



### **Partnership/Sponsorship Policy**

Any request for funding from Experience Jackson shall meet the following provisions:

1. The request shall be made by a nonprofit organization in writing no later than ninety (90) days prior to the event (if applicable).
2. The mission and goals of the event or organization are compatible with those of the Bureau to increase visitation and hotel occupancy in Jackson County.
3. Preferred funding consideration will be weighted towards events proposed during periods of lower visitor traffic.
4. The organization provides documentation showing that appropriate liability insurance is secured for the event (if applicable).
5. Indicate in the request for funding that such request is for ongoing assistance or for a one-time allotment.
6. Provide marketing plan details, projected impact statement of the benefit to the Experience Jackson and the advertising and/or marketing plan for the event or attraction.
7. Experience Jackson will not provide funding more than twenty five percent (25%) of the total budget of the event or attraction.
8. Reciprocal marketing will be given by the event to Experience Jackson including what is agreed upon in the partnership form such as website links for lodging assistance, sponsorship recognition in advertising, giveaway promotions, and recognition at the event.

I accept the terms and conditions of this agreement as outlined above.

By: \_\_\_\_\_

Print: \_\_\_\_\_

Title: \_\_\_\_\_

Date: \_\_\_\_\_

EJ Rep: \_\_\_\_\_