



May 23  
June 13  
July 18  
August 8  
August 29

Friday Loo is one of Main Street Waterloo's most well known summer event series. Drawing crowds of up to 3,000 visitors per event, Friday Loo has earned its reputation as the best Friday party.

We transform Lincoln Park into a hub of entertainment featuring live music, food trucks, activities, and a beer garden. Sponsoring Friday Loo is not just a marketing opportunity, but a way to bring the community together in Downtown Waterloo!

**\$7,500**

**PRESENTING SPONSOR**

- Maximum brand visibility
- Exclusive recognition
- VIP treatment
- Customized activation opportunities
- Social media exposure
- Community impact



**\$2,500**

**SPOTLIGHT SPONSOR**

- Brand visibility
- Hospitality
- Activation opportunities
- Social media exposure
- Community impact

**\$1,000**

**TGIF SPONSOR**

- Brand visibility
- Hospitality
- Social media mention
- Community impact

**\$250**

**SOUNDING GOOD SPONSOR**

- Brand visibility
- Social media mention
- Community impact

REACH OUT FOR MORE DETAILS ABOUT SPONSOR BENEFITS AT EACH LEVEL

# 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!**