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**Virginia Wine Board Marketing Office**

**Virginia Wine Marketing Fund Fiscal Year 2021/2022**

**Virginia Wine Marketing Fund Summary**

The Virginia Wine Marketing Fund is sponsored by the Virginia Wine Board. This program supports Virginia wineries in promoting their products to consumers as well as to trade. The financial support offered in this program can:

* Provide “seed funds” for new initiatives to promote Virginia wines
* Foster partnerships among Virginia wineries and other community partners to achieve mutual marketing goals
* Promote Virginia wine in Virginia, regional, national and/or international markets

**Funding:** The Virginia Wine Board will vote on appropriating funds towards this initiative by June of 2020. There are no set award amounts. Last year, the VWB appropriated $33,300 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” financial support is considered as part of the matching funds.
* 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 2021/2022, the award period will be July 1, 2021 through June 30, 2022.
* Grants are paid out in two installments.
* First installment invoices and receipts are due by October 31, 2021 and can be no more than 50% of funding.
* Second installment invoices and receipts (along with Recap Report) are due by May 31, 2022.
* Grants require final reporting with results (Recap Report), as well as financial accounting and receipts for FY 2021/2022 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).
* Routine staff travel expenses.
* Marketing initiatives in which there is the sole beneficiary of the matching grant.
* Promotional wines that would otherwise be samples from wineries.

**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 accounting for expenses, notating when and how the funds will be spent.
4. Are the funding and marketing goals realistic and achievable? If the established goals seem unattainable based on the funding, the project will not be approved.

**Application Process**

Grant applications are:

* Submitted by April 20, 2021.
* 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 Virginia Wine Board Marketing Office by the Legislature.
* Grant recipients will be notified by June 18, 2021.

**Payment Process**

Payments are reimbursed only with the first payment awarded October 31, 2021. 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 May 31, 2022. **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**)

* Final Grant Request should be emailed to [Annette.Boyd@VirginiaWine.org](mailto:Annette.Boyd@VirginiaWine.org). A physical copy may also be mailed, but the electronic copy is mandatory.
* 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 & Performance Measurement spreadsheet (below – listed performance measurements are suggestions; 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 results with your final report.
* Detailed financial overview / expense projection of how and when the money will be spent, using format provided below.

**Marketing Goals**

|  |  |  |
| --- | --- | --- |
| Description   * 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. | Two Pages Max | 25 pts. |

**Methodology**

|  |  |  |
| --- | --- | --- |
| Target Market   * 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. * How does your marketing plan and message advance the Virginia wine industry? | Three Pages Max | 50 pts. |

**Measurement**

|  |  |  |
| --- | --- | --- |
| Baseline   * 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 results? How will you summarize your results at the end of the grant period? | Two Pages Max | 25 pts. |

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**Virginia Wine Board Marketing Office**

**Virginia Wine Marketing Fund Fiscal Year 2021/2022**

**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)** |
| ***(examples)*** | | | |
| *Sales* |  |  |  |
| *Total Number of Visitors* |  |  |  |
| *Total Visitor Spending* |  |  |  |
| *Jobs Created or Sustained by your Project* |  |  |  |
| *Total Number of Leads* |  |  |  |
| *Total Number of Unique Visitors to Website* |  |  |  |
| *Growth in Social Media Engagement* |  |  |  |
| *Other\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_* |  |  |  |

**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** |
| *(example)* | | | | | |
| *Facebook Advertising* |  | *9/7/2021* | *$1,000* | *$500* | *$500* |
|  |  |  |  |  |  |
| **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** |
| *(example)* | | | | | |
| *Web Site Design (service)* | | *8/31/2021* | *$600* | *$300* | *$300* |
|  |  |  |  |  |  |

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**Virginia Wine Board Marketing Office**

**Virginia Wine Marketing Fund Fiscal Year 2021/2022**

**Virginia Wine Board FY 2021/2022 Matching Grant Cover Page**

**PROGRAM NAME:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**LEAD PARTNER:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Please provide a brief (one to two sentences) summary of your program**: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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**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?\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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**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

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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*

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**Virginia Wine Board Marketing Office**

**Virginia Wine Marketing Fund Fiscal Year 2021/2022**

**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

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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*

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**Virginia Wine Board Marketing Office**

**Virginia Wine Marketing Fund Fiscal Year 2021/2022**

**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*

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**Virginia Wine Board Marketing Office**

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**Sample Final Recap Report to be submitted at end of grant period.**

**Payment Process**

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 May 31, 2022. 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)** |
| ***(examples)*** | | | |
| *Sales* |  |  |  |
| *Total Number of Visitors* |  |  |  |
| *Total Visitor Spending* |  |  |  |
| *Jobs Created or Sustained by your Project* |  |  |  |
| *Total Number of Leads* |  |  |  |
| *Total Number of Unique Visitors to Website* |  |  |  |
| *Other\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_* |  |  |  |
| *Other\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_* |  |  |  |

**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** |
| *(example)* | | | | | |
| *Social Media Advertising* |  | *10/7/2021* | *$1,000* | *$500* | *$500* |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
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| **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** |
| *(example)* | | | | | |
| *Web Site Design (service)* | | *8/31/2021* | *$600* | *$300* | *$300* |
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