



Virginia Wine Board Marketing Office
Virginia Wine Marketing Fund Fiscal Year 2011/2012

Virginia Wine Marketing Fund

The Virginia Wine Marketing Fund is funded by the Virginia Wine Board. This program supports Virginia wineries in promoting their products in the market, both retail and trade markets. The financial support offering in this program will:

- Provide "seed funds" for new initiatives to promote Virginia wine
- Foster partnerships among Virginia wineries to achieve similar marketing goals
- Promote Virginia wine both in Virginia and in other national and international markets

Funding: The Virginia Wine Board has appropriated \$50,000 towards this initiative. There are no set award amounts/tiers (i.e. \$5,000).

Virginia Wine Marketing Fund Description

The Virginia Wine Marketing Fund is a matching grant program that funds activities related to promoting products of Virginia wineries:

- A minimum of three financial partners must apply for funding.
- In addition to wineries, financial partners can include associations, convention and visitors bureaus, private organizations and trade groups.
- Each partner must submit a letter of commitment on letterhead with the application.
- Grants are awarded as a one to one match.
- Grants are awarded at the beginning of each fiscal year for execution during that fiscal year. For FY 2012, the award period will be July 1, 2011 through May 31, 2012.
- Invoices are due to the Virginia Wine Board by May 31, 2012.
- Grants require final reporting with results, as well as financial accounting for FY 2012 prior to final reimbursement installment.
- Approved grants will provide their methodology and results to the Virginia Wine Board for the benefit of the entire industry.
- Approved grants will include focused proposals that can realistically be accomplished with the money requested, within the timeline of the grant.

Examples of What Will Not Be Funded:

- Routine, or existing marketing initiatives (printing annual winery brochures).
- Marketing initiatives in which the applying winery is the sole beneficiary of the matching grant.

Minimum Criteria for Grant Consideration:

- 1) Is this money requested for new initiatives?
- 2) Do the listed initiatives in the grant application move the Virginia wine industry forward?

Application Process

Grant applications are:

- Submitted by June 18, 2011.
- Submitted using the format provided.
- Scored by a review committee consisting of members from the Virginia Wine Board, Virginia Vineyards Association, Virginia Wineries Association and Virginia Department of Agriculture with recommendations to the full Board pending approval of the marketing funds by the Virginia Wine Board.
- Awarded based on the annual funding of the Wine Marketing Office by the Legislature.

Payment Process

Payments are reimbursement payments only with the first payment awarded October 1, 2011. The remaining payment is distributed with the final recap report and the Virginia Wine Board receives receipts no later than May 31, 2012.

Virginia Wine Marketing Fund – Application Guidelines

Use the following guidelines for submitting your grant application.

Format:

Grant Request Must be Submitted with the Following Content in this Order

- Coversheet (attached below).
- Financial partner contact sheets (attached below).
- Three financial partners' letters of commitment on letterhead.
- Formal application, including: Marketing Goals, Methodology, and Measurement using format provided below.
- Research and Performance Measurement spreadsheet (attached below – listed performance measurements are only suggestions / examples only; you can change the performance measurements). You will need to submit your current baseline and goals / percentage increases with your initial application. If you are awarded a grant, then you will need to submit your actual increase with your final report to the Virginia Wine Board (in order to receive your final reimbursement installment).
- Detailed financial overview / cash flow projection of how and when the money will be spent, using format provided below.

Marketing Goals

| Description | Two Pages Max | 25 pts. |
|--|---------------|---------|
| <ul style="list-style-type: none">• What broad results do you want to achieve? Describe how your initiative will promote Virginia wine.• What specific targets have you set – include specifics such as winery visits and other metrics.• Describe the winery partners and their financial commitments.• Describe the other partners and their financial commitments. | | |

Methodology

Target Market

Three Pages Max

50 pts.

- Who is your target market and audience?
- Why did you choose this market?
- What supports your interest in this market?

Marketing Message

- What is your marketing message to the market?
- What supports your designed message?

Marketing Plan

- What is your marketing plan to reach the target market?
- Define your plan in detail with timelines and specifics including media placement. List month by month planned expenditures including amounts and uses of funds, such as "Aug 15 – 30 Five radio spots on WVTF for \$XX".
- How does your marketing plan and message advance the Virginia wine industry?

Measurement

Baseline

Two Pages Max

25 pts.

- Describe your baseline measurement? This can include winery visits, sales of specific products, and sales in specific markets or outlets.

Targeted Results

- What are your growth targets in each area to be measured?
- How will your measure progress toward your targets?

Reporting

- How will your report periodic results?
- How will you summarize your results at the end of the grant period?



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Research and Performance Measure (RPM)

Please include below as much baseline data and other information as possible. This form will need to be included with your initial grant application submission detailing the projected outcomes of your program. Only list current baselines, and goals or % increases in the initial application.

It will also need to be submitted in the final recap report, including actual increases in performance measurements in order to receive final payment. Your RPM Plan is based upon the duration of your program. You may reproduce this form, but you **must** follow the format shown.

Program Name _____

Lead Applicant _____

| Performance Measures | Current Baseline | Goal or % Increase | Actual Increase (include only in final recap report) |
|---|------------------|--------------------|---|
| <i>(examples)</i> | | | |
| <i>Sales</i> | | | |
| <i>Total Number of Visitors</i> | | | |
| <i>Total Visitor Spending</i> | | | |
| <i>Jobs Created or Sustained by your Project</i> | | | |
| <i>Total Number of Leads</i> | | | |
| <i>Total Number of Unique Visitors to Website</i> | | | |
| <i>Other</i> _____ | | | |
| <i>Other</i> _____ | | | |

Summary of Marketing Plan and Budget Timeline

PROGRAM NAME: _____

| Virginia Wine Marketing Fund Plan, Budget, and Timeline | | | | | |
|---|--|---|----------------|----------------------------|----------------------|
| Marketing Calendar and Budget | | | | | |
| Media Outlet | Ad Type, Size and Frequency | Placement Date | Total Cost | VA Wine Board Funds Amount | Partners Fund Amount |
| <i>(example)</i> | | | | | |
| <i>WFDD Radio</i> | <i>6 weeks of announcements during drive time - 26 total announcements. June 7-11 and September 6-11 announcements to promote food and wine pairing events. September 27 – October 1 announcements to promote October leaf season.</i> | <i>6/7/2010 - 6/11/2010, 9/06/2010- 9/11/2010, 9/27/2010- 10/1/2010</i> | <i>\$1,000</i> | <i>\$500</i> | <i>\$500</i> |
| | | | | | |
| | | | | | |
| | | | | | |
| | | | | | |
| | | | | | |
| Other Program Related Budget Items | | | | | |
| Specific Item (brochure, design services, display production, tradeshow registration, etc.) | | Anticipated Completion Date | Total Cost | VA Wine Board Fund Amounts | Partners Fund Amount |
| <i>(example)</i> | | | | | |
| <i>Web Site Design (service)</i> | | <i>3/31/2010</i> | <i>\$600</i> | <i>\$300</i> | <i>\$300</i> |
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**Virginia Wine Board Marketing Office
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Virginia Wine Board FY 2011/2012 Wine Marketing Fund

PROGRAM NAME: _____

LEAD PARTNER: _____

Please provide a brief (one to two sentences) summary of your program: _____

BUDGET OF PROPOSED PROGRAM

| | |
|--------------------------------------|-----------------|
| Leveraging Funds Requested | \$ _____ |
| Partner's Matching Funds (1:1 Match) | \$ _____ |
| Total Budget for Program | \$ _____ |

ANTICIPATED DATE OF PROGRAM COMPLETION: _____

*All programs should be completed within 11 months of the date of award notification.
The final report must be submitted to the Virginia Wine Board Marketing Office within 60 days of
the end of the program.*

Have you applied for other grants (private, state or federal) for the enclosed initiative?

- Yes
- No

If so, where and when? _____



**Virginia Wine Board Marketing Office
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LEAD PARTNER CONTACT INFORMATION (Please provide exact contact information for where correspondence regarding application is to be sent, including reimbursement payments.)

Name of Program

Name of Lead Partner

Lead Partner Contact (**Communications regarding your program will be addressed to this person.**)

Mailing address of Lead Partner

Physical address of Lead Partner

City

State

Zip

Telephone

Fax

E-mail address (**BE SURE THE E-MAIL ADDRESS IS FOR THE PERSON RESPONSIBLE FOR ADMINISTERING YOUR PROGRAM. Communications regarding your program will be addressed to this person.**)

Website address

\$

Lead Partners Financial Commitment

Name and title of authorized person (please print)

Signature of authorized person

Date

Please include contact information for each additional partner on the following pages



**Virginia Wine Board Marketing Office
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PARTNER NUMBER TWO CONTACT INFORMATION

Name of Program

Name of Partner

Mailing address of Partner

Physical address of Partner

City

State

Zip

Telephone

Fax

E-mail address

Website address

\$

Partners Financial Commitment

Name and title of authorized person (please print)

Signature of authorized person

Date

Please attach additional forms for each partner in program



**Virginia Wine Board Marketing Office
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PARTNER NUMBER THREE CONTACT INFORMATION

Name of Program

Name of Partner

Mailing address of Partner

Physical address of Partner

City

State

Zip

Telephone

Fax

E-mail address

Website address

\$

Partners Financial Commitment

Name and title of authorized person (please print)

Signature of authorized person

Date

Please attach additional forms for each partner in program