

SPOOKY LOO



Spooky Loo includes two main events during the month of October. The Historic Haunted Tours of Downtown Waterloo allow the community to explore Downtown Waterloo while learning about the history and stories to better understand our city.

The Downtown Trick-or-Treat is held on the Saturday before Halloween. This is a community favorite, attracting more than 3,000 people to Downtown.

\$1,000 Presenting
\$500 Goblins & Ghouls
\$100 Spooky



Winter WonderLoo is the Holiday Season of Celebration, bringing three weeks of activities for families to our community. Engage with patrons and provide a family-friendly season that everyone will enjoy! Through your partnership, we are excited to promote and represent Waterloo as a great place to live, work and play.



\$2,000 Festive Flick
\$1,000 Winter Wonderloo
\$500 Jingle Bar Hop
\$250 Twinkling Tunes
\$100 Santa

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!