



SPONSORSHIP APPLICATION

FISCAL YEAR 2025-2026

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 Warren County Chamber of Commerce Community Fund, Inc

Physical Address of the Event: Crawford Street Stage area

Mailing Address: 1600 Dr Brigs Hopson Blvd, Vicksburg, MS 39180

Telephone Number: 601-636-1012

Website Address: <https://visistvicksburg.com/events/vicksburg-second-saturday>

Primary Contact Name: Amber Morton

Title: volunteer

Telephone No: 601-317-0243

Email Address: mortoncpapllc@gmail.com

Secondary Contact Name: Pablo Diaz

Title:

Telephone No: 601-636-1012

Email Address: pablo@vicksburgchamber.org

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

Organization:

Contact Name:

Telephone No:

Email Address:

Complete The Following Questions Regarding Your Request For City Sponsorship Consideration

Event Date: Every Second Saturday, Dec 2025- Dec 2026
(Must be between October 1, 2025-September 30, 2026)

1. Is your request for:

(Check all that apply)

☐ In-Kind Sponsorship (specify in question 6)

☒ Cash Sponsorship Amount Requested: \$ 5,000

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

see attached

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

see attached

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

see attached

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

see attached

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) _____
- ☒ 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
2025 Sponsorships		yes	\$ 600.00
2025 Visit Vicksburg Tourism Grant		yes	\$ 2500.00
2026 Visit Vicksburg Tourism Grant applying for the 2026 now. It is due Nov 21st	yes		\$
			\$
			\$
			\$
			\$

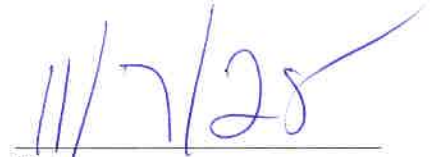
8. Anticipated Attendance: estimated 200

9. Explain in detail how the event, program, or exhibition marketing plan will promote the City of Vicksburg.

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.


Requestor


Date

Printed Name of Requestor from Above

Amber Morton

Vicksburg Second Saturday

Vicksburg Second Saturday is a series of downtown festivals designed to promote local culture, music, the arts, food, architecture, and community in downtown Vicksburg that started in 2019. The events have proven to boost retail and restaurant sales as well as inspire other event organizers to establish ongoing community events. The event series is organized by an all-volunteer committee consisting of representatives from: Visit Vicksburg, Vicksburg-Warren County Partnership, Chamber of Commerce, Downtown Vicksburg Main Street Program, and local merchants, vendors, artists, musicians, residents, business owners, and volunteers. The event series launched in 2019 and has featured local musicians of all genres, performing arts, merchant specials, artist demonstrations, giveaways, family friendly games, and entertainment and activities for all. Tourists and visitors can expect something special and unique downtown every Second Saturday throughout the year. In 2026, the committee plans to continue to showcase / promote specific downtown merchants each month on a rotation. Each month a different merchant or restaurant will be highlighted in hopes to further inspire engagement at the merchant level. The entity managing the event series and applying for this sponsorship is the Vicksburg Warren County Chamber of Commerce Community Fund, Inc. By showcasing local music and the arts, our efforts will complement the current Visit Vicksburg marketing efforts and strategy that is focused on history, culture, music, and the arts. By hosting the events in Vicksburg's walkable historic downtown and riverfront we are creating a draw for tourists and locals to come downtown and support our downtown merchants. We are also creating a high energy atmosphere by having a variety of activities for all ages and ultimately promoting tourism and downtown living. We also believe that investors and entrepreneurs who see the energy and activities downtown will be inspired to invest in downtown. Our event series is family friendly, so all ages are encouraged to participate in the indoor and outdoor activities. The event is free, so that all socio-economic groups are able to participate as well. Vicksburg Second Saturday boosts the local downtown economy by attracting tourists and local consumers to support the Main Street merchants, hotels, and restaurants. We also showcase and highlight the culture, history, and local talent our state is known for. The results of these events have been measured by solicitation of feedback from the merchants and participants

The estimated economic impact:

Our goal is to attract at least 150 out of town guests per event for an average of 1.5 nights stay in

Vicksburg each, the hotel room leases will be 2700 units over the course of 12 events in 2026. 5 meals consumed by each out of town visitor will equal 9000 meals. Our goal of local attendees per event will equal 200. The 200 local attendees will consume meals and beverages downtown as well. We estimate local attendees will consume a total of 1 meal per event, equaling an additional 2,400 meals. In addition to direct economic impact of hotel stays and meals, these events have residual effects by leaving a positive impression with existing tourists who will hopefully be inclined to come back to Vicksburg again. These events also engage local businesses, merchants, and residents and as a result they promote Vicksburg to their networks. Consistent activity on the streets of downtown, and pedestrian traffic are a proven necessity for commercial investors and real estate developers considering a new project or opening a new business.

Vicksburg Second Saturday

The funds will be used for musicians and advertising to promote the project. See below for a summary of advertising efforts planned for promoting the project.

- Digital: Facebook with regionally targeted boosts; Google Ads and Events, YouTube, TikTok.
- Regional Radio Stations (Monroe, LA and greater Jackson, MS areas)
- Regional Magazines – Mississippi Magazine, Bluffs and Bayous