

2021-22 SPORTS & EQUINE FUNDING SUPPORT

This funding program was designed to enhance Sporting & Equine events in Jackson. 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.

Applicants must use Jackson venues and hotels to be eligible to receive Visit Jackson funding. More significant consideration and higher priority will be given to projects demonstrating the highest potential for substantial economic impact, primarily by increasing restaurant revenues and hotel occupancy. Applicants must realize that even though an application received may qualify; limited funding may not allow all projects to receive assistance. There is no guarantee that any submitted request will be provided funding.

All decisions regarding the awarding of funds are made at the Visit Jackson Board of Directors' sole discretion and are final. Visit Jackson offers many services as well as underwriting sponsorships 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 and Equine Support Application** in full and submit it for review (*Deadline is December 31, 2021*)
- All applicants must complete and submit the **Final Report Application** in full after their event

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, Mayor, Visit Jackson, and other area attractions and businesses.
- **Lodging Information:** Visit Jackson will canvass local hotels/motels for space, rates, accommodations, and dates for your meeting.
- **Program Coordination:** Visit Jackson can put you in touch with the right people to coordinate your convention program, prepare a tour, organize a spouses' 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 will distribute a news release on your behalf to our area media. Also available are images of Jackson for use in preparing 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 as the destination for your next meeting or event!

If you have questions, please contact: Christine McInnis, Convention Funding Support Administrator
308 East Pearl Street, Suite 301, Jackson, MS 39201 • 601-345-2529 • e-mail: cblackmon@visitjackson.com



2021-22 Visit Jackson Sports & Equine Funding Support Form

Name of Event you're applying for? *

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 _____

Name of Organization *

Contact Person _____

(Name of person completing this application)

Email Address * _____

Organization Address

Organization Phone:* _____

Location of meeting _____

Dates of your event: (Date Range, ie. 10/20/2021 - 10/22/2021 if applicable) *

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 * _____

Will your event attract of influence local area citizens? *

Yes

No

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

Yes

No

Host hotel * _____

Room Block * _____ Room Rate (if applicable) \$ _____

Estimated number of RV hookups (if applicable) _____

Space Rental *\$ _____

Food & Beverage *\$ _____

Security *\$ _____

Other Services *\$ _____

Total *\$ _____