



SPONSORSHIP APPLICATION

FISCAL YEAR 2024-2025

SUBMIT TO

City of Vicksburg
Attn: Office of the City Clerk
P. O. Box 150
Vicksburg, MS 39181-0150

Or email:
dnickson@vicksburg.org

INCOMPLETE APPLICATIONS WILL NOT BE FORWARDED TO THE COMMITTEE

Organization Name: Vicksburg Hipstoric Art Festival

Physical Address of the Event: Washington Street (From Jackson St - Washington Street Park)

Mailing Address: 912 Cherry Street, Vicksburg, MS 39183

Telephone Number: 601-634-4527

Website Address:

Primary Contact Name: Kim Hopkins

Title: Executive Director - Vicksburg Main Street **Telephone No:** 601-831-8043

Email Address: kimh@vicksburg.org

Secondary Contact Name:

Title: **Telephone No:**

Email Address:

If you are applying on behalf of another organization, please provide contact information for that organization:

Organization: Vicksburg Main Street Program

Contact Name: Kim Hopkins

Telephone No: 601-831-8043 **Email Address:** kimh@vicksburg.org

Complete The Following Questions Regarding Your Request For City Sponsorship Consideration

Event Date: September 26, 2025 - September 28, 2025

(Must be between October 1, 2024-September 30, 2025)

1. Is your request for:

(Check all that apply)

☒ In-Kind Sponsorship (specify in question 6)

☒ Cash Sponsorship Amount Requested: \$ 10,000.00

2. Briefly state your organization's mission and purpose.

The Vicksburg Hipstoric Art Festival exists to celebrate and showcase the vibrant arts, culture, and history of Vicksburg. Our mission is to create an inclusive, engaging, and family-friendly event that supports local artists, musicians, and small businesses while fostering community pride and cultural tourism.

3. Describe the event in which funds are being requested to support.

The Vicksburg Hipstoric Art Festival is a three-day, outdoor celebration held in historic downtown Vicksburg. The event spans four blocks along Washington Street from Jackson Street to Crawford Street, including Washington Street Park, which will be closed to vehicle traffic for a safe, walkable festival environment. Programming will feature live music, fine art displays, artisan vendors, food trucks, performances, children's activities, and nonprofit booths.

This event, formerly the Ridgeland Fine Arts Festival, has been in development for several years as we worked to bring it to downtown Vicksburg. With a total production cost of \$80,000, it is presented in partnership with Vicksburg Main Street, the Vicksburg Convention and Visitors Bureau, H.C. Porter, and the Vicksburg Art Association.

4. Explain how your organization and/or event further a charitable cause, economic or community growth, or serve a public interest?

The festival drives significant economic activity by drawing both residents and visitors into the downtown area, increasing foot traffic to local restaurants, shops, and attractions. It provides a platform for local artists, performers, and entrepreneurs to showcase their work, boosting visibility and sales. By attracting an affluent audience with an interest in fine arts, the event promotes extended stays, shopping, and dining in Vicksburg. Additionally, it fosters community pride, offers free or low-cost entertainment, and positions downtown Vicksburg as a premier destination for cultural tourism.

5. Provide detail on how the requested funds will be used support the event partially or in full.

We are requesting in-kind support from the City of Vicksburg to ensure a safe, well-equipped festival, including:

- Street closures and barriers from Jackson Street to Crawford Street.(From Fri 8/26 7a - Sun 8/28 10p)
- No-parking enforcement along both sides of Washington Street during the event (Beginning Thurs 8/25 9p - Sun 8/28 10p)
- Use of Washington Street Park for performances, children's activities, and nonprofit booths (with access to electricity).
- Provide electricity for artist food vendors along the West side of Washington St (including conversion to 50-amp RV receptacles).
- Landscaping refresh along Washington Street from Jackson St to Crawford St.
- Provide on-site officers for security and crowd control during festival hours (Fri 5p - 9p, Sat 10a - 5p, Sun 11a - 5p)
- Trash cans, liners, and staffing for cleanup during show hours.
- Access to public restrooms at Washington & Crawford and for them to also be cleaned and restocked as needed.

In addition, we request \$10,000 in funding to help cover the cost of musical entertainment.

6. Select all in-kind services the organization is requesting for the event:

- ☒ a) Park and facilities fees
- ☒ b) Park Personnel (maintenance and building attendants)
- ☒ c) Police Personnel
- ☐ d) Fire Personnel
- ☒ e) Other services not listed (please specify) Landscaping, Community Service
- ☐ f) Not requesting in-kind services

7. Identify and provide all other funding requests for this event. Provide attachments if needed.

Source	Pending	Approved	Dollar Amount
Artist Booth Fees			\$
Award Donors and Sponsorships			\$
Potential Grants From Other Organizations			\$
Organizational Partnerships			\$
			\$
			\$
			\$

8. Anticipated Attendance: 5,000 - 7,000 Over 3 Day Event

9. Explain in detail how the event, program, or exhibition marketing plan will promote the City of Vicksburg. Please see the attached document with the response to #9.

INCOMPLETE APPLICATIONS WILL NOT BE ACCEPTED

The information provided in this application is for the purpose of obtaining sponsorship funding from the City of Vicksburg on behalf of the undersigned. Each undersigned representative warrants the information provided within this application and its attachments are true and complete until a written notice of change is provided to the City of Vicksburg. The City of Vicksburg is authorized to make all inquiries necessary to verify the accuracy of the provided information.

Kim Hopkins
Requestor

8/12/2025
Date

Printed Name of Requestor from Above Kim Hopkins - Vicksburg Main Street Program

9.) Explain in detail how the event, program or exhibition marketing plan will promote the City of Vicksburg: This event, formerly the Ridgeland Fine Arts Festival, has been in development for several years as we worked to bring it to downtown Vicksburg. The total cost to host the festival is \$80,000, and it is presented through a partnership between Vicksburg Main Street, the Vicksburg Convention and Visitors Bureau, H.C. Porter, and the Vicksburg Art Association.

Spanning over four blocks along Washington Street, the festival will unfold in one of the city's most vibrant hubs for shopping, dining, and entertainment. The VHAF is designed to attract an affluent audience that will shop, dine, and stay in Vicksburg during their visit, generating meaningful economic impact for local businesses and increasing cultural tourism for the city.

Our marketing campaign puts downtown Vicksburg in the spotlight as the vibrant heart of the festival, blending historic charm, rich cultural heritage, and a fresh, energetic, and "hip" arts scene. We're rolling out high-impact social media campaigns, securing coverage through local, regional, and national press, distributing bold and visually engaging printed materials, and teaming up with art and tourism partners to draw visitors from across the country straight into the core of our city.

For our inaugural year, 35 artists from 11 states across the country are confirmed to attend, and we expect this number to grow significantly in future years, positioning downtown Vicksburg as a premier national hub for fine arts festivals.



August 7, 2025

Dear Mayor Thompson, Alderman Mayfield, and Alderwoman Bailey,

Over the last few years, Vicksburg Main Street has been working tirelessly with H.C. Porter, VCVB, and the Vicksburg Art Association to create a signature art event that showcases the best of downtown Vicksburg. Behind the scenes, we've also been collaborating closely with key city departments, such as public works, the police department, building maintenance, and community services, to ensure every detail is covered and the festival runs smoothly for both visitors and our local businesses.

Now, with the event just around the corner, we're excited to announce that the Vicksburg Hipstoric Art Festival (VHAF) will take over Washington Street, September 26–28, 2025. It's shaping up to be Mississippi's premier art event, and it's happening right here in the heart of our historic downtown.

Here's what to know:

VHAF is set to showcase 35 acclaimed artists from across the country, displaying their work right in the heart of our hip, historic downtown. The show will feature a wide range of media, including painting, sculpture, photography, jewelry, fiber, wood, glass, and more, along with live music, food vendors, and kids' activities throughout the weekend.

To celebrate our city's 200th anniversary, the festival will include a unique Mint Julep Trail, a nod to the legendary birthplace of the cocktail near Vicksburg. Participating bars and restaurants will create their own spin on the classic drink for visitors to sample.

This event is expected to draw large crowds of art lovers, collectors, and regional travelers. With Vicksburg's rich culture, VHAF is positioned to become an anchor event for the city and will increase foot traffic, exposure, and sales for our downtown businesses.

Please see the attached sponsorship form and let me know if you have any questions.

Thank you,
Kim Hopkins
Vicksburg Main Street Program
kimh@vicksburg.org
601-634-4527 / 601-831-8043



Sept. 26-28

VPD
VPD
Traffic
Com. Ser.
P & R
Build. Maint.

September 26-28, 2025

City of Vicksburg Support Request

Show Hours: Friday 5pm-9pm, Saturday 10am-5pm, Sunday 11am-5pm.

Festival Site: Washington Street from Jackson Street to Crawford Street including Washington Street Park.

- Close Washington Street from Jackson Street to Crawford Street to all vehicle traffic starting Friday at 7am until Sunday at 10pm. Provide barriers at cross streets and signage, as needed.
- Provide and post **No Parking 9pm Thursday, September 25 until 10pm Sunday, September 28** signs on both sides of Washington Street from Jackson Street to Crawford Street.
- Allow use of Washington Street Park for performances, children's activities and non-profit booths including access to electricity.
- Provide electricity for artists and food vendors on the west side of Washington Street. Convert some of the 120v electricity across the street from Washington Street Park to 50-amp RV receptacles for food vendors.
- Provide on-site crowd control officers during show hours: Friday 5pm-9pm, Saturday 10am-5pm, Sunday 11am-5pm.
- Provide overnight security for artist booths and food trucks Friday 9pm-10am on Saturday and Saturday 5pm-11am Sunday.
- Freshen the landscaping on Washington Street from Jackson Street to Crawford Street.
- Play music through the speakers on Washington Street.