

AUGUST 30

Waterloo's Annual Food Truck Festival brings you flavors from across the Midwest offering a diverse selection of cuisines.

The Riverloop Expo Plaza is filled with food, music, college football, and family fun! With 20+ food trucks and over 5,000 attendees, this event continues to grow each year.



\$10,000

PRESENTING SPONSOR

- “Presented by:” added to logo
- Prominent brand visibility
- Recognition on all advertisements
- Company banner displayed at event
- Company booth at event
- Appear on KWWL Noon News
- Opportunity for Facebook live
- Opportunity for secret judging
- First pick for volunteer spots
- Video/logo on screen during event
- Logo on commemorative koozies
- Logo on commemorative shirts
- Featured on social media
- 20 admission tickets
- 10 beer bucks

REACH OUT FOR MORE DETAILS
ABOUT SPONSOR BENEFITS
AT EACH LEVEL

\$7,500

FOODIE SPONSOR

- Brand visibility
- Social media highlights
- Recognition on advertisements
- Company booth at event
- Opportunity for secret judging
- 12 admission tickets

\$5,000

FLAVORFUL SPONSOR

- Brand visibility
- Social media exposure
- 6 admission tickets

\$2,500

FORKED SPONSOR

- Brand visibility
- Social media mentions
- 4 admission tickets

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!