



512 Mulberry St
Waterloo, IA 50703
319-291-2038
www.MainStreetWaterloo.org

Friday, December 16, 2022

To Whom It May Concern,

Main Street Waterloo is a volunteer-driven, nonprofit organization dedicated to maintaining and enhancing the vitality of our downtown center. We do this through historic renovation, economic development and community engagement. In 2022, Main Street Waterloo hosted our Inaugural Golf Tournament to fund a grant program for Downtown Waterloo small business owners. The Downtown IMPACT Grant provides assistance to businesses working to add a new line of services, products, a piece of equipment, or a project that will help take their business to the next level. In our first year, we were able to award a \$6,100 grant to Gray Lane Yoga for the addition of Uplift Fitness. The grant will enable Gray Lane Yoga+Uplift Fitness to install the needed infrastructure and equipment to host aerial yoga classes, instructor education, and expansion of business hours making them the only yoga studio within a 2-hour radius to offer this type of class.

As a partner of Downtown Waterloo, you have played an important role in the progress, growth, and success of downtown Waterloo. We would like to offer you the opportunity to sponsor this event to help us continue this much needed incentive program.

There are many opportunities to support the event through sponsorship and the incentive program through donations.

- Partner through event sponsorship
- Register a team
- Volunteer at the event
- Donations to the incentive program

Thank you to you and your staff for all of the ways you help contribute to the continued success of our community. We cannot wait to hear back from you.

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

Main Street Waterloo
512 Mulberry St
Waterloo, IA 50703

Or, email ev@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'S GOLF TOURNAMENT

MAY 23, 2023

GOLF TOURNAMENT PRESENTING SPONSOR \$2,000

- Complimentary registered team
- Two additional tickets to luncheon
- Opportunity for company representative to staff contest and distribute company's promotional items at tee box
- Signage at tee box and putting green
- Prominent placement of logo with link on website
- Prominent placement of logo on printed materials
- Prominent placement of company banner at event
- Opportunity to welcome golfers and help kick off the event
- Company logo on golf carts signage
- Inclusion in press release
- Live video to showcase your business, sponsorship, and the importance of supporting small business
- Featured on social media and e-newsletter



HOLE-IN-ONE SPONSOR \$1,000

- Complimentary registered team
- Two additional tickets to luncheon
- Opportunity for company representative to staff contest and distribute company's promotional items at tee box
- Signage at hole tee box
- Opportunity to speak at social and present awards
- Logo with link on website
- Logo on printed materials
- Inclusion in press release
- Featured on social media and e-newsletter

EAGLE SPONSOR \$750

- Complimentary registered team
- Logo on printed materials
- Business name associated with prizes for pin events
- Signage at event
- Social media and e-newsletter mentions

BIRDIE SPONSOR \$500

- Complimentary registered team
- Signage at hole tee box
- Listed on printed materials
- Social media and e-newsletter mentions

REGISTER A TEAM \$350

- Golf for a foursome
- Cart
- Four tickets to Luncheon

Ask about additional sponsorship opportunities.

D O W N T O W N
WATERLOO
POWERED by
MAIN STREET WATERLOO
2023 SPONSORSHIP CONFIRMATION

Business Name: _____

Contact Name: _____

Address: _____

City: _____ State: _____ Zip: _____

E-mail: _____ @ _____

Please invoice me at the address above!

Sponsorship Level

- Presenting Sponsor \$2,000
 Eagle Sponsor \$750

- Hole In One Sponsor \$1,000
 Birdie Sponsor \$500

Register at Team

- Sponsor Team(s)

- Team Only \$350

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.