

VTC 2025 Special Events & Festivals Sponsorship Program Award Recipients

Applicant	Event Name	Event Start	Event End	Locality	GOVA Region	Amount Awarded	Total Match
Highland County Chamber of Commerce, Inc	Highland County Maple Festival: Opening Weekend	3/8/2025	3/16/2025	Highland	8	\$20,000.00	\$10,258.00
Virginia Black Restaurant Experience	RBRE 2025: Restaurant Week	3/9/2025	3/16/2025	Richmond-City	4	\$10,000.00	\$22,500.00
Richmond Strikers	Jefferson Cup Girls Soccer Showcase Weekend	3/21/2025	3/23/2025	Henrico	4	\$10,000.00	\$32,000.00
Roanoke Outside	Blue Ridge Marathon	4/11/2025	4/13/2025	Roanoke-City	2	\$2,500.00	\$21,500.00
Viginia Osprey Foundation, Inc.	Virginia Osprey Festival in Colonial Beach	4/12/2025	4/13/2025	Westmoreland	6	\$2,527.00	\$3,527.00
Tom Tom Foundation	13th Annual Tom Tom Festival: EVOLVE	4/16/2025	4/20/2025	Charlottesville	9	\$20,000.00	\$100,000.00
Culpeper Tourism & Visitor Center	Culpeperpalooza 2025	4/18/2025	4/19/2025	Culpeper	7	\$5,000.00	\$5,000.00
Virginia Arts Festival	Virginia International Tattoo & Norfolk NATO Festival	4/24/2025	4/27/2025	Norfolk	5	\$18,000.00	\$120,224.00
Virginia Sports Hall of Fame Foundation	2025 Induction Weekend	4/25/2025	4/26/2025	Virginia Beach	5	\$4,500.00	\$21,123.60
Shenandoah Apple Blossom Festival	Shenandoah Apple Blossom Festival	4/25/2025	5/4/2025	Winchester	8	\$20,000.00	\$158,871.00
Foxfield Racing LLC	Foxfield Spring Races 2025	4/25/2025	4/26/2025	Albemarle	9	\$5,000.00	\$60,029.00
Wind Vineyards at Laurel Grove	Wind Vineyards Monster Bud Break Festival and Monster	4/26/2025	4/27/2025	Essex	6	\$10,000.00	\$38,800.00
Goochland Day Foundation	Goochland Night/Day	5/3/2025	5/5/2025	Goochland	9	\$5,000.00	\$27,010.00
Virginia Capital Trail Foundation	20th Cap2Cap Bike Ride	5/9/2025	5/10/2025	Richmond	4	\$5,000.00	\$9,826.00
Crozet Arts and Crafts Festival	Crozet Arts & Crafts Festival	5/11/2025	5/12/2025	Albemarle	9	\$10,000.00	\$15,325.00
Grottoes Bluegrass Festival	Grottoes Bluegrass Festival	5/14/2025	5/17/2025	Rockingham	2	\$2,600.00	\$3,250.00
Richmond Sports Backers	Dominion Energy Riverrock	5/16/2025	5/18/2025	Richmond-City	4	\$20,000.00	\$36,409.00
Tephra Institute of Contemporary Art (Tephra ICA)	Tephra ICA Arts Festival	5/17/2025	5/18/2025	Fairfax	7	\$20,000.00	\$67,202.00

Stanley Mountain Music	Dr Ralph Stanley's Hills of Home Bluegrass Festival	5/21/2025	5/25/2025	Dickenson	1	\$5,000.00	\$82,075.00
Rooster Walk Inc	Rooster Walk Music & Arts Festival	5/22/2025	5/25/2025	Martinsville	3	\$10,000.00	\$41,880.00
Patriotic Festival II, Inc.	Patriotic Festival	5/23/2025	5/25/2025	Norfolk	5	\$7,200.00	\$385,000.00
Center of the Universe Brewing Co	Summer Moon Music Festival	5/24/2025	5/25/2025	Hanover	4	\$5,000.00	\$15,900.00
Xavier Tramaine Creative Consulting, LLC	Not Your Average Weekend	5/30/2025	6/1/2025	Roanoke-City	2	\$2,500.00	\$10,841.30
Heifetz International Music Institute	The Heifetz Institute's 2025 Festival of Concerts: Opening Weekend	6/1/2025	7/31/2025	Staunton	8	\$5,000.00	\$38,440.00
Town of Pearisburg	40th Annual Pearisburg Festival in the Park	6/5/2025	6/7/2025	Giles	1	\$5,000.00	\$9,990.40
St. Paul Tomorrow, Inc.	Clinch River Days Festival	6/5/2025	6/7/2025	Wise	1	\$5,000.00	\$21,977.00
Norfolk Festevents, Ltd.	49th Annual Norfolk Harborfest	6/6/2025	6/9/2025	Norfolk	5	\$18,000.00	\$448,408.00
Hampton Roads Soccer Council	North American Sand Soccer Championships	6/6/2025	6/8/2025	Virginia Beach	5	\$1,800.00	\$102,654.00
Destination Downtown Waynesboro	Hiker Fest	6/6/2025	6/7/2025	Waynesboro	8	\$5,000.00	\$6,096.00
Dragon Fire LLC, Back of the Dragon	OTR at Back of the Dragon	6/7/2025	6/9/2025	Tazewell	1	\$10,000.00	\$13,000.00
Town Of Lebanon, Virginia	Cedar Fest	6/7/2025	6/8/2025	Russell	3	\$5,000.00	\$69,500.00
Stuart Rotary Club (SRC) Productions	The Beach Music Festival	6/12/2025	6/14/2025	Patrick	1	\$5,000.00	\$26,382.00
IX Arts Foundation	Fae Festival	6/14/2025	6/15/2025	Charlottesville	9	\$5,000.00	\$4,400.00
Black Bear Productions LLC	Red Wing Roots Music Festival	6/20/2025	6/22/2025	Augusta	8	\$20,000.00	\$146,800.00
Hampton Coliseum	Hampton Jazz & Music Festival	6/27/2025	6/29/2025	Hampton	5	\$9,000.00	\$30,000.00
City of Salem	Salem Fair and Exposition	7/2/2025	7/13/2025	Salem	2	\$20,000.00	\$49,750.00
Wintergreen Music	Wintergreen Music Festival: Week Three	7/4/2025	7/27/2025	Nelson	9	\$5,000.00	\$31,100.00
Virginia Amateur Sports, INC	2025 Virginia Commonwealth Games	7/10/2025	7/21/2025	Lynchburg	2	\$20,000.00	\$153,700.00

FredFEST LLC	FredFEST Music Festival	7/11/2025	7/13/2025	Rockingham	8	\$5,000.00	\$41,050.00
Across-the-Way Productions, Inc.	FloydFest 2025	7/23/2025	7/27/2025	Floyd	1	\$20,000.00	\$157,083.40
Southern Gap Outdoor Adventure	Southern Gap Mountain Mayhem 2025	7/24/2025	7/26/2025	Buchanan	1	\$10,000.00	\$36,153.20
Virginia Highlands Festival	76th Annual Virginia Highlands Festival	7/25/2025	8/3/2025	Washington	1	\$20,000.00	\$96,850.00
Louisa County Fair, Inc.	Louisa County Fair	7/31/2025	8/2/2025	Louisa	9	\$3,031.00	\$6,031.20
East Coast Surfing Championships	63rd Annual Coastal Edge East Coast Surfing Championships: Opening Weekend	8/10/2025	8/17/2025	Virginia Beach	5	\$9,000.00	\$42,302.00
City of Norton	High Knob Outdoor Fest	8/12/2025	8/16/2025	Norton	3	\$5,000.00	\$8,819.86
Tamworth Music Festival (dba Staunton Music Festival)	Staunton Music Festival: Opening Weekend	8/15/2025	8/24/2025	Staunton	8	\$5,000.00	\$212,000.00
Floyd Center for the Arts	Floyd Living Traditions Festival	8/22/2025	8/23/2025	Floyd	1	\$2,731.00	\$14,779.00
VIRginia International Raceway	Virginia Is For Racing Lovers Grand Prix IMSA Michelin Pilot Challenge	8/22/2025	8/24/2025	Halifax	3	\$10,000.00	\$106,000.00
One Family Productions	Front Porch Fest	8/28/2025	8/31/2025	Patrick	1	\$5,000.00	\$39,050.00
Appaloosa Festival, LLC	Appaloosa Festival	8/30/2025	8/31/2025	Warren	8	\$10,000.00	\$5,000.00
Beaver Dam Farm Sunflower Festival, LLC	Beaver Dam Farm Sunflower Festival	9/5/2025	9/14/2025	Roanoke	2	\$20,000.00	\$25,853.00
JBR Vineyards LLC	Fifth Annual Pawpaw Festival	9/6/2025	9/7/2025	Giles	1	\$5,000.00	\$9,098.10
Grayson County Tourism	4th Annual Ag & Art Adventure	9/6/2025	9/7/2025	Grayson	1	\$5,000.00	\$12,498.50
Social Music, LLC	2025 Supernova International Ska Festival	9/12/2025	9/14/2025	Hampton	5	\$9,000.00	\$293,000.00
The Wayne Theatre	2025 15th Annual Virginia Chili Blues & Brews Festival	9/12/2025	9/13/2025	Waynesboro	8	\$10,000.00	\$30,700.00
Nothin' Fancy Bluegrass Festival	23rd Annual Nothin' Fancy Bluegrass Festival	9/18/2025	9/20/2025	Buena Vista	2	\$2,500.00	\$8,577.22

Birthplace of Country Music, Inc.	Bristol Rhythm and Roots Reunion	9/19/2025	9/21/2025	Bristol	1	\$20,000.00	\$88,700.00
Stratford Hall	Stratford Hall Wine & Oyster Festival	9/20/2025	9/21/2025	Westmoreland	6	\$5,000.00	\$27,139.75
Virginia Beach Neptune Festival	51st Annual Neptune Festival Boardwalk Weekend	9/26/2025	9/28/2025	Virginia Beach	5	\$18,000.00	\$260,792.00
Shenandoah National Park Trust	Art in the Park	9/26/2025	9/27/2025	Page	8	\$2,500.00	\$9,300.00
Town of Occoquan	Fall Arts & Crafts Show	9/27/2025	9/28/2025	Prince William	7	\$9,000.00	\$0.00
Queen City Mischief & Magic	Queen City Mischief & Magic	9/27/2025	9/28/2025	Staunton	8	\$20,000.00	\$51,906.20
Town of Haysi	Haysi's Russell Fork Autumn Fest	10/3/2025	10/5/2025	Dickenson	1	\$5,000.00	\$17,525.86
Dinwiddie County	Dinwiddie County Fair	10/3/2025	10/5/2025	Dinwiddie	9	\$10,000.00	\$77,990.00
Venture Richmond	37th Annual 2nd Street Festival	10/4/2025	10/5/2025	Richmond-City	4	\$8,750.00	\$22,000.00
An Occasion for the Arts	An Occasion for the Arts	10/4/2025	10/5/2025	Williamsburg	5	\$18,000.00	\$199,650.00
Wind Farms	Wind Farms and Vineyards Fall Festival: Opening Weekend	10/4/2025	10/27/2025	Essex	6	\$10,000.00	\$37,800.00
Colonial Beach Chamber of Commerce	Colonial Beach Bike Fest	10/9/2025	10/12/2025	Westmoreland	6	\$20,000.00	\$1,200.00
Virginia Museum of Contemporary Art	69th Annual Virginia MOCA Boardwalk Art Show	10/10/2025	10/12/2025	Virginia Beach	5	\$18,000.00	\$163,125.00
Amherst County	Amherst County Fair	10/16/2025	10/19/2025	Amherst	2	\$10,000.00	\$8,994.00
Sinkland Farms	Pumpkin Festival 2025	10/17/2025	10/19/2025	Montgomery	1	\$20,000.00	\$15,020.00
City of Roanoke Parks and Recreation	Anthem GO Outside Festival	10/17/2025	10/19/2025	Roanoke-City	2	\$14,500.00	\$23,730.00
Richmond Tattoo & Arts Convention	Richmond Tattoo & Arts Convention	10/17/2025	10/19/2025	Richmond-City	4	\$8,000.00	\$10,313.00
Parrish View Farms	Parrish Pumpkin Patch Peak Weekend	10/18/2025	10/19/2025	Lunenburg	3	\$2,500.00	\$5,995.45
Shenandoah Caverns	Shenandoah Wine Weekend	11/7/2025	11/8/2025	Shenandoah	9	\$5,000.00	\$13,173.20
Boar's Head Resort	Winter Wander Trail of Lights	11/15/2025	12/31/2025	Albemarle	9	\$20,000.00	\$21,300.00
Visual Arts Center of Richmond	Craft + Design	11/21/2025	11/23/2025	Richmond-City	4	\$10,000.00	\$39,800.00

True Holdings Company, LLC	Flying Fox's Christmas Vacation: Opening Weekend	11/21/2025	12/27/2025	Nelson	9	\$2,500.00	\$2,500.00
Downtown Norfolk Council	Grand Illumination Parade and Norfolk Harbor Holiday Weekend	11/22/2025	11/23/2025	Norfolk	5	\$18,000.00	\$32,581.00
Visit Alexandria	Alexandria Biggest Holiday Weekend	12/5/2025	12/7/2025	Alexandria	7	\$20,000.00	\$75,300.00
Historic Downtown Tappahannock	WinterFest	12/6/2025	12/7/2025	Essex	6	\$2,500.00	\$21,102.50