



**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:** Magnolia Crappie Club

Physical Address of the Event: \_\_\_\_\_

Mailing Address: 3616 Kim Dr, Lauderdale, MS 39335

Telephone Number: (601) 454-0196

Website Address: www.magnoliacrappieclub.com

**Primary Contact Name:** Bernard Williams

Title: Vice-President Telephone No: (601) 454-0196

Email Address: magnoliacrappieclub@gmail.com

**Secondary Contact Name:** Paula Nowell

Title: Secretary/Treasurer Telephone No: (601) 701-3320

Email Address: crappierustler@yahoo.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: 1/18/2025

(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: \$ \$ 500

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

The Magnolia Crappie Club's mission is to promote the sport of crappie fishing sustainability and advocate for policies that protect our fishing sport. We believe that small actions can make a big impact, and we work tirelessly to create a more sustainable future for our young anglers. Family, Fishing, & Fun!!!

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

MCC Eagle Lake Tournament - January 18th, 2025 Eagle Lake, Vicksburg, Mississippi  
We anticipate 55+ 2-person teams coming to town for at least a week of pre-fishing and tournament fishing for the Club Tournament.

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

Our teams are from all parts of MS and 7 surrounding states. These teams bring their families and use your fine Vicksburg hotels, gas stations, outdoor stores, repair shops, and restaurants. They spend lots of money on food, gas, bait, supplies, and tackle. We estimate a \$80,000+ economic impact on your town. Eagle Lake was once a best-kept secret.

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

We use the funds to help us produce our 12 issues of our Magnolia Crappie Club Adventures Magazine. We promote the City of Vicksburg in each issue.

**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
Visit MS		X	\$ 600
Warren County BOS	X		\$ 1,000
			\$
			\$
			\$
			\$
			\$

**8. Anticipated Attendance:** 250

**9. Explain in detail how the event, program, or exhibition marketing plan will promote the City of Vicksburg.** Like I stated above: We promote the City of Vicksburg in our Adventures Magazine that's distributed to over 20K subscribers and on our MCC Social Media that has over 30K followers.

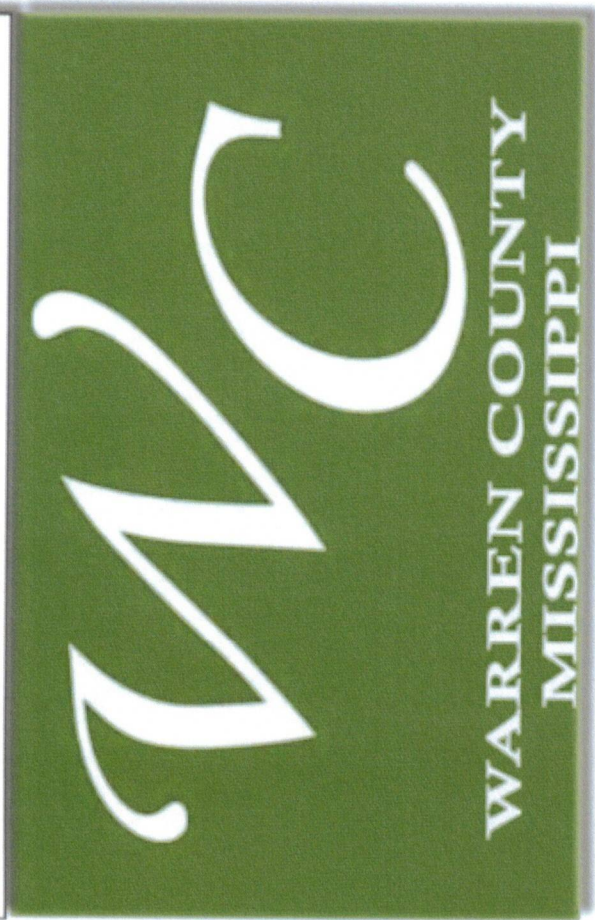
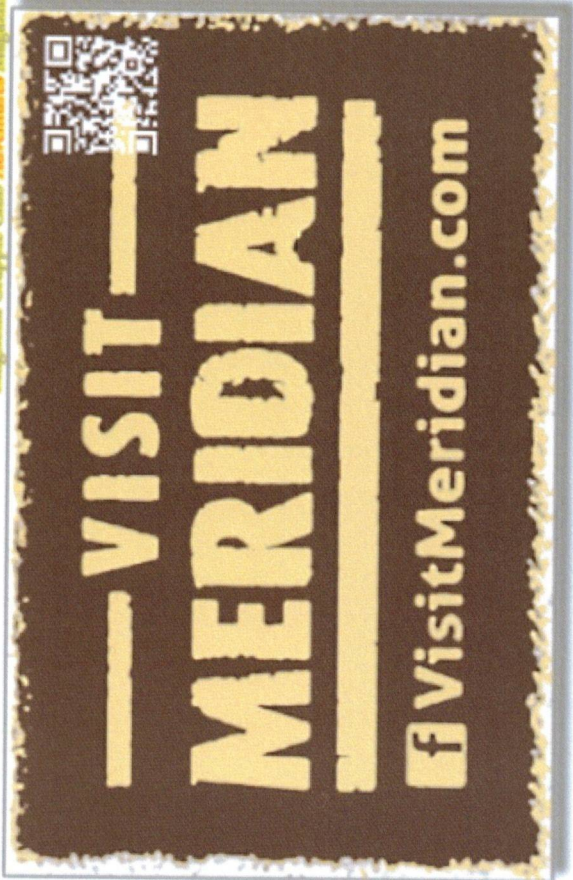
**INCOMPLETE APPLICATIONS WILL NOT BE ACCEPTED**

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.

**BERNARD WILLIAMS**  
 Requestor

**1/3/2025**  
 Date

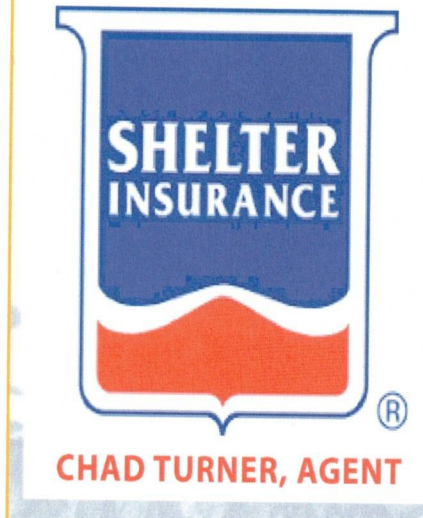
Printed Name of Requestor from Above BERNARD WILLIAMS



# Magnolia Crappie Club

January 18, 2025

## Eagle Lake Tournament



# VISIT MISSISSIPPI

**Tournament Registration - Friday 5pm - 6:00pm**

**Delta Outfitters**

**940 Hwy 61 North, Vicksburg, MS**

**Fishing Times : 6:45am - 2:00pm**

**Weigh-In: 3pm**

**Eagle Lake Public Landing**

# **Magnolia Crappie Club**

**America's Oldest Crappie Club**  
**Established in 1992**  
**"Family, Fun and Fishing"**



Friday, January 3, 2025

To: City of Vicksburg – Mayor's Office

From: Magnolia Crappie Club

Subject: Funding / Sponsorship Request for MCC Eagle Lake Tournament

Events: MCC Eagle Lake Tournament - January 18th, 2025

Location: Eagle Lake, Vicksburg, Mississippi

Tourism: **We anticipate 55+ 2-person teams coming to town for at least a week of pre-fishing and tournament fishing for the Club Tournament.**

Our teams are from all parts of MS and 7 surrounding states. These teams bring their families and use your fine Vicksburg hotels, and restaurants. They spend lots of money on food, gas, bait, supplies, and tackle. We estimate a \$80,000+ economic impact on your town. Eagle Lake was once a best-kept secret.

Method: We use member registrations and our expense forms to measure attendance and economic impact.

Logos: We use your City of Vicksburg Logo on our website, social media, magazine, equipment trailer, banners, and brochures to spread our word. In our electronic magazine, we link you ad logo to your website. Our social media sites (Facebook, Twitter, Instagram, and YouTube) have huge followings. **We include your logo in all our posts and ads. We'll use the logo on the following page unless you have a newer one. We'll also run a 30 second commercial on our channel if you have one available .**

Promotions: We video and photograph our events, we also have a professional outdoor writer to produce articles about the event. We publish our videos on our YouTube Channel and our Facebook Business Page (24K Followers). Our articles are published on numerous media outlets.

**Proposal: We're asking the City of Vicksburg for \$500 to assist with promotions and advertising for this event. We estimate this event will cost MCC upwards of \$4,000 to produce based of previous tournament expenses.**

*We Sincerely Thank You,*  
Bernard Williams,  
Magnolia Crappie Club Vice-President  
[bwilliams27@comcast.net](mailto:bwilliams27@comcast.net)

