Attendance / Lifetime

Data As Of 10:58 Am PST

FANS ENTERED



Fans Entered

5,524

Tickets distributed

6,299

Fans inside
5,524

Fans exited
0

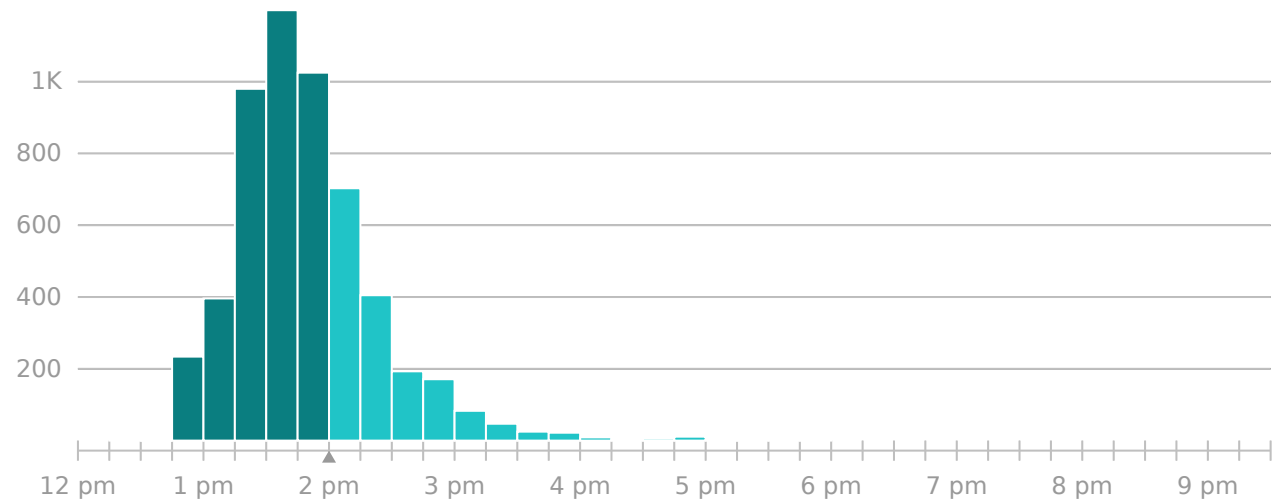
Rejected
103

Internal
0

SCAN RATE

Interval 15 min ▾

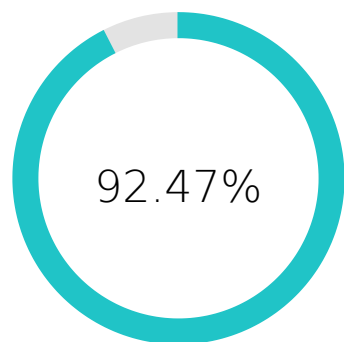
▲ Event Start Time: 2:00 pm



Attendance / Lifetime

Data As Of 11:00 Am PST

FANS ENTERED



Fans Entered

7,110

Tickets distributed

7,689

Fans inside

7,110

Fans exited

0

Rejected

151

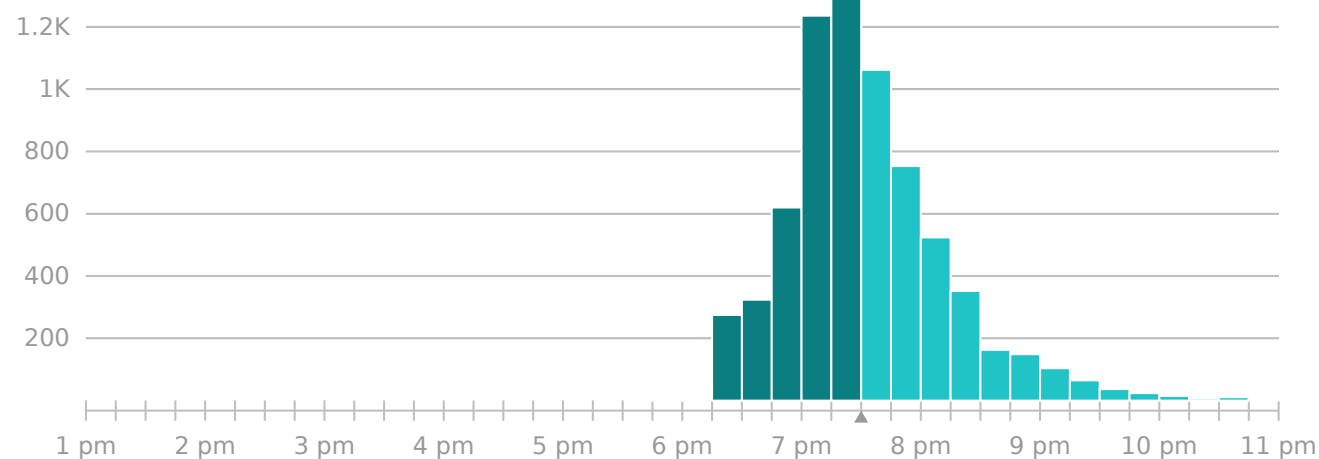
Internal

0

SCAN RATE

Interval 15 min ▾

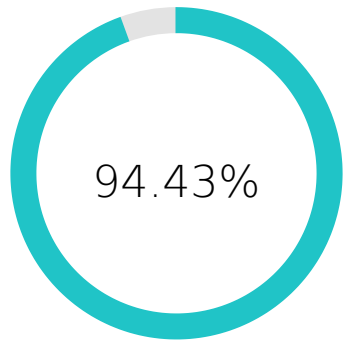
▲ Event Start Time: 7:30 pm



Attendance / Lifetime

Data As Of 11:02 Am PST

FANS ENTERED



Fans Entered

9,159

Tickets distributed

9,699

Fans inside
9,159

Fans exited
0

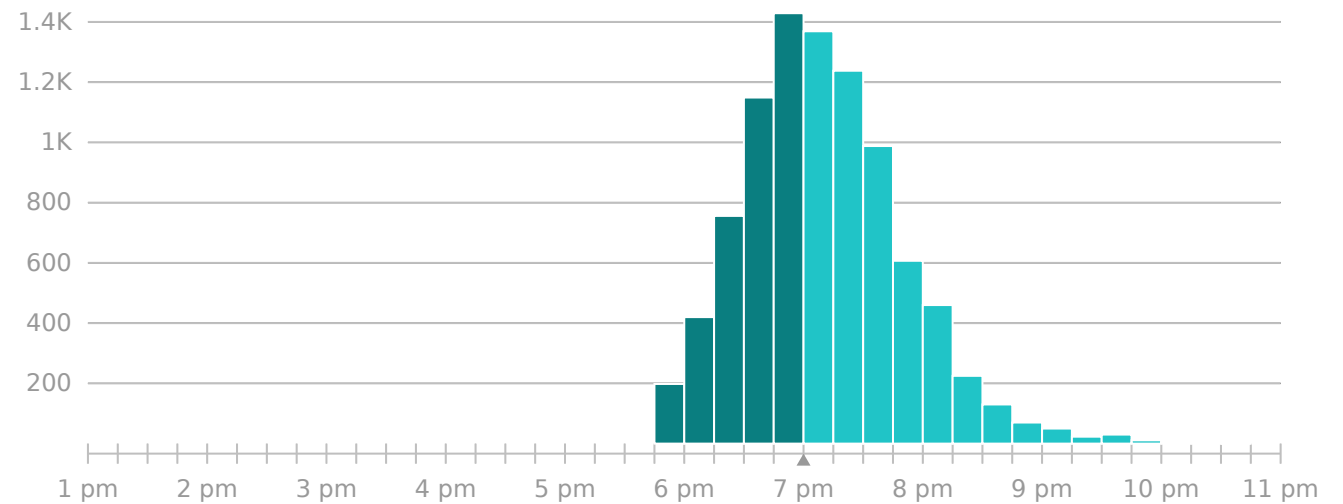
Rejected
140

Internal
0

SCAN RATE

Interval 15 min ▾

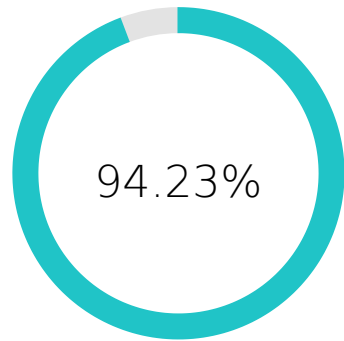
▲ Event Start Time: 7:00 pm



Attendance / Lifetime

Data As Of 11:04 Am PST

FANS ENTERED



Fans Entered

7,860

Tickets distributed

8,341

Fans inside

7,860

Fans exited

0

Rejected

117

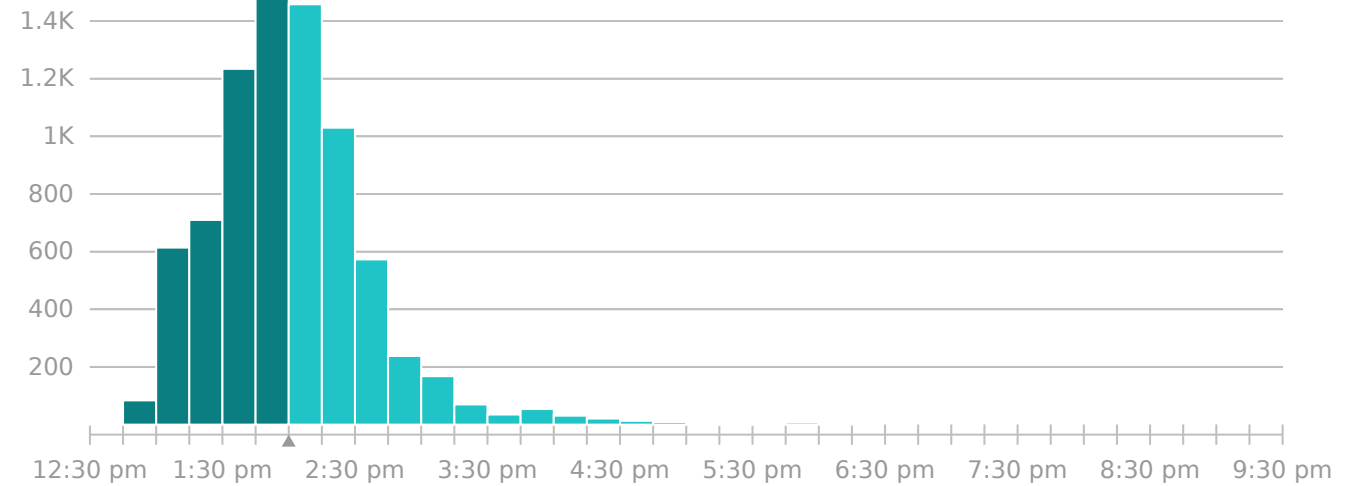
Internal

0

SCAN RATE

Interval 15 min ▾

▲ Event Start Time: 2:00 pm



53RD ANNUAL HAMPTON JAZZ FESTIVAL
HAMPTON COLISEUM
FRIDAY – SUNDAY, JUNE 23-25, 2023

Pre Announce: Wednesday, February 15 at 12 pm

Announce: Monday, February 21 at 12 pm

On Sale: Saturday, February 25 at 10 am

Target demo – 25-54, Smooth Jazz, R&B, Soul

Paid Advertising Summary

- Print/Online
 - **Daily Press – \$3400 budget**
 - (2) Full page color ads in entertainment section (on sale and week of show); digital
 - **Virginian Pilot – \$2000**
 - ¼ page color ad in entertainment section; digital
 - **Richmond Times Dispatch – TBD (previously \$1,800) budget**
 - ¼ page color ad; digital
 - **Veer Magazine – \$1100 budget**
 - ¼ page color ad in April, May, & June issue
- Radio
 - Advertising & Promotions Dates:

On Sale Paid schedule: 2/26-3/11

Maintenance Promotions: mid-April through Mother's Day

Backend Local Paid schedule: 6/4 to 6/25
 - Station Schedules:
 - **95.7 R&B (WVKL - Entercom) - \$8,000**
On sale – \$4,000
On sale trade – 10 tickets (P2 \$95)
Backend – \$4,000
 - **103 Jamz/92.1 The Beat (WOWI/WHBT - iHeartMedia Norfolk) - \$5,000**
On sale – \$2,500
On sale trade – 10 tickets (P2 \$95)
Backend – \$2,500
 - **106.5 The Beat (WBTJ - iHeartMedia Richmond) - \$1,500**
Maintenance – \$1,500
 - **KISS (WKJS - Radio One Richmond) - \$3,000**
Maintenance – \$3,000

- **Power 92.1 (WCDX - Radio One Richmond) - \$1,500**
Maintenance – \$1,500
- Digital
 - **Facebook – \$500**
 - Facebook Ad

Promotions & Trade Advertising Summary

- Promotions
 - **Pilot VIP E-Newsletter** – enter-to-win contest promoted in e-newsletter
 - **Radio Promos** – Paid & Trade Stations
 - Online promotions
 - Promotions on station social media pages
 - Inclusion on websites
 - Email blasts
 - Promotions leading up to the event
- Trade
 - **Billboards** – Coliseum Central Sponsorship
 - Run dates: 6/2 to 6/23
 - **Radio** – trade spots will run on outer market and university stations
 - WKJX – East Carolina
 - WYTT – Emporia, VA
 - WHOV – Hampton University

Website

- www.hamptonjazzfestival.com – updated with 2023 festival information
- www.hamptoncoliseum.org – HJF event page

Eblasts

- tmEngagement
 - HJF emails – Pre Announcement (2/15), Line-up Announcement (2/21), On Sale Now (2/25), April (4/1), Mother’s Day (5/14), One Month Away (5/23), Father’s Day (6/18), This Weekend (6/21)
 - HC upcoming event emails – sent once a month

Social Media

- Facebook – periodic posts and Facebook events
- Twitter – periodic posts
- Instagram – sharing of event photos

Online Event Listings

- City of Hampton
- HamptonRoads.com
- JazzTimes.com
- *See full list of local event calendars

Collateral

- Included in upcoming events flyer

Publicity

- News Releases – distributed for show announcement and leading up to the show
- Feature Stories – working with arts and entertainment reporters on covering the event
- Upcoming Event Flyers – distributed via email to the media once a month

Paid Advertising Summary

Print/Online - \$6,500 (plus RTD print ad spend)

Radio - \$19,000

Digital - \$500

Total Paid Advertising: \$26,000

Need to stay within \$35,000

February 24, 2023

Dear Virginia Tourism Corporation:

Hampton Convention & Visitor Bureau is excited to support the grant application presented by Hampton Arts/Hampton Coliseum for the Hampton Jazz Festival to be held in June 23-25, 2023 at Hampton Coliseum. Annually, Hampton, Virginia celebrates the Hampton Jazz Festival which draws thousands of music lovers from across the nation.

It has been 55 years since the first Hampton Jazz Festival was held at Hampton University in 1968. This annual tradition has evolved into a citywide reunion. Guests who attend the three-day event fill regional hotels and spend free time enjoying Hampton dining, craft beverages, and attractions, such as Fort Monroe Visitor & Education Center, Harbor Tours, Hampton University campus and Virginia Air & Space Science Center, among others. Event organizers intend to use the grant funds for professional videography and Richmond billboard advertising.

We sincerely appreciate your consideration of this grant request and encourage Virginia Tourism Corporation to award the Hampton Jazz Festival with the requested event funding. We look forward to welcoming jazz guests back to Hampton and Virginia this June!

Sincerely,



Mary Fugere, CDME, CMP, CTIS
Director
Hampton Convention & Visitor Bureau