

Vander Vennet, Terri

From: Martin, Staci <smartin@virginia.org>
Sent: Wednesday, May 3, 2023 8:14 AM
To: Mitchell, Janell; Hansen, Rebecca; Fugere, Mary
Cc: Salaah ad-Deen, Noah
Subject: [EXTERNAL] VTC Special Events & Festivals Sponsorship Program Grant Award Notification
Attachments: I'm Awarded What's Next SEF.docx; SEF Marketing Plan Revision Form.docx

Dear Rebecca, Janell, and Mary,

Congratulations! I am pleased to inform you that your application for the Special Events & Festivals Program #0323-0090-SEF Hampton Jazz Festival has been approved in the amount of \$10,000.

You have received a partial award for the following reasons:

Media channels are not eligible to be partners in this program. Media channels are considered vendors and would be listed in your marketing plans.

Digital billboards do not list location, demographics, or placement dates so we can not assess the out-of-state marketing potential or regional marketing potential.

You will receive a media template in early May to share with your partners and community. **VTC does request that you do not issue a local media release until you receive the media template in early May.**

Along with this award letter, you have received a document titled “**I’m Awarded! What’s Next?**”, which will be your one-sheet guide to navigating the VTC program’s process. I’ve attached a marketing plan revision form should you need to make any changes to your marketing plan.

Again, congratulations on your successful award. VTC looks forward to working with you in the coming months as you progress with your marketing & production plans.

Sincerely,

Staci Martin, VTC Grants Director

Noah Salaah ad-Deen, VTC Grants Specialist

Staci Martin | Virginia Tourism Corporation

Grants Director

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