

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?	Yes
If yes, what is the url?	https://www.virginia.org/event/hampton-jazz-%26-music-festival/24927/

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 28, 2024
Event/Festival End Date:	June 30, 2024

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:	2019
Attendance that year:	24,129
Prior year event held:	2023
Attendance that year:	17,500

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:	\$10,000
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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):	Monday, March 10
End date of event marketing (no later than 30 days after the event end date):	June 30, 2024
How will VTC funding enhance your normal marketing and production activities for this event? Reach out to billboard companies from last year & find out about demographic info	VTC Funding will allow out of market billboard advertisement opportunities including Richmond & North Carolina. Funds will also help increase ability to document event via videography & photography. Grassroots marketing will also receive additional funding to execute poster & flyer distribution in

	local & regional markets to increase event awareness.
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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:	7,350
Projected # of out-of-region visitors (non-overnight/daytrippers) to the event/festival:	9,000
Projected # of local visitors to the event/festival:	4,000

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:	20,000
What research/data do you have to validate these projections?	2023 Data + ticket sale trends
Is this a ticketed event?	Yes
If no, how will you track attendance	

Visitor Experience (15 points)

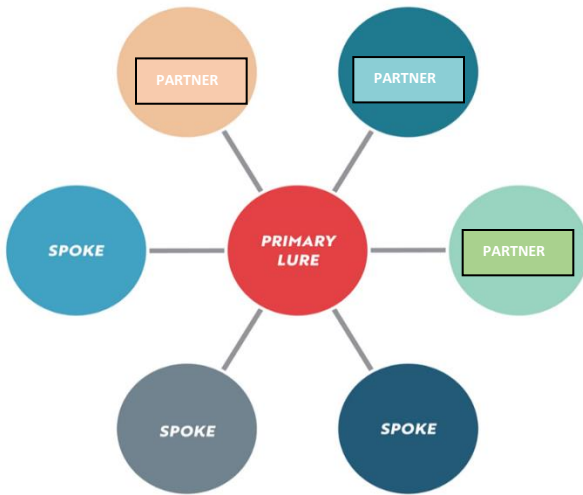
This is a critical section in your application. Fully explain your event/festival experience so that the scoring teams can understand all of the activities related to this event and how these funds will be used to grow your event/festival's attendance, activities, or footprint.

List the visitor experiences for each day of the event:	Vendors will be present as well as local businesses before, during, and after the event.
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	<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:	Dominion Energy
Partner #2 Name:	NEWS3/WTKR/WGNT
Partner #3 Name:	Embassy Suites by Hilton
How will these partners support the marketing and production of your event/festival?	<p>Dominion Energy is a statewide entity, with large subscriber base & partner business that can promote within their internal channels.</p> <p>NEWS3/WTKR/WGNT runs television spots as well as solo event email blasts out to station subscribers. Station also provides live interview opportunities on daytime program & segments in morning and noon news broadcasts.</p> <p>Embassy Suites provides 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)
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Please upload a letter of support.	
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Target Markets (20 points)

Your 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	Northern Virginia
Why did you choose this market?	Data provided by Hampton Convention & Visitors Bureau shows top three markets outside of Hampton Roads. While majority of 2023 festival goers did come from Virginia (54.8%), there is almost an even split of out-of-region visitors (45.2%). There is great potential for festival marketing efforts to show ROI, & possibly surpass local visitation, by feeding into what were previously secondary or tertiary markets.

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:

- a. Cash and/or In-Kind Match Marketing Plan
- b. Cash and/or In-Kind Match Production Plan
- c. VTC Reimbursable Marketing Plan (must be at least 50% of requested award)
- d. 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 your 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)

Your 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	\$1,949,327.69	7/1/2023	\$2,046,794.07	7/1/2024
Performance Outcome #2	# of Event Attendees	17,500	7/1/2023	18,343	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.

<p>Select from Drop Down Box</p> <p>Press Passes or Tickets to Events Booth at Event Visitor Center has Virginia is for Lovers merchandise Photography Opportunity VIFL Banners at events, visitor centers VIFL apparel on staff/performers Unique "behind the scenes" opportunity Comp or Discount Lodging for Photography or Video Acquisition Recognition of VTC as a sponsor at events Other</p>	<p>Describe the activation:</p> <p>VTC will receive recognition as a sponsor in all printed & paid media, as well as inclusion on sponsor slides of event slideshow. VTC will also receive sponsorship space on event welcome banner.</p>	<p>Dates of activation:</p> <p>June 28 – 30, 2024</p>
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Is your event listed on Virginia.org? Yes/No

Yes

If yes, what is the event's Virginia.org url?

<https://www.virginia.org/event/hampton-jazz-%26-music-festival/24927/>

Event Name

Hampton Jazz & Music Festival

Event Address

1000 Coliseum Drive
Hampton, Virginia 23666
United States

Locality where event will be held

Hampton

Start date of your special event or festival:

06/28/2024

End date of your special event or festival:

06/30/2024

Event Prior Year and Attendance #1

24,129

Event Prior Year and Attendance #2

17,500

Attach proof of attendance. This can be a Ticketmaster report, Eventbrite report, written attestation, or other ticketing report or proof of attendance.

- [HJF-2019-Friday-Attendance.pdf](#)
- [HJF-2019-Sunday-Attendance.pdf](#)
- [HJF-2019-Saturday-Attendance.pdf](#)
- [HJF-June-23-attendance.pdf](#)
- [HJF-June-25-attendance.pdf](#)
- [HJF-June-24-attendance.pdf](#)

Applicant Organization Name

Hampton Coliseum

EIN #

54-6001336

Applicant Organization Contact Name

Rebecca Hansen

Applicant Organization Contact Title

Marketing Manager

Applicant Organization Contact Email

rebecca.hansen@hampton.gov

Second Applicant Organization Contact Name

Mary Fugere

Second Applicant Organization Contact Title

Director, Hampton CVB

Second Applicant Organization Contact Email

mary@hamptoncvb.com

Applicant Organization Mailing Address

Hampton Coliseum
1000 Coliseum Drive
Hampton, Virginia 23666
United States

Applicant Organization Phone Number

(757) 838-4203

Amount of Requested Funds

\$10,000.00

Twitter

@hamptonJazzFest

Facebook

/HamptonJazzFestival

Instagram

@hamptonjazzfestival

Event Website

Hamptonjazzfestival.com

Program Marketing Goals (10 Points)**Please choose the best category for your event.**

Arts & Culture

Describe Event Marketing Plan

54TH ANNUAL HAMPTON JAZZ & MUSIC FESTIVAL
HAMPTON COLISEUM
FRIDAY - SUNDAY, JUNE 28-30, 2024

Pre Announce: Monday, March 4 at 10 pm

Announce: Wednesday, March 20 at 12 pm

On Sale: Saturday, March 23 at 10 am

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

- Paid Advertising Summary

- Print/Online
- Virginia Media (Daily Press + Virginian Pilot) - \$7000 budget
- Digital impressions, print, and 1 contest
- Veer Magazine - \$2070 budget
- Full page color ad in March, April, & May issues

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:
- 100.5 The Vibe (Max Media) - \$5,000
 - On sale - \$1,500
 - Maintenance - \$3,000
 - Backend - \$1,500
- 95.7 R&B (WVKL - Entercom) - \$3,000
 - On sale - \$1,500
 - On sale trade - 10 tickets (P2 \$95)
 - Backend - \$1,500
 - Backend Promotions - 20 tickets (P2 \$95)
- 103 Jamz/92.1 The Beat (WOWI/WHBT - iHeartMedia Norfolk) - \$3,000
 - On sale - \$1,500
 - On sale trade - 10 tickets (P2 \$95)
 - Backend - \$1,500
 - Backend Promotions - 20 tickets (P2 \$95)
- KISS/Power 92.1 (WKJS/WCDX - Radio One Richmond) - \$2,000
 - Backend - \$2,000
- WHRV 89.5 (WHRO) - \$2,000
 - Backend - \$2,000
- 106.5 The Beat (WBTJ - iHeartMedia Richmond) - \$1,500
 - Backend - \$1,500

Digital

- Facebook - \$500
- Facebook Ad
- Pre-announce post - \$100 spent
- WHRO eNews - \$300
- May (1) and June (1)

- Coastal Virginia Magazine eNews - \$560
- April- June (various) (8)

Grassroots Marketing - \$2400

- Printing and distribution of 5,000 5x7 flyers and 50 11x17 posters to all Hampton Roads cities (including an add-on of \$250 for Richmond) throughout early-mid May 2023

Start Date of Event Marketing:

03/10/2024

End Date of Event Marketing:

06/30/2024

How will VTC funding enhance your normal marketing and production activities for this event?

VTC Funding will allow out of market billboard advertisement opportunities including Richmond & North Carolina.

Grassroots marketing will also receive additional funding to execute poster & flyer distribution in local & regional markets to increase event awareness.

How will these event marketing and production funds drive additional overnight or out-of-region visitation?

Increase advertising scale and possibilities. Including markets in DMV area, North Carolina

Projected # of out-of-state visitors to this event.

7350

Projected # of regional visitors to this event.

9000

Projected # of local visitors to this event.

4000

Total Projected Attendance at the event.

20000

What research do you have to validate these projections?

2023 Data + ticket sale trends

Is this a ticketed event?

Yes

Visitor Experience (15 Points)

List the visitor experiences for each day of the event.

Hampton Jazz & Music Festival celebrates the incredible journey music has taken. From the Harlem Renaissance, to the returning boom blues has made, to modern contemporary artists, this festival packs it all in across three days. In addition to expanding artist variety & bringing a fresh, revamped feeling to the festival, vendors will be present as well as local businesses before, during, and after the event.

Vendors will be located throughout concourse of Hampton Coliseum and extend across the street to Hampton Roads Convention Center (757 Extravaganza).

Extravaganza brings vendors from D&O markets providing exclusive opportunities for festival goers to purchase food & merchandise not normally found in Hampton Roads area.

Will these funds allow you to expand the event footprint (i.e. add a second stage, rent tents for vendor market, etc.)

No

Will these funds allow you to increase overall capacity (# of people) who can attend the event?

No

Will this event have a vendor market, food truck area, concessions, or artisan area?

Yes

If yes, please describe the number of vendors, food trucks, and how you recruit these businesses to participate in your event.

Vendor count on Hampton Coliseum concourse is 15-18 annually, including one table for Virginia Tourism Corporation. 757Extravaganza features 80+ vendors. Collectively, roughly 100 vendors are available for festival goers during each day of the event.

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.

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.

Partnerships (15 Points)

Lodging Partner

Hilton Garden Inn

Please upload a letter of support from the lodging partner.

- [Hilton-Garden-Inn-Letter-of-support-for-Grant-application-.pdf](#)

Partner #1

Dominion Energy

Partner #2

News3/WTKR/WGNT

Partner #3

Embassy Suites by Hilton

How will these four partners support marketing and production of your event?

Dominion Energy is a statewide entity, with large subscriber base & partner business that can promote within their internal channels.

NEWS3/WTKR/WGNT runs television spots as well as solo event email blasts out to station subscribers. Station also provides live interview opportunities on daytime program & segments in morning and noon news broadcasts.

Embassy Suites by Hilton & Hilton Garden Inn provide lodging for artists for all 3 festival event days. Lodging includes breakfast.

Have you created any event/festival partnerships with these partners, such as lodging packages, VIP packages, or other creative partnerships?

No

Please select the local or regional DMO that is nearest to the event location from this list.

Hampton

Please upload a letter of support from the local or regional DMO. If there is not a DMO that support the event location, please upload a letter of support from the locality.

- [HJF-letter-of-support-CVB.pdf](#)

Target Markets (10 Points)

Target Market #1

Baltimore, MD

Why did you choose this market?

Data provided by Hampton Convention & Visitors Bureau

shows top three markets outside of Hampton Roads. While majority of 2023 festival goers did come from Virginia (54.8%), there is almost an even split of out-of-region visitors (45.2%). There is great potential for festival marketing efforts to show ROI, & possibly surpass local visitation, by feeding into what were previously secondary or tertiary markets.

Target Market #2

Raleigh, NC

Why did you choose this market?

Data provided by Hampton Convention & Visitors Bureau shows top three markets outside of Hampton Roads. While majority of 2023 festival goers did come from Virginia (54.8%), there is almost an even split of out-of-region visitors (45.2%). There is great potential for festival marketing efforts to show ROI, & possibly surpass local visitation, by feeding into what were previously secondary or tertiary markets.

Target Market #3

Northern Virginia

Why did you choose this market?

Data provided by Hampton Convention & Visitors Bureau shows top three markets outside of Hampton Roads. While majority of 2023 festival goers did come from Virginia (54.8%), there is almost an even split of out-of-region visitors (45.2%). There is great potential for festival marketing efforts to show ROI, & possibly surpass local visitation, by feeding into what were previously secondary or tertiary markets.

Marketing & Production Plans (40 Points)

Marketing Plan Value

Vendor/Media Channel Name	Description (Target market, target demographics, other details)	Placement Dates	Amount
Virginia Media (Daily Press + Virginian Pilot)	Digital impressions, print, and 1 contest	April - June	\$7,000
Veer Magazine	Full page color ad	March - May	\$2,070
Max Media - Radio	R&B station - Cash buy	April - June	\$5,000
Entercom - Radio	AT 40, Urban station - Cash buy	April - June	\$3,000
iHeart Media Norfolk - Radio	Hip Hop/R&B Station - Cash buy	April - June	\$3,000
Radio One - Richmond	Hip Hop/R&B Station - Cash buy	April - June	\$2,000
iHeart Media Richmond	AT 40 Station - Cash buy	May - June	\$1,500

Meta - Facebook	52,000 Hampton Coliseum followers as of March 2024	March - June	\$500
WHRO (PBS) eNews	Sponsored email blasts to subscriber database	May 1 & June 1	\$300
Coastal Virginia Magazine eNews	Inclusion on event emails to subscriber database	April - June	\$560
Grassroots	Printing and distribution of 5,000 5x7 flyers and 50 11x17 posters to all Hampton Roads cities (including an add-on of \$250 for Richmond)	April - May	\$2,400
Lamar Outdoor (Billboards)	Richmond interstate billboards including I-295 & I-64	May - June	\$2,000
Interstate Billboard Company	Baltimore interstate billboard signs along I-495	April - May	\$2,000
Interstate Billboard Company	DC interstate billboard signs along I-395	May - June	\$2,000
Interstate Billboard Company	Raleigh interstate billboard signs on I-64	April - May	\$2,000

Total In-kind or Cash Marketing Match

35330

In-Kind or Cash Match Production Plan

Vendor (If known)	Type of Equipment/Service	Dates	Amount
N/A	N/A	N/A	N/A

Total In-kind or Cash Production Match

0.00

Grand Total In-Kind or Cash Marketing + Production Match

35330

VTC Reimbursable Marketing Plan

Vendor/Media Channel Name	Description (Target market, target demographics, other details)	Placement Dates	Amount
Meta - Facebook	Social Media Posts	March - June	\$2,000
Lamar Outdoor (Billboards)	Richmond interstate billboards including I-95 & I-64	May - June	\$2,000
Interstate Billboard Company	Baltimore interstate billboard signs along I-495	April - May	\$2,000
Interstate Billboard Company	DC interstate billboard signs along I-395	May - June	\$2,000
Interstate Billboard Company	Raleigh interstate billboard signs - location TBD	April - May	\$2,000

Total Reimbursable Marketing Plan

10000

VTC Reimbursable Production Plan

Vendor (If known)	Type of Equipment/Service	Dates	Amount
N/A	N/A	N/A	N/A

Total Reimbursable Production Plan

0.00

Grand Total Reimbursable Marketing + Production Match

10000

Performance Outcomes (10 Points)

Performance Outcome #1

Annual Sales

Performance Baseline (now)

1949327.69

Performance Baseline Date

07/01/2023

Performance Goal

2046794.07

Performance Goal Date

07/01/2024

Performance Outcome #2

of Event Attendees

Performance Baseline (now)

17500

Performance Baseline Date

07/01/2023

Performance Goal

18343

Performance Goal Date

07/01/2024

BONUS POINTS: VIFL Activation Type (5 Bonus Points)

VIFL Activation Type

VIFL Banners at events, visitor centers

Activation Details

VTC will receive sponsorship space on event welcome banner.

Dates (If Applicable)

06/28/2024 - 06/30/2024

VIFL Activation Type

Activation Details

Dates (If Applicable)

Recognition of VTC as a sponsor at events

VTC will receive recognition as a sponsor in all printed & paid media, as well as inclusion on sponsor slides of event slideshow, and emcee mentions during the show.

06/28/2024 - 06/30/2024

Save and Submit

Acceptance of Terms

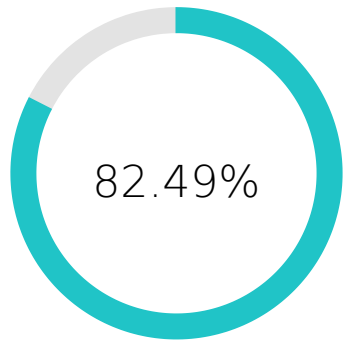
By clicking this checkbox and submitting this form, you are confirming that all information is final. You are attesting that your match is true and verifiable.

I have read and agree to the terms and conditions.

Attendance / Lifetime

Data As Of 6:50 Am PST

FANS ENTERED



Fans Entered
4,903

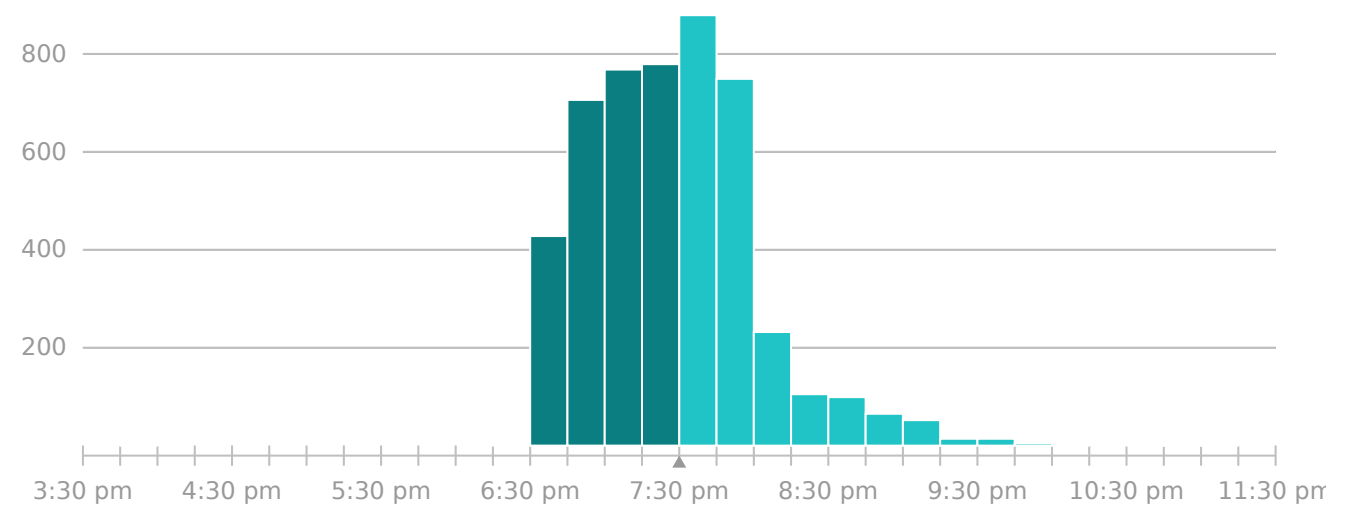
Tickets distributed
5,944

Fans Inside	Fans Exited	Rejected	Internal
4,902	1	329	0

SCAN RATE

Interval 15 min ▾

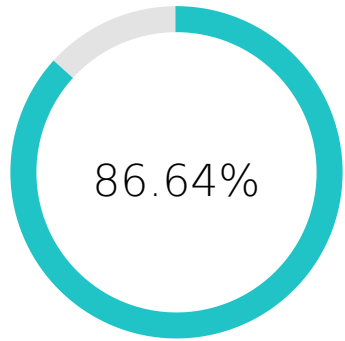
▲ Event Start Time: 7:30 pm EST



Attendance / Lifetime

Data As Of 6:55 Am PST

FANS ENTERED



Fans Entered
5,900

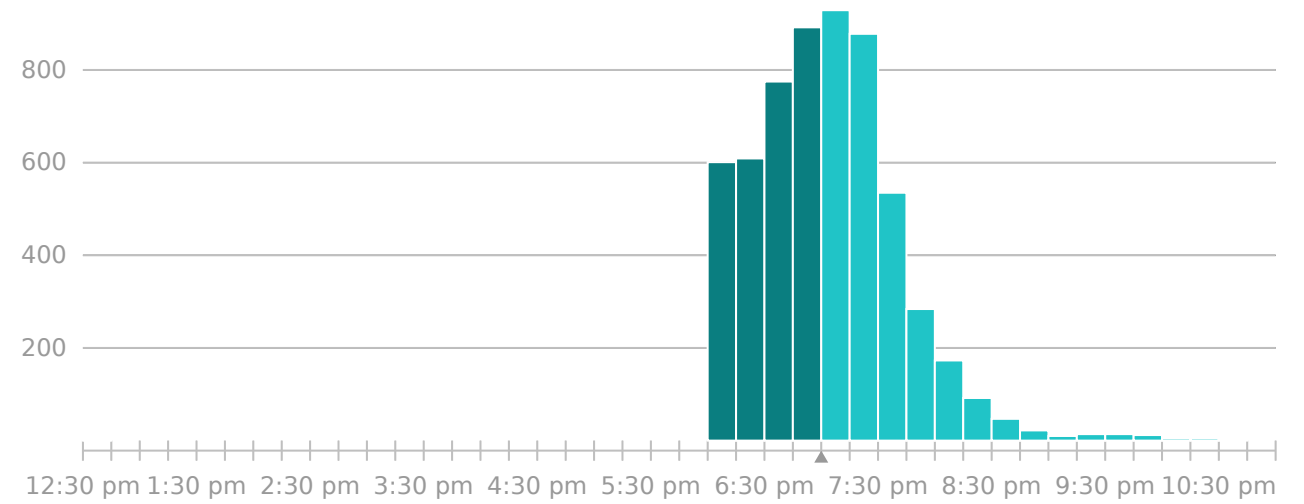
Tickets distributed
6,810

Fans Inside	Fans Exited	Rejected	Internal
5,900	0	247	0

SCAN RATE

Interval

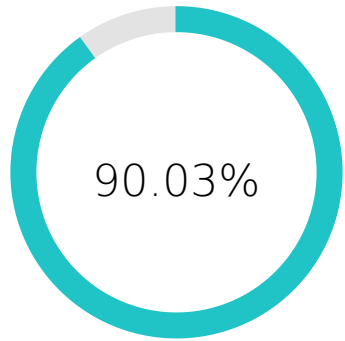
▲ Event Start Time: 7:00 pm EST



Attendance / Lifetime

Data As Of 6:56 Am PST

FANS ENTERED



Fans Entered
6,667

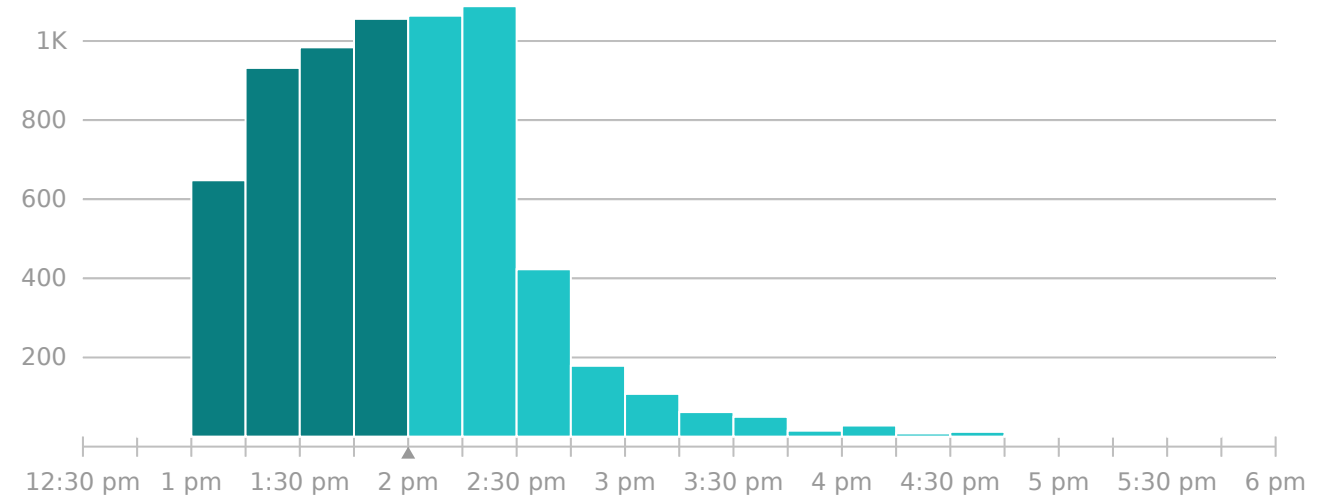
Tickets distributed
7,405

Fans Inside	Fans Exited	Rejected	Internal
6,667	0	222	0

SCAN RATE

Interval

▲ Event Start Time: 2:00 pm EST



23

Hampton Jazz Festival

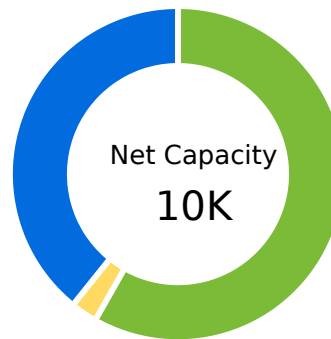
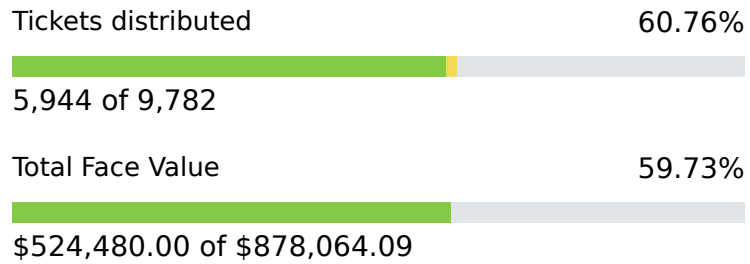
JUN 2023

Friday, 7:30 PM • Hampton Coliseum • Hampton, VA ⓘ

Event Audit / Lifetime

Host Data As Of MON 22 JAN 2024

SALES SUMMARY



- Sold 5,693 (58.20%)
- Comp 251 (2.57%)
- Open 3,838 (39.24%)
- Hold 0 (0.00%)
- Pre Print 0 (0.00%)

SALES TODAY

Total Sold
N/A

Total Face Value
N/A

24

Hampton Jazz Festival

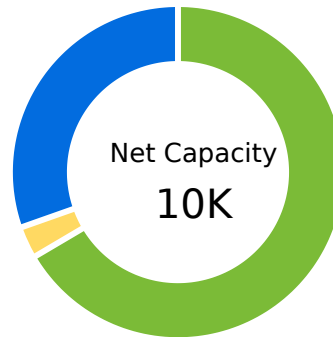
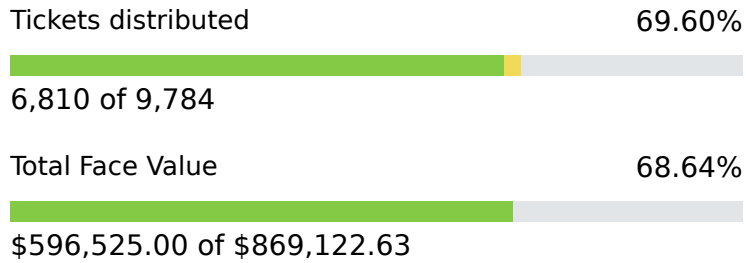
JUN 2023

Saturday, 7:00 PM • Hampton Coliseum • Hampton, VA ⓘ

Event Audit / Lifetime

Host Data As Of MON 22 JAN 2024

SALES SUMMARY



SALES TODAY

Total Sold
N/A

Total Face Value
N/A

25

Hampton Jazz Festival

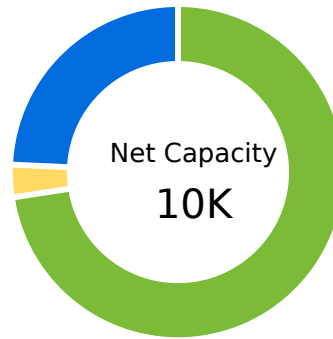
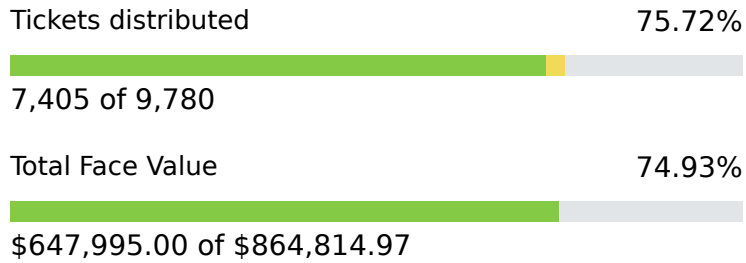
JUN 2023

Sunday, 2:00 PM • Hampton Coliseum • Hampton, VA ⓘ

Event Audit / Lifetime

Host Data As Of MON 22 JAN 2024

SALES SUMMARY



SALES TODAY

Total Sold
N/A

Total Face Value
N/A



Hampton Convention & Visitor Bureau

1919 Commerce Drive
Suite 290
Hampton, VA 23666

757-722-1222
800-487-8778
fax: 757-896-4600

March 7, 2024

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 & Music Festival to be held in June 28-30, 2024 at Hampton Coliseum. This year the event has received a fresh rebrand to appeal to all music lovers and to emphasize that in addition to the incredible jazz for which the festival has become nationally recognized, they have expanded the experience, the performing artists, and their audience to include new genres. For decades the Hampton Jazz Festival has drawn thousands of music lovers from across the nation to Hampton and the Commonwealth each June and we are excited to see what this year's event holds in store.

It has been 56 years since the first Hampton Jazz Festival was held at Hampton University in 1968. This annual tradition has evolved into a citywide reunion, but we now have a new opportunity to expose Hampton Jazz & Music Festival to new audiences. Guests who attend the three-day event will 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.

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

Sincerely,

Mary Fugere

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

VISITHAMPTON.COM



1999 Power Plant parkway

Hampton, VA 23666

757-310-6323

Dear Virginia Tourism Corporation,

The Hilton Garden Inn-Coliseum Central is pleased to be writing a letter in support of the proposal being submitted to the Virginia Tourism Corporation for the Hampton Jazz & Music Festival at Hampton Coliseum. We strongly support this grant application and the focus on the beautiful tradition of the Hampton Jazz Festival.

As an organization whose main goal is to provide guest accommodations for those who attend this three-day event, we would appreciate your consideration for this grant request in hope that it will be awarded to Hampton Jazz and Music Festival.

We acknowledge the specific roles and responsibilities fulfilled by us in this partnership. We at the Hilton Garden Inn have provided rooms for visitors and staff over the years for this event and look forward to all the music loving guests that it brings to town.

Sincerely,
Denean Reyes
Director of Sales
Hilton Garden Inn-Hampton