



**Unlimited Entertainment, LLC**  
P.O. Box 170302  
Tarrant, AL 35217  
205.283.9796

**Honorable Council Members**

City of Laurel  
P.O. Box 647  
Laurel, MS 39441

**RE:** Sponsorship Support Request – Laurel Blues Festival | Economic & Tourism Impact Initiative

**Dear Honorable Council Members,**

On behalf of Unlimited Entertainment, we respectfully submit this request for sponsorship support from the City of Laurel for the Laurel Blues Festival, scheduled for Saturday, July 11, 2026, at the Laurel Fairgrounds in Laurel, Mississippi.

This signature summer event is designed to position Laurel as a vibrant destination for live entertainment, cultural celebration, and regional tourism. Featuring an exceptional lineup of local and nationally recognized recording artists, the festival will provide a family-friendly atmosphere where attendees can enjoy live music, local food offerings, and a unique outdoor experience centered around community engagement and hospitality.

Unlimited Entertainment brings more than 40 years of proven experience producing high-quality entertainment events across markets throughout the United States. Their reputation for delivering top-tier productions with broad audience appeal makes this event a strategic opportunity for Laurel to attract significant visitor traffic and stimulate local economic activity.

Projected attendance for the Laurel Blues Festival is estimated between 10,000 and 15,000 attendees, drawing guests from Laurel, Hattiesburg, Meridian, and neighboring regional markets. A comprehensive, multi-channel marketing campaign will target these audiences through traditional advertising and strategic digital outreach, including Instagram, Facebook, TikTok, radio promotion, and regional media placements.

The anticipated economic impact of this event extends well beyond the festival grounds. Increased visitation is expected to directly benefit:

- Local hotels and lodging partners
- Restaurants and food service establishments
- Retail businesses and convenience stores
- Transportation and fuel services
- Tourism-related attractions and local vendors

Events of this magnitude serve as economic catalysts, generating visitor spending, strengthening local business engagement, and enhancing Laurel's visibility as a destination city for future entertainment and cultural programming.

To support the successful execution and regional promotion of this event, we respectfully request a monetary sponsorship contribution from the City of Laurel to assist with advertising, marketing, and promotional expenses. Municipal support would not only strengthen the event's promotional reach but also represent a meaningful investment in economic development, tourism growth, and community activation.



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The Laurel Blues Festival presents an opportunity for the City of Laurel to partner in an initiative that delivers both cultural enrichment and measurable economic benefit. We believe this event aligns with the city's broader interests in tourism development, business support, and community engagement.

We would welcome the opportunity to discuss sponsorship participation, partnership recognition opportunities, and the projected economic impact in greater detail.

Thank you for your thoughtful consideration and for your continued commitment to initiatives that promote growth, community pride, and economic vitality within the City of Laurel.

Respectfully submitted,  
**Nathaniel Tarver**  
 Founder/CEO  
 Unlimited Entertainment

