

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 preservation, economic development and community engagement. Each year, Tour De Loo stands as a testament to our mission as we open our community's doors and hearts to showcase the progress of revitalization, attract businesses to newly renovated spaces, and highlight the enterprises that have recently enriched our downtown landscape.



This year, we are thrilled to announce a special collaboration with the Historic Preservation Commission to celebrate the rich history of our downtown and foster a greater awareness about our architectural heritage. The event will provide an invaluable opportunity for attendees to gain insight into the significance of our buildings and the role they play in shaping our identity. The evening will culminate in a program recognizing outstanding contributions to historic preservation, further reinforcing our commitment to honoring our past while embracing our future.

We believe your partnership would not only align with your company's values, but also provide a meaningful platform for showcasing your commitment to community involvement and support for local initiatives. By becoming a sponsor of Tour De Loo, you will not only gain exposure to a diverse audience but also demonstrate your dedication to the vitality and prosperity of our downtown district.

As a sponsor you will enjoy a range of benefits, including prominent recognition in event materials, publicity through our marketing channels, and the opportunity to participate in the event itself. Your support will directly contribute to the success of our efforts in preserving our community's heritage and fostering economic growth.

We would be honored to have you join us as a sponsor for Tour De Loo. Your generosity and partnership will play a pivotal role in making this event a resounding success and in advancing our shared vision for a vibrant, thriving downtown.

Thank you for considering this invitation. We look forward to the possibility of collaborating with you and to the opportunity to celebrate our community's past, present, and future together. Please do not hesitate to contact me with any questions or to discuss sponsorship opportunities further.

Sincerely,

A handwritten signature in black ink that reads 'Jessica Rucker'.

Jessica Rucker
Executive Director
Main Street Waterloo



PRESENTING SPONSOR \$1,000

- Sole Presenting Sponsor of the event
- Prominent placement of logo with link on website
- Prominent placement of logo on printed materials
- Page in ticket booklet
- Inclusion in press release
- Appear in a Facebook live to invite the community
- Featured on social media and e-newsletter
- Opportunity to speak at the program
- 10 tickets to the event

REVITALIZATION SPONSOR \$500

- Logo with link on website
- Logo on printed materials
- Half page in ticket booklet
- Inclusion in press release
- Featured on social media and e-newsletter
- 5 tickets to the event

VITALITY SPONSOR \$250

- Listed on website
- Listed on printed materials
- Mentioned on social media and e-newsletter
- Inclusion in press release

PRESERVATION SPONSOR \$100

- Listed on website
- Listed on printed materials

Business Name: _____

Contact Name: _____

Address: _____

City: _____ State: _____ Zip: _____

E-mail: _____

Sponsorship Level

- Presenting Sponsor \$1,000
- Vitality Sponsor \$250

- Revitalization Sponsor \$500
- Preservation Sponsor \$100

Invoice me for my sponsorship,

Or Mail Payment to:
Main Street Waterloo
512 Mulberry Street
Waterloo, IA 50703



Or Scan the QR code to
select level and pay online

**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.

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