



Per Mayor
Flaggs
\$500.00

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: Mississippi Main Street Association

Physical Address of the Event: 627 E Silas Brown St., Jackson, MS 39201

Mailing Address: P.O. Box 55747, Jackson, MS 39296

Telephone Number: 601-339-2042

Website Address: www.msmainstreet.com

Primary Contact Name: Jeannie Zieren

Title: Director of Communication and
Marketing

Telephone No: 601-941-5409

Email Address: jeannie@msmainstreet.com

Secondary Contact Name: Jim Miller

Title: Executive Director

Telephone No: 601-339-2042

Email Address: jim@msmainstreet.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

June 17, 2025

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: \$ 2,500

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

The mission of the Mississippi Main Street Association is to be the catalyst for the preservation and economic revitalization of Mississippi's historic downtowns and traditional commercial districts.

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

The Awards Luncheon is the highlight of our year as we celebrate and honor the innovative and inspiring people, projects, and events nominated by our Designated Main Street Communities in Mississippi. More than 300 professionals representing Main Street organizations, local businesses, elected officials, and community stakeholders attend from all over the state. We hope you will be a part of this highly publicized occasion!

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

Mississippi Main Street Association serves, educates, equips, and advocates for our member programs at the local, state and national level to catalyze economic and community development. We are proud that the Vicksburg Main Street program has been a Designated Community member for 41 years and is a 2025 Great American Main Street Semi-Finalist.

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

The Sponsorship will help toward the costs of our Annual Awards program that includes a seated luncheon at The South in Jackson for 300+ and more than 40 handcrafted awards presented to statewide award winners from MMSA Designated Communities like Vicksburg.

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: 325+

9. Explain in detail how the event, program, or exhibition marketing plan will promote the City of Vicksburg. Vicksburg Main Street is a premier Main Street program, and we are proud to recognize and celebrate Vicksburg at our Annual Awards. Presenting Category sponsor benefits attached.

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

April 8, 2025
Date

Printed Name of Requestor from Above Jeannie Zieren



ANNUAL AWARDS LUNCHEON

INTRODUCING NEW SPONSORSHIP OPPORTUNITIES FOR 2025!

This year, the Mississippi Main Street Association is offering two new sponsorship opportunities of our 2025 Annual Awards Luncheon on Tuesday, June 17 at 11:30 a.m. at The South in Jackson.

The Awards Luncheon is the highlight of our year as we celebrate and honor the innovative and inspiring people, projects, and events nominated by our Designated Main Street Communities in Mississippi. More than 300 professionals representing local businesses, elected officials, and community stakeholders attend from all over the state. We hope you will be a part of this highly publicized occasion!

The **Presenting Category Sponsorship** is an exclusive sponsorship of all awards in a single category. Categories are available on a first come, first serve basis and include Organization, Promotion, Design, Economic Vitality and Special Awards!

Individual Award Sponsorships are available for single awards that do not have a Presenting Category Sponsor, and these are also offered on a first come, first serve basis. The list of individual awards available to sponsor will open after Presenting Category Sponsorships close.

Presenting Category Sponsorships are open now and are available until **May 2**.
Individual Award Sponsorships will open on **May 5** and are available until **May 30**.

Presenting Category Sponsorship: \$2,500 *(5 Available! Closes May 2)*

- Invitation for organization representative to present the awards at the Annual Awards Luncheon to the winners in sponsored category. Includes photos for media.
- Company's logo will be displayed prominently as Presenting Sponsor of the award category and all awards within the category.
- Three (3) complimentary reservations and special seating at the luncheon.
- Public recognition of Company Sponsorship at event.
- Company Name and Logo in promotions before and after event.

Individual Award Sponsorship: \$500 per award *(Opens May 5)*

- Invitation for organization representative to present individual award to winner. Includes photo for media.
- Company's logo will be displayed prominently as Sponsor of an individual award within the category. Awards to sponsor are available on a first come, first serve basis.

- One (1) complimentary reservation at the luncheon and special seating.
- Public recognition of Company Sponsorship at event.
- Company Name and Logo in all promotions before and after event.

AWARD CATEGORIES AND INDIVIDUAL AWARDS:

○ **ORGANIZATION**

- Premier Partner
- Outstanding Creative Fundraising
- Outstanding Marketing Campaign
- Outstanding Community Education Campaign
- Outstanding Main Street Plan
- Outstanding Community Engagement Effort

○ **PROMOTION**

- Outstanding New Event
- Outstanding Creative Event
- Outstanding Holiday Event
- Outstanding Retail Promotion
- Outstanding Retail Merchandising
- Outstanding Project Promotion

○ **DESIGN**

- Outstanding Historic Rehabilitation Project
- Outstanding Downtown Revitalization Project
- Outstanding Public Improvement Project
- Outstanding New Development Project
- Outstanding Façade Improvement Project
- Outstanding Public Arts Project
- Outstanding Placemaking Project

○ **ECONOMIC VITALITY**

- Outstanding Business Retention or Recruitment Program
- Outstanding Adaptive Reuse Project
- Outstanding Economic Impact Project
- Outstanding New Business
- Outstanding Entrepreneurial Endeavor
- Outstanding Legacy Business
- Outstanding Community Transformation Award

○ **SPECIAL AWARDS**

- Main Street Hero Awards
- Main Street Merchant of the Year
- Paul Coggin Trailblazer Award
- Sam Kaye Excellence in Design Award
- Beverly Meng Revitalization Champion

Request for Taxpayer Identification Number and Certification

Give Form to the
requester. Do not
send to the IRS.

Print or type
See Specific Instructions on page 2.

Name (as shown on your income tax return)

MISSISSIPPI MAIN STREET ASSOCIATION

Business name/disregarded entity name, if different from above

Check appropriate box for federal tax classification:

☒ Individual/sole proprietor ☒ C Corporation ☒ S Corporation ☒ Partnership ☒ Trust/estate

☒ Limited liability company. Enter the tax classification (C=C corporation, S=S corporation, P=partnership) ▶

☐ Other (see instructions) ▶

501C3

Exemptions (see instructions):

Exempt payee code (if any) _____

Exemption from FATCA reporting
code (if any) _____

Address (number, street, and apt. or suite no.)

PO BOX 55747

City, state, and ZIP code

JACKSON, MS 39296

List account number(s) here (optional)

Requester's name and address (optional)

Part I Taxpayer Identification Number (TIN)

Enter your TIN in the appropriate box. The TIN provided must match the name given on the "Name" line to avoid backup withholding. For individuals, this is your social security number (SSN). However, for a resident alien, sole proprietor, or disregarded entity, see the Part I instructions on page 3. For other entities, it is your employer identification number (EIN). If you do not have a number, see *How to get a TIN* on page 3.

Note. If the account is in more than one name, see the chart on page 4 for guidelines on whose number to enter.

Social security number

____ - ____ - ____

Employer identification number

6 4 - 0 7 5 8 6 4 9

Part II Certification

Under penalties of perjury, I certify that:

- The number shown on this form is my correct taxpayer identification number (or I am waiting for a number to be issued to me), and
- I am not subject to backup withholding because: (a) I am exempt from backup withholding, or (b) I have not been notified by the Internal Revenue Service (IRS) that I am subject to backup withholding as a result of a failure to report all interest or dividends, or (c) the IRS has notified me that I am no longer subject to backup withholding, and
- I am a U.S. citizen or other U.S. person (defined below), and
- The FATCA code(s) entered on this form (if any) indicating that I am exempt from FATCA reporting is correct.

Certification instructions. You must cross out item 2 above if you have been notified by the IRS that you are currently subject to backup withholding because you have failed to report all interest and dividends on your tax return. For real estate transactions, item 2 does not apply. For mortgage interest paid, acquisition or abandonment of secured property, cancellation of debt, contributions to an individual retirement arrangement (IRA), and generally, payments other than interest and dividends, you are not required to sign the certification, but you must provide your correct TIN. See the instructions on page 3.

Sign
Here

Signature of
U.S. person ▶

Date ▶ APRIL 8, 2025

General Instructions

Section references are to the Internal Revenue Code unless otherwise noted.

Future developments. The IRS has created a page on IRS.gov for information about Form W-9, at www.irs.gov/w9. Information about any future developments affecting Form W-9 (such as legislation enacted after we release it) will be posted on that page.

Purpose of Form

A person who is required to file an information return with the IRS must obtain your correct taxpayer identification number (TIN) to report, for example, income paid to you, payments made to you in settlement of payment card and third party network transactions, real estate transactions, mortgage interest you paid, acquisition or abandonment of secured property, cancellation of debt, or contributions you made to an IRA.

Use Form W-9 only if you are a U.S. person (including a resident alien), to provide your correct TIN to the person requesting it (the requester) and, when applicable, to:

- Certify that the TIN you are giving is correct (or you are waiting for a number to be issued),
- Certify that you are not subject to backup withholding, or
- Claim exemption from backup withholding if you are a U.S. exempt payee. If applicable, you are also certifying that as a U.S. person, your allocable share of any partnership income from a U.S. trade or business is not subject to the

withholding tax on foreign partners' share of effectively connected income, and

4. Certify that FATCA code(s) entered on this form (if any) indicating that you are exempt from the FATCA reporting, is correct.

Note. If you are a U.S. person and a requester gives you a form other than Form W-9 to request your TIN, you must use the requester's form if it is substantially similar to this Form W-9.

Definition of a U.S. person. For federal tax purposes, you are considered a U.S. person if you are:

- An individual who is a U.S. citizen or U.S. resident alien,
- A partnership, corporation, company, or association created or organized in the United States or under the laws of the United States,
- An estate (other than a foreign estate), or
- A domestic trust (as defined in Regulations section 301.7701-7).

Special rules for partnerships. Partnerships that conduct a trade or business in the United States are generally required to pay a withholding tax under section 1446 on any foreign partners' share of effectively connected taxable income from such business. Further, in certain cases where a Form W-9 has not been received, the rules under section 1446 require a partnership to presume that a partner is a foreign person, and pay the section 1446 withholding tax. Therefore, if you are a U.S. person that is a partner in a partnership conducting a trade or business in the United States, provide Form W-9 to the partnership to establish your U.S. status and avoid section 1446 withholding on your share of partnership income.