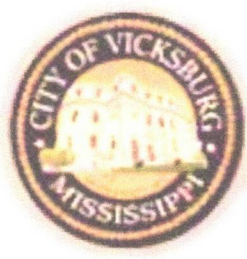


\$350.00



SPONSORSHIP APPLICATION

FISCAL YEAR 2023 – 2024

FISCAL YEAR 2024-2025

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: Lendsi Radio WVBG Radio V105.5FM

Physical Address of the Event: 1123 South Street, Vicksburg, MS 39181

Mailing Address: P O Box 46, Vicksburg, MS 39181

Telephone Number: 601 831-0848

Website Address: http://vicksburgradio.com

Primary Contact Name: Mark Jones

Title: Owner **Telephone No:** 601 529-8629

Email Address: mark@vicksburgv105.com

Secondary Contact Name: Amanda Harris

Title: Station Manager **Telephone No:** 601 738-1211

Email Address: Mandy@vicksburgv105.com

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:

(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: \$ for a total of \$1050.

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

WVBG is dedicated to enriching the lives of students and individuals through the power of music. We believe that access to quality music education is essential for personal and community growth. Our mission is to provide financial support for music programs in schools, ensuring that every student has the opportunity to explore their musical talents and foster creativity. Additionally, we offer prize money to individuals pursuing their musical aspirations, helping them to develop their skills and share their passion with the world. Through our efforts, we aim to cultivate a vibrant musical culture that empowers future generations and strengthens our community.

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

We are excited to host the 19th Annual Christmas Caroling Contest, a beloved community tradition that brings together singers of all ages to celebrate the joy of the holiday season. This festive event is free to enter, encouraging widespread participation from schools, choirs, and individual performers. Participants will compete for a share of \$10,000 in cash prizes, awarded to the top groups and individuals based on creativity, vocal talent, and audience engagement. The contest not only showcases local musical talent but also fosters a spirit of community and holiday cheer.

Funds raised through this event will directly support music programs in schools and provide individual musicians with resources to further their musical journeys. Join us in making this year's contest a memorable celebration of music and community spirit!

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

By providing funding for school music programs and individual musicians, we help ensure that students have access to quality music education, which can enhance their creativity, discipline, and academic performance. The contest brings together participants from diverse backgrounds, creating a sense of unity and celebration. It encourages community members to gather, enjoy performances, and support local talent, strengthening community bonds. The event attracts attendees, which can benefit local businesses such as restaurants and shops. Additionally, it provides performers with opportunities to showcase their talents, potentially leading to paid gigs and further professional growth. By celebrating music and the arts, we contribute to the cultural fabric of the community. Events like this encourage appreciation for the arts and inspire future generations of musicians. Overall, our efforts aim to create a lasting impact that enriches lives, supports economic growth, and serves the public interest by prioritizing access to the arts and community development.

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

A portion of the funds will be dedicated to the \$10,000 prize pool. This prize money is essential to incentivize participation and reward the hard work and talent of the performers, encouraging greater engagement from the community. Funds will also be used to cover the rental costs of the Convention Center, which provides a suitable and accessible space for the contest. This venue is critical for accommodating participants and spectators, ensuring a festive and organized environment for everyone involved. A portion of the funds will be allocated to professional recording services. This will allow us to capture high-quality audio and video of the performances, which can be used for promotional purposes and to provide participants with a keepsake of their performance. By using the funds in these key areas, we aim to create a successful, enjoyable, and memorable event that highlights local talent and promotes the importance of music in our community.

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
			\$
			\$
			\$
			\$
			\$
			\$
			\$

8. Anticipated Attendance:

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.

MARK JONES

Requestor _____

10/17/24
Date

Printed Name of Requestor from Above

The 19th Annual Christmas Caroling Contest will promote the City of Vicksburg in several meaningful ways:

1. **Showcasing Local Talent:** By featuring local musicians and choirs, the event highlights the artistic talent within Vicksburg. This not only fosters pride among residents but also draws attention to the vibrant cultural scene of the city.
2. **Attracting Visitors:** The contest is expected to attract participants and spectators from surrounding areas, increasing foot traffic to Vicksburg. This influx of visitors can benefit local businesses, such as restaurants, shops, and hotels, contributing to the city's economic vitality during the holiday season.
3. **Cultural Celebration:** The event will celebrate the rich traditions of music and community during the holidays. By creating a festive atmosphere, it encourages both residents and visitors to engage with Vicksburg's cultural heritage, promoting a sense of community identity and pride.
4. **Community Engagement:** The contest fosters community involvement by encouraging schools, organizations, and families to participate. This engagement strengthens community ties and showcases Vicksburg as a welcoming and inclusive city that values the arts.
5. **Media Exposure:** The event has the potential to attract media coverage, both locally and regionally. Positive press can enhance Vicksburg's visibility as a destination for cultural events, drawing future visitors and promoting the city as a hub for arts and entertainment.
6. **Partnership Opportunities:** Collaborating with local businesses, sponsors, and community organizations for the event can strengthen partnerships and create a network of support for future initiatives. This can help establish Vicksburg as a city that values collaboration and community development.
7. **Holiday Tourism Promotion:** By positioning the contest as a key holiday event, Vicksburg can promote itself as a destination for holiday festivities. This can encourage more visitors to explore the city during the holiday season, participating in not only the contest but also other local attractions and events.

Overall, the 19th Annual Christmas Caroling Contest will serve as a platform to promote Vicksburg's unique character, engage the community, and contribute to the city's economic and cultural growth.



LENSI RADIO, LLC

V105.5 FM

P.O. Box 46

Vicksburg, MS 39181

(601) 883-0848

Vicksburg's only locally owned and operated radio station, V105.5, is sponsoring the 19th Annual V105.5 Christmas Caroling Contest. We hope the City of Vicksburg will participate in this event. Thousands hear the Christmas Eve – Christmas Day replay on V105.5. A live performance will take place on December 12 at 6:30pm at the Vicksburg Convention Center. At least \$10,000 in prize money will be given to winners and runners-up. Entry is free to the participants.

WHAT THE CITY OF VICKSBURG RECEIVES AS A SPONSOR

The city receives thirty 30-second ads per month for the three consecutive months of December, January and February plus Eighteen Christmas Greetings on the Playback show.

COST TO THE CITY OF VICKSBURG

\$1050.00 (\$350.00/month)

Thanks so much for your consideration.