



March 3, 2026

Subject: 2026 Red White and Loo Fireworks Extravaganza

Dear Community Partner,

We hope this message finds you well. We are thrilled to announce the upcoming 2026 Red, White & Loo Fireworks Extravaganza—an event that brings our community together in celebration of Independence Day. This year is especially meaningful as we commemorate the 250th anniversary of the United States. We are seeking your valued support to help make this milestone celebration truly unforgettable for our community as we honor 250 years as a nation

The 2026 Red White & Loo will take place on **Friday, July 3, 2026**, at the RiverLoop Amphitheatre. This free, family-friendly event is a highlight of the summer, featuring live music, delicious food vendors, engaging activities, and, of course, a spectacular fireworks display over the Cedar River at 9:30 PM.

The evening will kick off at 6:00 PM with live music followed by fireworks to close out the night. Families can explore the **FREE** Family Fun Zone, filled with interactive games and activities for all ages, located at the RiverLoop Amphitheatre. Families are also encouraged to visit Memorial Hall Plaza, where 1,776 flags will be proudly displayed in honor of the United States' Semiquincentennial.

We are proud to host this celebration as a testament to Waterloo's vibrant community spirit, but we cannot do it without the support of our partners. By becoming a sponsor of the 2026 Red, White & Loo, your company will play a pivotal role in bringing this event to life while enjoying exclusive benefits, including:

- High-visibility logo placement on promotional materials, event signage, and online platforms.
- Recognition through social media, event promotions, and media coverage.
- Public acknowledgment during the event

Your sponsorship will not only enhance your company's presence in the community but also underscore your commitment to fostering civic pride and unity in Waterloo. We are happy to tailor a sponsorship package that aligns with your company's goals and budget.

Thank you for considering this opportunity to partner with us on one of Waterloo's most beloved traditions. Together, we can create an unforgettable evening of celebration, connection, and community pride.

Please feel free to contact the Mayor's office at 319-291-4301 to discuss sponsorship opportunities further. We look forward to having your support for the 2026 Red, White & Loo!

Sincerely,

Mayor Dave Boesen & the Fireworks Team

Jessica Rucker
Main Street Waterloo

Chawne Paige & Camille Rice
Waterloo Center for the Arts

Agnes Kress & Tara Thomas-Gettman
City of Waterloo



Exclusive Premier \$15,000 (1 available)

Before the Event

- Logo on all marketing materials as the Exclusive Partner
 - (radio, TV, posters, social media, eblast)
 - Featured across:
 - City of Waterloo (Social Media) Plus a FB Live Interview
 - Main Street Waterloo (Social Media, Eblast, plus a FB Live Interview)
 - Waterloo Center for the Arts (Social Media and Eblast)

At the Event

- Company name on LED screen
- On-stage verbal recognition and an option to introduce a band
- Dedicated vendor booth space (10 x 10) at the RiverLoop Amphitheatre.
- Reserved fireworks viewing area for up to 50 people (***New this year!***)

Entertainment \$5,000 (2 available)

Before the Event

- Logo on all marketing materials as sponsor
 - (radio, TV, posters, social media, eblast)
 - Featured across:
 - City of Waterloo (Social Media)
 - Main Street Waterloo (Social Media and Eblast)
 - Waterloo Center for the Arts (Social Media and Eblast)

At the Event

- Company name on LED screen
- On-stage verbal recognition
- Dedicated vendor booth space (10 x 10) at the RiverLoop Amphitheatre.

Partners \$2,500 (4 available)

Before the Event

- Logo on all marketing materials as a partner
 - (posters, social media, eblast)
 - Featured across:
 - City of Waterloo (Social Media)
 - Main Street Waterloo (Social Media and Eblast)
 - Waterloo Center for the Arts (Social Media and Eblast)

At the Event

- Company name on LED stage screen
- On-stage verbal recognition

Other: *Would you like to support Red, White & Loo, but these sponsorship opportunities won't work, please let us know and we can tailor something to work with your goal and budget.*



YES! My company would like to sponsor the 2026 “Red, White, & Loo at the following level. Please commit by **Friday, May 29th**, to be included on all promotional materials for the event.

_____ Exclusive Premier \$15,000 _____ Entertainment \$5,000

_____ Partners \$2,500 _____ Other, \$ _____

_____ Sorry, we are not able to sponsor this event at this time, but please follow up with me next year.

Company: _____

Billing Address: _____

Attention: _____

My Name: _____

Phone: _____

Email: _____

Contact person if other than yourself: _____

Phone: _____

Email: _____

Special Billing Instructions:

Please return the commitment form to:

Office of Mayor Boesen

715 Mulberry St,

Waterloo, IA 50703

mayor@waterloo-ia.org

All checks should be made out to Main Street Waterloo.