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AUG 01 2017

\$2,000

July 30, 2017

To: Mr. George Flaggs, Mayor  
City of Vicksburg, MS

From: Theresa G. Kennedy  
Jay Anthony Bogan  
jb Entertainment Group

RE: Sponsorship Package Proposal – October 2017

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 13-15, 2017 (Alcorn State vs. Prairie View - Homecoming).

For the last nine (9) 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 90% 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. Soul Bowl weekend will be no different.

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:

- \* Possible one (1) Billboard along I-20 within the Vicksburg city limits
- \* Possible Digital Advertising at the Alcorn State vs Jackson State game on the new scoreboard display
- \* Advertising on the VCC marquee
- \* Distribution of 3,000 Pushcards at various events and businesses leading up to the October 13-15, 2017 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 Soul Bowl 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**