



Virginia Wine Board Marketing Office
Virginia Wine Marketing Fund Fiscal Year 2014/2015

Virginia Wine Marketing Fund

The Virginia Wine Marketing Fund is sponsored 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 wines
- Foster partnerships among Virginia wineries to achieve similar marketing goals
- Promote Virginia wine both in Virginia, regional, national and or international markets

Funding: The Virginia Wine Board will vote on appropriating funds towards this initiative by May 12, 2014. There are no set award amounts/tiers (i.e. \$5,000). Last year, the VWB appropriated \$50,000 toward the matching grants program.

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. No “in-kind” donations allowed.
- 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 2014/2015, the award period will be July 1, 2014 through June 30, 2015.
- Grants are paid out in two installments, **50 percent each time.**
 - First installment invoices are due by October 15, 2014
 - Second installment invoices (along with Recap Report) are due by December 31, 2014.
- Grants require final reporting with results (Recap Report), as well as financial accounting for FY 2014/2015 prior to second 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).
- Travel expenses.
- Marketing initiatives in which there is the sole beneficiary of the matching grant.

Minimum Criteria for Grant Consideration:

- 1) Is this money requested for new initiatives? Applications for existing or routine marketing initiatives will not be approved.
- 2) Do the listed initiatives in the grant application move the overall Virginia wine industry forward?
- 3) Applicants must provide a detailed cash flow projection, notating when and how the funds will be spent.

Application Process

Grant applications are:

- Submitted by **April 23, 2014**.
- 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 Virginia Wine 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.
- Grant recipients will be notified by **July 1, 2014**.

Payment Process

Payments are reimbursement payments only with the first payment awarded **October 15, 2014**. The second half payment only will be distributed only after the final recap report and invoices/receipts are submitted to the Virginia Wine Board no later than **December 31, 2014**. **Failure to submit invoices/receipts and/or the Recap Report by the deadlines will result in the awardee relinquishing the approved funds.**

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 (**ALL PAGES MUST BE NUMBERED, INCLUDING THE APPLICATION, COMMITMENT LETTERS AND FINANCIAL OVERVIEW**)

- 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.
<ul style="list-style-type: none">• 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.
<ul style="list-style-type: none">• 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?



**Virginia Wine Board Marketing Office
Virginia Wine Marketing Fund Fiscal Year 2014/2015**

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>6/7/2013 - 6/11/2013, 9/06/2013- 9/11/2013, 9/27/2013- 10/1/2013</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>3/31/2013</i>	<i>\$600</i>	<i>\$300</i>	<i>\$300</i>



**Virginia Wine Board Marketing Office
Virginia Wine Marketing Fund Fiscal Year 2014/2015**

Virginia Wine Board FY 2014/2015 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: _____

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

- Yes
- No

If so, when and what was the amount? _____



**Virginia Wine Board Marketing Office
Virginia Wine Marketing Fund Fiscal Year 2014/2015**

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
Virginia Wine Marketing Fund Fiscal Year 2014/2015**

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
Virginia Wine Marketing Fund Fiscal Year 2014/2015**

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



Virginia Wine Board Marketing Office
Virginia Wine Marketing Fund Fiscal Year 2014/2015
Final Recap Report

Payment Process

Payments are reimbursement payments only with the first payment awarded **October 15, 2014**. The second half payment only will be distributed after the final recap report and invoices/receipts are submitted to the Virginia Wine Board no later than **December 31, 2014**. Failure to submit invoices/receipts and/or the Recap Report by the deadlines will result in the awardee relinquishing the approved funds.

The final recap report should include the following elements: Research and Performance Measures, Summary of Marketing Plan and Budget Timeline.

Research and Performance Measure (RPM)

Please include below your initial baseline data that was included with your initial grant application. In this report, you will also need to include 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>			
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<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					
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Specific Item (brochure, design services, display production, tradeshow registration, etc.)	Anticipated Completion Date	Total Cost	VA Wine Board Fund Amounts	Partners Fund Amount	
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