



## 2023 Partner Services Provided by Experience Jackson

In partnership with Experience Jackson, local events and attractions can receive a variety of services from Experience Jackson to help promote and create awareness for their initiatives. \*

Those services may include, but are not limited to:

- Promotion on Experience Jackson's social media platforms leading up to and after event
  - [Facebook](#) – Approximately 14,000 followers
  - [Instagram](#) – Approximately 2,500 followers
    - *Paid targeted ads available through Facebook & Instagram depending on partnership*
- Exposure on [Experience Jackson's Community Calendar](#)
- Featured spot on Experience Jackson's monthly [email newsletters](#) sent to over 13,000 locals and visitors to Jackson County
- Dedicated promotion in Jackson County visitors' guides
- Brochures displayed in welcome center in Experience Jackson's front office
- Utilize an Experience Jackson display rack at your attraction or event
- Request JACK the Elephant for onsite appearances (as staff/schedule available)
- Request a custom welcome flyer or itinerary of other Jackson, MI activities to accommodate your guests
- Request welcome bags for pertinent guests at their hotels upon arrival
- Photography and or video captured at event to promote future events (as staff/schedule available)

*\*Above services are not automatic. Must be coordinated with Experience Jackson.*

*\* Creative services can be proposed and approved on a case-by-case basis.*