

# DOWNTOWN BEAUTIFICATION

Downtown beautification plays a vital role in creating a welcoming, vibrant atmosphere. Each spring and summer, bright petunia flowers bloom adding color and warmth to the heart of our downtown. When the seasons change, festive lights and garland transform our streets into a winter wonderland, bringing holiday cheer.

Our beautification efforts go beyond seasonal decor. Each year we host an annual spring clean up day, ensuring downtown is a beautiful, inviting space after a long winter.

**\$500**

Commemorative Planter Box

**\$500**

Main Street Sweep

**\$100**

Downtown Blossom

**\$250**

Winter Wonderland



Tour De Loo showcases the rich history of our downtown and fosters a greater awareness about our architectural heritage.

This event provides an invaluable opportunity for the community to gain insight into the significance of our buildings and the role they play in shaping our identity. Your partnership would showcase your commitment for community to community involvement and support for local initiatives.



**\$1,000**

Presenting

**\$500**

Revitalization

**\$250**

Vitality

**\$100**

Preservation

# 2025 SPONSORSHIP COMMITMENT

Main Street Waterloo continues to add and evolve our events and programs each year. If you are interested in a specific effort that is not included in this packet, please feel free to contact us today!

Business Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_

Event: \_\_\_\_\_ Level: \_\_\_\_\_

Please invoice me at the address above

Check included - payable to Main Street Waterloo

Printed Name: \_\_\_\_\_ Date: \_\_\_\_\_

Signature: \_\_\_\_\_

Please email a copy of this form to  
director@mainstreetwaterloo.org  
or mail it to our office at  
512 Mulberry St  
Waterloo, IA 50703

**Thank you for your support. We would not be able to host event and programs for the community without partners like yourself!**