

Main Street Waterloo
512 Mulberry Street
Waterloo, IA 50703
<https://www.mainstreetwaterloo.org/>



To Whom It May Concern,

Main Street Waterloo is dedicated to enhancing the vitality of downtown Waterloo through historic preservation, economic development, and community engagement. We have exciting news to share! As part of our ongoing efforts to foster a vibrant and thriving community, we are seeking sponsors to support our highly anticipated 2024 Spooky Loo events in Downtown Waterloo. This unique series of events brings together residents and visitors alike for a memorable celebration of the Halloween season.

Spooky Loo includes two main events during the month of October. On Saturday, October 26th, we will be hosting our Downtown Trick-or-Treat from 10:00 am to 12:00 pm along 4th Street with activities and games in Lincoln Park. This is a community favorite, attracting more than 3,000 people to Downtown Waterloo.

During the weekends of October 12th and 19th, we are bringing back the Historic Haunted Tours of Downtown Waterloo for the second year in a row. This allows the community to explore downtown Waterloo while learning about the history and stories which helps us better understand our city.

Through your continued support and partnership, we are excited to promote and represent Waterloo as a great place to live, work and play. We know our efforts can go even further with you as a sponsor. With your partnership we can continue to expand our research of the history of downtown Waterloo and share the history with the community through various events.

Presenting Sponsor \$1,000

- Logo on printed materials
- Logo with link on webpage
- Featured on social media and in our e-newsletter
- Opportunity to participate in a live video encouraging the community to participate
- Inclusion in the press release
- Host a table at the Downtown Trick-or-Treat in a premier location
- Noon News with Main Street Waterloo to talk about the event, if desired

Goblins and Ghouls Sponsor \$500

- Logo on printed materials
- Logo on webpage
- Social media and e-newsletter mention
- Inclusion in press release
- Host a table at the Downtown Trick-or-Treat

Spooky Sponsorship \$100

- Listed on printed materials
- Listed on webpage
- Social media and e-newsletter mention

Trick-or-Treat Vendor \$25 (Non Downtown District Business/Organization Only)

- Business exposure to a large number of community members
- Host a table and hand out candy or host an activity/game (*Please note that candy, prizes, tables, and chairs are not provided by Main Street Waterloo*)
 - o Choice of Lincoln Park or 4th Street

Thank you for all the ways you contribute to the success of our community. We can't wait to hear from you.

If you are interested in supporting this great event, simply complete the attached form and mail it to:

Main Street Waterloo
512 Mulberry Street
Waterloo, IA 50701

Or, email assistant@mainstreetwaterloo.org. Any contribution from your business and/or organization is greatly appreciated by small businesses in downtown Waterloo. If you have any questions, please feel free to contact us at 319-291-2038. Thank you for your time and consideration.

Main Street Waterloo • 512 Mulberry Street Waterloo, IA 50703
Email: assistant@mainstreetwaterloo.org Phone: 319-291-2038

2024 Sponsorship Confirmation

Business Name: _____

Contact Name: _____

Address: _____

City: _____ State: _____ Zip: _____

E-mail: _____ Phone _____

Please invoice me at the address above!

Sponsorship Level

- Presenting Sponsor \$1,000
- Goblins & Ghouls Sponsor \$500
- Spooky Sponsor \$100
- Trick-or-Treat Vendor \$25

Printed Name: _____

Signature: _____

Date: _____

Make investment(s) payable to: Main Street Waterloo
512 Mulberry Street
Waterloo, IA 50703

Thank you for your support.

We would not be able to put on events for the community without partners like yourself.

Please consult with your tax advisors regarding treatment of the above investment amount. As a general rule, for federal tax purposes, investments in this program should be treated the same as membership dues, ordinary and necessary to the conduct of business. Investments of this nature are considered contributions and, as such, are not deductible as charitable contributions. Main Street Waterloo is a 501(c)(3) organization.