

Dear Mary:

Congratulations on your recent successful VTC Marketing Leverage Program application for your program **“400 Years Forward: Continuing the Legacy of Heritage in Hampton”** and your **\$15,000** funding award. I am attaching information about the MLP program, including forms that you will need to request reimbursement payments for your program. If you have reimbursement documentation, you may begin to submit per the instructions attached.

We are striving to process MLP reimbursements, but there will be delays in processing while the VTC team works remotely. Thank you in advance for your patience.

During these uncertain times, please rest assured that we at VTC are here and will do all that we can to work with our valued partners in any way that we can.

Below is a summary of the attachments:

VTC Reimbursement Procedures Instructions

This sheet will detail what is required for your reimbursement request.

VTC Reimbursement Sheet

This form has your contact information as provided in your application. Please complete this form and return it with each of your reimbursement requests. If any information on the form is incorrect, please make corrections on the form when you send in the form. **PLEASE NOTE: Failure to incorporate “VIRGINIA IS FOR LOVERS” in your marketing plan, including not displaying the VIFL logo, may result in reimbursement requests being denied.**

W9 - Form

This form must be included with your first reimbursement request.

VTC Marketing Leverage Program Final Report Instructions

This sheet provides a summary of what is required for your final report on the impact and effectiveness of you and your partners’ VTC Marketing Leverage Program. Per the guidelines, the final report needs to be submitted within 60 days of the completion of your marketing program.

Virginia is for Lovers Logo Usage

Finally, as stated in the VTC Marketing Leverage Program guidelines, you are **required** to include the Virginia is for Lovers logo in print and web applications. **Failure to include the Virginia is for Lovers logo in your materials and program may result in your reimbursement being denied.** In order to receive the logo in the required format for publication, please visit <http://www.vatc.org/marketing/advertising/vifl-logo-request/> [vatc.org] for more information.

Please visit <http://www.vatc.org/marketing/advertising/partneradvertising/> [vatc.org] for the very latest in opportunities in the VTC Co-op advertising programs and save!

If you have any questions regarding the forms and the reimbursement procedures, please do not hesitate to contact me.

