

Jackson

INDIE MUSIC WEEK

"CELEBRATING INDEPENDENT MUSIC, CULTURE & CREATIVE ECONOMY IN JACKSON, MS"

MARCH 22-28, 2026 | JACKSON, MISSISSIPPI

WHAT IS JACKSON INDIE MUSIC WEEK?

Jackson Indie Music Week (JIMWeek) is a multi-day cultural experience spotlighting independent artists, music professionals, creatives, and entrepreneurs while positioning Jackson as a hub for Southern creativity and innovation.

Core Pillars:

- Independent music & artist development
- Community + culture
- Economic empowerment
- Education & access

JACKSON INDIE MUSIC WEEK aims to honor what has come to be known as the "birthplace of America's music" in none other than the entertainment capital of Mississippi.



CELEBRATES **10** YEARS

The idea of JACKSON INDIE MUSIC WEEK was ignited in 2015 with a group of like-minded individuals who wanted to bring attention to Jackson and its music and art scene. Now with 10 years under its belt and having the support of the city, passionate music lovers, venue owners, promoters, volunteers, radio, as well as nationally recognized brands, TEAM JIMWEEK is ready to continue a legacy as Mississippi's ONLY indie music festival geared toward emerging talent, and continues to be the most-attended, longest-running week-long music festival in the Southeast.

2024 SPONSORS



FESTIVAL PROGRAMMING

- Live Music Showcases
- Industry Panels & Workshops
- Artist Pitch Sessions
- Networking Mixers
- Brand Activations
- Community Events & Pop-Ups

WHY JACKSON, MISSISSIPPI?

- A historic epicenter of music and cultural innovation
- Homegrown talent with national and global reach
- Underserved market with high engagement and loyalty
- Strong grassroots and community-driven audience

JIMWeek bridges legacy and future.



HOW WE DO IT.

PLAN

Pre-planning for **JACKSON INDIE MUSIC WEEK** begins 8 months ahead of the festival each year. Planning meetings are open to anyone interested in offering ideas, volunteering, or simply wanting to find out ways to get involved. Meetings are held bi-weekly until after submissions are closed, then meetings occur weekly up until the event.

PREPARE

Announcements are made that Music and Film submissions open in July. Submissions are open from September 1st to December 1st. Submissions are open to **all genres** and requirements are three (3) mp3s of original music, a short bio, one press-ready photo, and a list of shows performed within the previous six (6) months.

PERFORM

JACKSON INDIE MUSIC WEEK starts with a FREE kick-off party featuring performances by selected participants, food, and fellowship. This gets the team and community ready for a week full of a whole lotta music and a whole lotta fun. We encourage all participants, sponsors, and the city of Jackson to attend all events and show support of the local music scene.

WHERE WE DO JT.

DOWNTOWN

THALIA MARA HALL

RUSSELL C. DAVIS PLANETARIUM

HAL & MAL'S

MARTIN'S

ONE BLOCK EAST

CATHEAD DISTILLERY CO.

MISSISSIPPI MUSEUM OF ART

F. JONES' CORNER

440 LOUNGE

MIDTOWN

AND GALLERY

CSS

THE RECLAIMED MILES

FONDREN

CUPS FONDREN

DULING HALL

GREEN GHOST TACOS

CAPRI THEATRE

FONDREN GUITARS

SOULÉ COFFEE + BUBBLETEA

CONKRETE SNEAKER BOUTIQUE

BELHAVEN

FENIAN'S

URBAN FOXES

THE HEIGHTS

New venues will be rotated in 2026.



ICON AWARD RECIPIENTS

The annual JACKSON INDIE MUSIC WEEK ICON AWARDS honors the vanguards and trailblazers of Mississippi and independent music - the people, venues, events, and organizations that have been instrumental in promoting Mississippi's music culture, traditions, and our artists.

CHARLIE BRAXTON
FREDDIE YOUNG
DRAKE ELDER
ARDEN BARNETT
MALCOLM WHITE
ILLIAN AXE
LEE KING AND JESSE THOMPSON
PAT BROWN
JEWEL BASS
RYAN MONTGOMERY
THE WINDBREAKERS
STAN BRANSON
TOMMY COUCH SR.
LEONARD WILLIAMS
TOMMY MARSHALL
CHALMERS DAVIS

VERBIA HARDEN
SHERMAN LEE DILLON
JAMES PATTERSON
BOBBY RUSH
DJ FINESSE
DJ PHINGAPRINT
DJ SCRAP
DJ AZIATIKK BLAKK
MIKE FRASCOGNA
DOROTHY MOORE
REESE & BIGALOW
ALICE MARIE
VISIT JXN
VISIT MISSISSIPPI
RON CARBO
HENRY RHODES



DEMOGRAPHICS

AUDIENCE TYPE

MUSIC FANS, CREATIVES, ENTREPRENEURS, STUDENTS,
INFLUENCERS, AND TASTEMAKERS

AGE GROUP

21-45

REACH

LOCAL | REGIONAL | NATIONAL

ENGAGEMENT

HIGH IN-PERSON + DIGITAL INTERACTION

AREAS OF INTEREST

LIVE MUSIC | LOCAL DINING | LOCAL SHOPPING |
NIGHTLIFE | PROFESSIONAL DEVELOPMENT | TECH | VISUAL ARTS



MARKETING & PROMOTIONAL REACH

Sponsors benefit from integrated promotion across:

- Social media campaigns
- Email marketing
- Press & media coverage
- Influencer partnerships
- On-site branding

Estimated Reach: 1,500 ppl

SPONSORSHIP BENEFITS

- Brand visibility & cultural relevance
- Direct consumer engagement
- Authentic community alignment
- Custom activations
- Earned media opportunities



Sneaker R
PHOTOGRAPHY

Jackson
JXN Indie Music Week
is a 501(c)(3) tax-exempt
organization.

COMMUNITY IMPACT

- Supports independent artists
- Creates economic opportunities
- Amplifies local businesses
- Builds long-term creative infrastructure

Your support fuels culture.

SPONSORSHIP LEVEL + DONATION (MERCHANDISE OR MONETARY)

TITLE SPONSOR
\$25,000

Naming rights: Jackson Indie Music Week presented by [Your Brand]
Top logo placement on all assets, On-stage mentions
Custom brand activation, VIP access & hospitality, Media inclusion

GOLD SPONSOR
\$15,000

Prominent logo placement, Sponsored stage, panel, or showcase
Brand activation space
Social media mentions
VIP passes

SILVER SPONSOR
\$7,500

Logo placement on select assets
Sponsored event or mixer
On-site signage
Social media inclusion

BRONZE SPONSOR
\$3,500

Logo on website & program
On-site signage
Community recognition

SUPPORTING PARTNER
\$1,500

Logo placement (digital)
Community recognition

CUSTOM SPONSORSHIPS

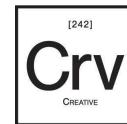
We offer tailored opportunities including:

- Stage naming
- Artist lounges
- Educational tracks
- Branded experiences
- Product integration



Let's build something authentic together.

PAST SPONSORS & PARTNERS






VILLAGE
PRODUCTIONS

PAST BRAND PARTNERS AND COLLABORATORS

THE MISSISSIPPI STATE FAIR

MISSISSIPPI PUBLIC BROADCASTING

MS MUSEUM OF ART

CENTRAL MS BLUES SOCIETY

SOUTHERN BEVERAGE CO. x JUVENILE

FRASCOGNA LAW GROUP

THE DISTRICT AT EASTOVER

LUCKYTOWN BREWING CO.

CATHEAD DISTILLERY

GOD
PLAY



WANT TO BE A VENDOR?

APPAREL.
ARTISANS.
RESTAURANTS.
CORPORATIONS.
SMALL BUSINESSES.
+ MORE.

We want you. Jackson Indie Music Week offers you the opportunity to not only sell and market your product and business to one-thousand plus potential buyers, but to connect with the community through their tastes, preferences, and values.

If interested, just drop a line at
jxnindiemusic@gmail.com

WHAT THEY SAY.



"Jackson Indie Music Week is the music fest that all indie artists should know and all music lovers should attend."

- Inspiration Mississippi

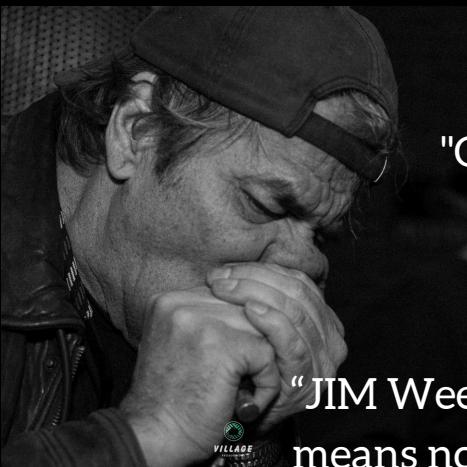


"One of the most exciting things in the Jackson music scene is the annual Jackson Indie Music Week."

- Reality Breached

"JIM Week has really been game-changing for music in Jackson. For fans, it means nonstop entertainment and a chance to discover local acts they may be missing out on, and for musicians, it means networking, exposure and building a stronger artist community. With a typical festival, it's kind of where you go and then it's just over. Every year, JIM Week has an impact way beyond the end of the event."

- Jackson Free Press



LET'S CONNECT.

Partner with us and help shape the future of independent music in the South.

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