

G.F. _____
M.M. _____
W.T. _____

AUG 31 2016
last year \$1500.00

June 23, 2016

To: Mr. George Flaggs
Mayor of Vicksburg, MS

From: Theresa G. Kennedy
jb Entertainment Group

RE: Sponsorship Package Proposal

Dear Mayor Flaggs:

On behalf of jb Entertainment Group, I am submitting the attached proposal for the City of Vicksburg's support in the promotional and marketing of the activities planned the weekend of October 14-16, 2016.

For the last seven (7) years, jb Entertainment Group has been very instrumental in the economic impact in Vicksburg during Homecoming weekend at Alcorn State University. We started off with an Alumni mixer at an upscale venue on Washington Street to now offering an event on Saturday night that attracts over 800 people to the Vicksburg Convention Center. Over 70% of those persons rent hotel rooms for at least one (1) night and buy gas and groceries in Vicksburg during that weekend. As our event grows each year, so does the number of people frequenting the area.

This partnership has proven to benefit both organizations. We know that this partnership creates more opportunities for the city to increase its revenue and continue to prosper.

Furthermore, we are requesting a letter of support from the Mayor's office stating its support of our efforts to offer Alumni, fans, supporters and friends' more reasons to stay in the Red Carpet City of the South.

If you have any questions and/or comments, feel free to contact me at 228.324.2946.

Sincerely,

Theresa

Theresa G. Kennedy jb
Entertainment Group

Enclosure

jb Entertainment Group Proposal

Objective:

To promote the Vicksburg activities of jb Entertainment Group in various mediums, such as:

- * One (1) Billboard along I-20 within the Vicksburg city limits
- * Digital Advertising at the Alcorn State Homecoming game on the new scoreboard display
- * Advertising on the VCC marquee
- * Distribution of 3,000 Pushcards at various events and businesses leading up to October 14-16, 2016 weekend
- * At least twenty (20) posters posted in various locations in the metro Jackson, Vicksburg, and Port Gibson areas
- * Radio advertisement 2 weeks prior and the week of the Homecoming festivities
- *

Benefits:

- * Name will be on all printed marketing materials
- * Name will be on mentioned in e-blasts, social media posting, and on VCC screens
- * Name will be verbally mentioned at all scheduled events
- * Name will be mentioned in radio promotions

Investment: \$2,000.00

Please make check payable and sent to:

**jb Entertainment Group
920 Garvin Street
Jackson, MS 39206**