

SPONSORSHIP APPLICATION FISCAL YEAR 2025 – 2026



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

Or email: dnickson@vicksburg.org

Organization Name: The Vicksburg Post

Physical Address of the Event: 1310 Mulberry St., Vicksburg,

Mailing Address: 1106 Washington St., Vicksburg, MS 39183

Telephone Number: 601-636-4545

Website Address: www.vicksburgpost.com

Primary Contact Name: Jillian Norris

Title: Account Executive Telephone No: 601-618-5744

Email Address: jillian.norris@vicksburgpost.com

Secondary Contact Name: Justin Clarkston

Title: Director of Business Development Telephone No: 601-807-0042

Email Address: justin.clarkston@vicksburgpost.com

If applying on behalf of another organization:

Organization: _____

Contact Name: _____

Telephone No: _____ Email: _____

Event Date: June 18, 2026

(Must be between October 1, 2025 - September 30, 2026)

1. Is your request for:

In-Kind Sponsorship (specify in question 6)

Cash Sponsorship Amount Requested: **\$1,000**

(\$600 for 1/2 page ad in 20 Under 40 magazine & \$400 for large table reservation)

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

The mission of The Vicksburg Post is to inform, connect and strengthen the community we serve through trusted local journalism, community engagement and recognition of the individuals and organizations making a positive impact in Vicksburg and Warren County. Through our newspaper, magazines, digital platforms and community events, we strive to celebrate local success stories, promote civic pride and support the continued growth of our region.

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

The Vicksburg Post’s “20 Under 40” program is an annual community recognition initiative that honors outstanding young professionals, leaders and entrepreneurs under the age of 40 who are making significant contributions to Vicksburg and Warren County through their careers, volunteerism and civic involvement. The program includes a special keepsake magazine highlighting the selected honorees, as well as an awards celebration event bringing together business leaders, elected officials, community organizations, family members and supporters to recognize the recipients and their accomplishments. The 2026 class includes three City of Vicksburg employees — Nicholas Carson, Kathryn Trueheart and Sh’Vante Wiggins: whose leadership and service are helping positively shape our community.

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

The "20 Under 40" program serves the public interest by recognizing and encouraging the next generation of community leaders who are helping drive economic development, civic engagement and quality of life improvements throughout Vicksburg and Warren County.

By spotlighting young professionals across industries including government, education, healthcare, small business, nonprofit work and public service, the program helps foster community pride, encourages professional retention and promotes Vicksburg as a place where emerging leaders can build successful careers and meaningful lives.

The publication and awards event also generate positive visibility for local businesses, organizations and public institutions while creating networking opportunities that strengthen relationships across the community. Honoring City employees alongside other local leaders further highlights the important role public servants play in the continued growth and success of Vicksburg.

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

\$600 for 1/2 page ad in 20 Under 40 magazine & \$400 for large table reservation

6. Select all in-kind services requested:

- Park and facilities fees
- Park Personnel
- Police Personnel
- Fire Personnel
- Other services not listed: _____
- Not requesting in-kind services

7. Identify and provide all other funding requests for this event.

Source	Pending	Approved	Dollar Amount

8. Anticipated Attendance: 150

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

The Vicksburg Post's "20 Under 40" program and accompanying marketing campaign are specifically designed to generate positive exposure for the City of Vicksburg by highlighting the people, businesses, organizations and public servants helping shape the community's future.

The promotional campaign includes a multi-platform marketing strategy utilizing print publications, digital advertising, social media promotion, email marketing and community engagement initiatives through The Vicksburg Post and its affiliated media channels. The campaign reaches residents throughout Warren County as well as former residents, regional visitors and business audiences across Mississippi and neighboring states through both print distribution and online visibility.

The "20 Under 40" program promotes the City of Vicksburg by showcasing young professionals and leaders who are choosing to live, work, invest and raise families in the community. Honorees represent a broad cross-section of industries including public service, education, healthcare, economic development, small business, nonprofit organizations and entrepreneurship. Their stories help communicate that Vicksburg is a community with opportunity, leadership development and strong civic involvement.

Marketing efforts for the program include:

- A dedicated "20 Under 40" special publication featuring profiles and photography of each honoree.
- Promotional advertising in The Vicksburg Post print editions and on vicksburgpost.com.
- Social media campaigns encouraging community participation, voting engagement and sharing of honoree accomplishments.
- Digital advertising campaigns designed to maximize local and regional awareness.
- Email marketing campaigns distributed to subscribers and community stakeholders.
- Event coverage and post-event recognition highlighting the accomplishments of recipients and sponsors.

The awards event itself also serves as a positive community showcase by bringing together local leaders, elected officials, business owners, educators, nonprofit representatives and residents in a celebration focused on leadership, achievement and investment in Vicksburg's future.

Additionally, the inclusion of City of Vicksburg employees among the honorees provides an opportunity to publicly recognize the contributions of municipal employees and reinforce the City's commitment to leadership, service and professional excellence.

Overall, the "20 Under 40" initiative promotes Vicksburg as a progressive, engaged and growing community that values leadership, innovation, civic involvement and the retention of talented young professionals.

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 Vicksburg Post.

Requestor Signature: *Jillian Norris*

Printed Name: Jillian Norris

Date: 5/19/26