

2019 Commemoration, American Evolution™
Marketing Grant Program Agreement
VTC # 18-175

This Agreement dated May 21, 2018 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, including delivery of the final report, but not later than January 31, 2020, unless otherwise agreed to in writing.

2. **REPORTING AND COMPLETION.** Reports shall be submitted to Amy Ritchie, Associate Director, Partnership Programs, 2019 Commemoration, at amy.ritchie@jvf.virginia.gov. Questions may be directed to Ms. Ritchie at (757) 253-4189.
 - a) September 30, 2018 - An interim progress report shall be submitted to the 2019 Commemoration, including samples of marketing materials.
 - b) November 30, 2019 - All projects shall be completed.
 - c) Final Report - A final report shall be due no later than 60 days after completion of the project, detailing the results of the project including return on investment, performance measure outcomes, and other supporting data.

3. **GRANT REQUIREMENTS.** In return for grant support, Grant Awardee shall provide the following:
 - a) Grant Awardee shall send a press release to local media outlets announcing the grant award with information on their project and including 2019 Commemoration, American Evolution™ as a partner.
 - b) 2019 Commemoration logo shall be featured on printed promotional materials, brochures and digital advertising (with a link to AmericanEvolution2019.com, where applicable). The logo will be provided by VTC.
 - c) 2019 Commemoration logo shall be featured on Grant Awardee website with a link to AmericanEvolution2019.com. The logo will be provided by VTC.

- d) A 2019 Commemoration Hashtag shall be promoted in social media posts between June 2018 and final report delivery. Hashtag will be provided by VTC.
 - e) 2019 Commemoration logo shall be featured on any digital and/or paid billboards (outdoor advertising). The logo will be provided by VTC.
 - f) 2019 Commemoration logo shall be featured on videos or other media. Logo will be provided by VTC.
 - g) Grant Awardee shall provide no less than \$10,000 in matching funds.
 - h) Grant Awardee shall provide marketing initiatives as detailed in the attached marketing plan submitted by Grant Awardee as part of the 2019 Commemoration, American Evolution™ Marketing Grant application.
4. **REQUIREMENTS AND RESPONSIBILITIES FOR USE OF "2019 COMMEMORATION, AMERICAN EVOLUTION™" 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 "2019 Commemoration, American Evolution™" logo, word mark, and slogan shall only be used for the purpose as identified in Paragraph 3 above, and shall not be used by Grant Awardee for any purpose other than in the performance of this Marketing Grant Program Agreement without the prior written consent of VTC. Grant Awardee 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, typeface, etc.
5. **GRANT AMOUNT.** As consideration for the above rights and benefits, VTC will pay Grant Awardee a total grant amount of \$10,000. 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 element or benefit referenced herein, for any reason whatsoever, Grant Awardee shall provide a "make good" of the affected element/benefit, whether by substituting another element/benefit 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 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

Print name: Mary Fugere

Signature: Mary Fugere

Title: Director

Email: mary@hamptoncvb.com

Phone: 757-728-5321

Virginia Tourism Corporation

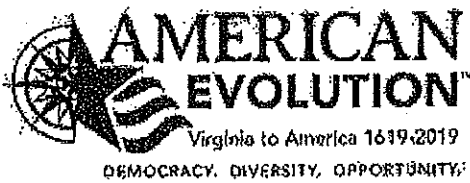
Print name: Mitchell A. Rosenfeld

Signature: Mitchell A. Rosenfeld

Title: Vice President of Operations and Finance

Email: mrosenfeld@virginia.org

Phone: 804-545-5522



**2019 COMMEMORATION, AMERICAN EVOLUTION™
MARKETING GRANT PROGRAM
ROUND 2**

MARKETING PLAN

Please provide a detailed marketing plan showing specific media placements, placement dates, brochure development, costs associated with this project, etc. In the format shown below. Clearly show the purpose for which 2019 Commemoration funds would be used if awarded. You may reproduce this format on a separate page, but you must follow this format exactly.

**PLEASE MAKE SURE THAT ALL AMOUNTS BALANCE AND CORRESPOND
TO REQUESTED FUNDS AND PARTNER MATCH**

MARKETING CALENDAR AND BUDGET					
Media Outlet	Ad Type, Size, and Frequency	Placement Date	Total Cost	Commission Funds Amount	Partner Funds Amount
Virginia.org	Banner,	2/19	\$2500		\$2500
VTC newsletter		8/18, 2/19, 5/19	\$2500		\$2500
HR Messenger	1/2 Pg x 2	8/18, 2/19	\$1500		\$1500
New Journal & Guide	1/2 Pg x 2	11/18, 2/19	\$1500		\$1500
Facebook/Instagram	Boost, digital ad	ongoing	\$1000		\$1000
Geofence ad campaign	8/18, 2/19, 6/19, 8/19. Digital ads to smartphone IP addresses		\$8000		\$8000
OTHER PROJECT-RELATED BUDGET ITEMS					
Specific Item (brochure, design services, website design, tradeshow registration, etc.)	Anticipated Completion Date	Total Cost	Commission Funds Amount	Partner Funds Amount	
Production of Smartphone Tour App	8/18	\$28,000	\$10,000	18,000	

TOTAL BUDGETED AMOUNT		\$45,000	\$10,000	\$35,000