

**VTC DMO WanderLOVE
Marketing Grant Program Agreement
VTC #21-009**

This Agreement dated the 11 day of August, 2020 serves as a grant agreement between Hampton Convention & Visitor Bureau (“Grant Awardee”) and Virginia Tourism Authority, doing business as Virginia Tourism Corporation, a public body corporate and political subdivision of the Commonwealth of Virginia, hereinafter called “VTC” with respect to a grant awarded to Hampton Convention & Visitor Bureau.

Grant Awardee and VTC agree as follows:

1. **TERM.** The term of this agreement commences upon execution of this agreement and will continue through project completion, no later than June 30, 2021.
2. **REPORTING AND COMPLETION.** A Final Report shall be submitted to Steve Galyean, VTC Planning and Partnerships Director at sgalyean@virginia.org. Questions may be directed to Mr. Galyean at (804) 545-5517 or sgalyean@virginia.org.
 - a) Final Report – A final report shall be due no later than 60 days after program completion, detailing the results of the program outcomes including media placements, tear sheets and other placement documentation, visitation and revenue data, and other documentation of the program. VTC will supply a WanderLOVE Final Report Template for reporting purposes.
3. **GRANT REQUIREMENTS.** In return for grant support, Grant Awardee shall provide the following:

Grant Awardee shall provide the marketing initiatives found in the marketing plan, the bonus campaign ideas, and other initiatives, all submitted in their Grant Application attached. In addition, Grant Awardee shall provide the following requirements:

- a) Grant Awardee shall commit that the officially recognized Virginia DMO contact person listed on the attached marketing plan will carry out the required and indicated items of the WanderLOVE grant.
- b) Grant Awardee shall submit a press release to relevant media outlets announcing participation in WanderLOVE campaign and receipt of award; VTC will provide a press release template.
- c) Grant Awardee shall create and promote your own WanderLOVE Road Trips Video -OR- promote VTC’s WanderLOVE video on your website; VTC will provide WanderLOVE logo lock-ups.

- d) Grant Awardee shall create one WanderLOVE Road Trip Blog -OR- submit a WanderLOVE Road Trip Itinerary for Virginia.org; Blog/Itinerary should feature: hidden gems, small towns/communities, scenic routes, outdoor experiences, and/or LOVEworks.
 - e) Grant Awardee shall create and share a minimum of three WanderLOVE-related posts on social media: VTC will provide customizable WanderLOVE social templates.
4. **REQUIREMENTS AND RESPONSIBILITIES FOR USE OF “WANDERLOVE” LOGO, WORD MARK AND SLOGAN.** To maintain the integrity of the logo, word mark, and slogan, VTC has standards and guidelines that govern how the logo, word mark, and slogan can be used. Therefore, the “WanderLOVE” logo, word mark, and slogan, as provided by VTC, shall only be used for the purpose as identified in Paragraph 3 above, and identified in the marketing initiatives/deliverables detailed in the attached grant application submitted by Grant Awardee in response to the WanderLOVE Marketing Grant Program, and shall not be used by Hampton Convention & Visitor Bureau for any purpose other than in the performance of this Grant agreement without the prior written consent of VTC. Hampton Convention & Visitor Bureau shall not alter the logo, mark, or any variation of the slogan, in any way, to include but not be limited to color, design elements, font, or typeface.
5. **GRANT AMOUNT.** As consideration for the above requirements, initiatives/deliverables referenced herein, VTC will pay Grant Awardee a total grant amount of \$10,000.00. Grant Awardee shall provide VTC with an invoice upon execution of the agreement. Payment will be made within thirty (30) days after receipt of proper invoice. The following shall be deemed to be the date of payment: the date of postmark in all cases where payment is made by mail.
6. **REFUND.** If Grant Awardee does not or cannot provide any of the requirements, initiatives/deliverables referenced herein, for any reason whatsoever, Grant Awardee shall provide, at VTC’s sole discretion and approval, a “make good” of the affected requirement, initiative/deliverable by substituting another requirement, initiative/deliverable of comparable value or as mutually agreed by both parties. Should it be determined in good faith, that Grant Awardee did not provide all of the requirements, initiatives/deliverables listed above in this Agreement, VTC may, at its sole discretion, require a pro-rated refund of the grant award from Grant Awardee.

This agreement represents the entire understanding of the parties with respect to the subject matter hereof, supersedes all prior understandings, written or oral, with respect to the subject matter hereof and may only be amended by the written agreement of an authorized representative of each of the parties hereto.

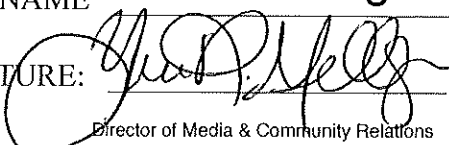
AGREED & ACKNOWLEDGED:

Hampton Convention & Visitor Bureau

Virginia Tourism Corporation

PRINT NAME Yuri R. Milligan

PRINT NAME: Mitchell A. Rosenfeld

SIGNATURE: 

SIGNATURE: _____

TITLE: Director of Media & Community Relations

TITLE: VP of Operations and Finance

EMAIL: yuri.milligan@hamptoncvb.com

ADDRESS: 1919 Commerce Dr. suite 290
Hampton, VA 23666

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Contact Information

DMO
Hampton

FEI #
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Title
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United States

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Anticipated Date of Completion
06/30/2021

WanderLOVE Hub and Spoke

What is your strongest lure? Your HUB.

Hampton CVB is creating a Travel Inspired campaign that captures the most exciting, scenic and quirky parts of Hampton. Fort Monroe, with the formidable stone fort surrounded by historical sites, small-town community and recreational assets sets the stage as the hub. Fort Monroe features the new Fort Monroe Visitor & Education Center, Casemate Museum, pet cemetery, Chapel of the Centurion, public beaches, restaurants, Oozlefinch Brewing Company, walking trails and more.

Spoke 1
Virginia Air & Space Center

Spoke 2
Miss Hampton Harbor Tour

Spoke 3
Hampton History Museum

Spoke 4
Air Power Park & Waterwalk

Spoke 5
Phoebus District (small town feel)

Spoke 6
Emancipation Oak

Top Three Feeder Markets

Feeder Market #1
Richmond

Feeder Market #2
Coastal Virginia

Feeder Market #3
DC Metro Area

Your In-Kind Match

Description of your in-kind match.

Hampton CVB's Wander Love Travel Inspired campaign will include generating a press release and earned media placements. We will dedicate \$10,000 in planned paid media placements, as well as social media content, blog post and social media promotion.

Estimated Value of In-Kind Match

12000

Marketing Plan, Calendar and Budget Amounts**Marketing Plan**

Media Outlet	Target Date	Budget
Virginia Living - Sponsored Content	September 2020	\$4000
Virginia Living - Online Display	September 2020	\$500
Virginia Living - Print	October 2020	\$4250
Compass Media Fall Getaway	September 2020	\$5250
ADARA Online Display	September 2020	\$5000
VisitHampton.com Blogs post	August, September 2020	\$200
Social Media boosts	August/September/October 2020	\$750
Press release	August 2020	\$100

Virginia is for Lovers "WanderLove" Campaign Tie-in**Bonus Campaign Ideas**

Hampton CVB will use Instagram stories to promote different elements of the Hampton WanderLove Inspired experience. We will play Twitter ping pong with Hampton attractions to promote destination familiarization. Very specific travel-journalist and Influencer pitching lists will be used to target travel writers and encourage stories and posts about WanderLove Travel Inspired. A photography contest will help to promote Hampton's WanderLove Inspired experiences while populating our social media pages with beautiful imagery that entices visitation. Bandwango will be used as a partner platform to promote the Sea to Stars Ticket and Toast the Coast promotions and make it easy for guests to explore the sites, sounds and tastes of Hampton.

Submit**Acceptance of Terms**

By clicking this checkbox and submitting this form, you are confirming that all information is final.

I have read and agree to the terms and conditions.