



The mission of the Jackson County Visitors Bureau (DBA Experience Jackson) is to strengthen the positive perception of Jackson County as a must-visit destination to increase revenues and stimulate economic development and growth for the community.

Partner Services Provided by Experience Jackson

updated July 2024

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 16,000 followers
 - [Instagram](#) – Approximately 2,700 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
- Availability of Experience Jackson Brochures/Materials for your event
- Display your brochures in Experience Jackson's welcome center rack
- Utilize an Experience Jackson display rack at your attraction or event
- Request geolocation and/or visitor data following your event
- Request an Experience Jackson welcome 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

**Above services are not automatic. Each must be coordinated with Experience Jackson.*

To make your partnership request, visit <https://www.experiencejackson.com/about/event-partnership-requests/>



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Partnership/Sponsorship Policy

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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, and for new or promising events to drive traffic locally (ref: *Experience Jackson Angel Fund*).
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.
9. To ensure consistent branding, we allow two versions of the Experience Jackson logo for approved use on promotional materials. Please note that these are the only approved versions, and if any modifications are necessary, kindly reach out to our team at Experience Jackson for assistance. See and download logo options at <https://www.experiencejackson.com/about/event-partnership-requests/>

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