

## 2026-27 SPORTS & EQUINE FUNDING

Visit Jackson created this funding support program to enhance sporting and equine events. Qualified applicants must demonstrate the capability to generate a positive economic impact by attracting verifiable delegates or attendees from outside the Jackson area to stay overnight in Jackson hotels and patronize Jackson restaurants.

Higher consideration and priority are given to projects demonstrating substantial economic impact, primarily by increasing restaurant revenues and hotel occupancy. Applicants must realize that even though an application may qualify, limited funding may only allow some projects to receive assistance. Visit Jackson cannot guarantee funding support with all applications submitted. All decisions regarding the awarding of funds are made at Visit Jackson's sole discretion and are final. Visit Jackson offers many services and underwrites financial support for qualifying events. We also provide the expert assistance needed to make your event planning simple and your event successful.

- All applicants must complete the Sports & Equine Support Application in full and submit it for review (**The deadline is August 1, 2026**).
- Submit **one** application for each event.
- All applicants must complete and submit the Final Report Actuality Form in full after their event.
- All payouts will be payable to the vendor or organizer after the event ends and the Final Report Actuality Form has been completed.
- Applicants must use Jackson venues and hotels to be eligible to receive Visit Jackson funding. The payout is based on qualifiable booked room nights.

Depending on the size and scope of your event, you may qualify for a wide range of valuable items, services, or funding, including the following:

- **Invitations:** The official invitation packet may include letters from the Governor and Mayor, Visit Jackson, and other area attractions and businesses.
- **Lodging Information:** Visit Jackson will canvass local hotels for space, rates, accommodations, and dates for your meeting.
- **Program Coordination:** Visit Jackson can connect you with the right people to coordinate your convention program, prepare a tour, organize a spouse's or children's program, and fulfill transportation needs.
- **Attendance Promotion:** For your registration packet, Visit Jackson will provide your membership with materials such as area interest pamphlets, hotel and restaurant information, maps, and visitor brochures.
- **Publicity:** Your convention or meeting will be a newsmaker, so Visit Jackson may distribute a news release on your behalf to our area media. Images of Jackson are also available to prepare your organization's publications.
- **Welcome:** Allow us to extend a warm welcome to your convention delegates at the opening of your convention.
- **Registration:** Professional registration assistants are available with the equipment necessary to service your event on-site. The Bureau can provide pre-printed, computer-generated name badges with pre-printed ribbons for your delegates with at least three weeks' notice.
- **Brochures:** Visitor information brochures are available for your convention registration desks when in stock and with a two-week advance request.

Thank you for considering Jackson, MS, your next meeting or event destination!

If you have questions, please get in touch with Christine Blackmon, Chief Experience Officer  
308 East Pearl Street, Suite 301, Jackson, MS 39201 • 601-345-2529 • [cblackmon@visitjackson.com](mailto:cblackmon@visitjackson.com)



## 2026-2027 Visit Jackson Sports & Equine Funding Support Form

Name of Convention/Meeting for which you're applying. \*

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First-Time Applicant \*

☐ Yes

☐ No

Have you applied before for funding? \*

☐ Yes

☐ No

(If Yes, Complete below)

When did you last apply? \_\_\_\_\_

Location of previous event

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Name of Organization \*

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Organization Address \*

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Contact Person \* \_\_\_\_\_

(Name of person completing this application)

Email Address \* \_\_\_\_\_ Organization Phone \* \_\_\_\_\_

Location of event \* (If there are multiple locations, please list all)

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Dates of your event: (Date Range, i.e., 10/22/2023 - 10/26/2023 if applicable) \*

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Brief Description of Event \*

Number of total competitors/entries \* \_\_\_\_\_

Number of total spectators (estimated) \* \_\_\_\_\_

Percentage of people outside of Jackson that will attend your event \* % \_\_\_\_\_

Ticket price (if applicable) \_\_\_\_\_

Will your event attract influence local area citizens? \*

☐ Yes

☐ No

Will your event create a demand for hotel/motel rooms? \*

☐ Yes

☐ No

If Yes, how many total rooms, estimated\* \_\_\_\_\_

Name of Host Hotel and all over-flow properties (if applicable)

| Saturday                      | Sunday | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday | Sunday |
|-------------------------------|--------|--------|---------|-----------|----------|--------|----------|--------|
| Enter Room Block for Each Day |        |        |         |           |          |        |          |        |
|                               |        |        |         |           |          |        |          |        |
| Additional Days if Needed     |        |        |         |           |          |        |          |        |
|                               |        |        |         |           |          |        |          |        |

Room Block (if applicable) \_\_\_\_\_ Room Rate (if applicable) \_\_\_\_\_

(The total room nights contracted within the room block.) \_\_\_\_\_

Estimated number of RV hookups (if applicable) \_\_\_\_\_

Space Rental \*\$ \_\_\_\_\_

Food & Beverage \*\$ \_\_\_\_\_

Security \*\$ \_\_\_\_\_

Other Services \*\$ \_\_\_\_\_

Total \*\$ \_\_\_\_\_

Once completed, please save this application form, and email it to  
[cblackmon@visitjackson.com](mailto:cblackmon@visitjackson.com)