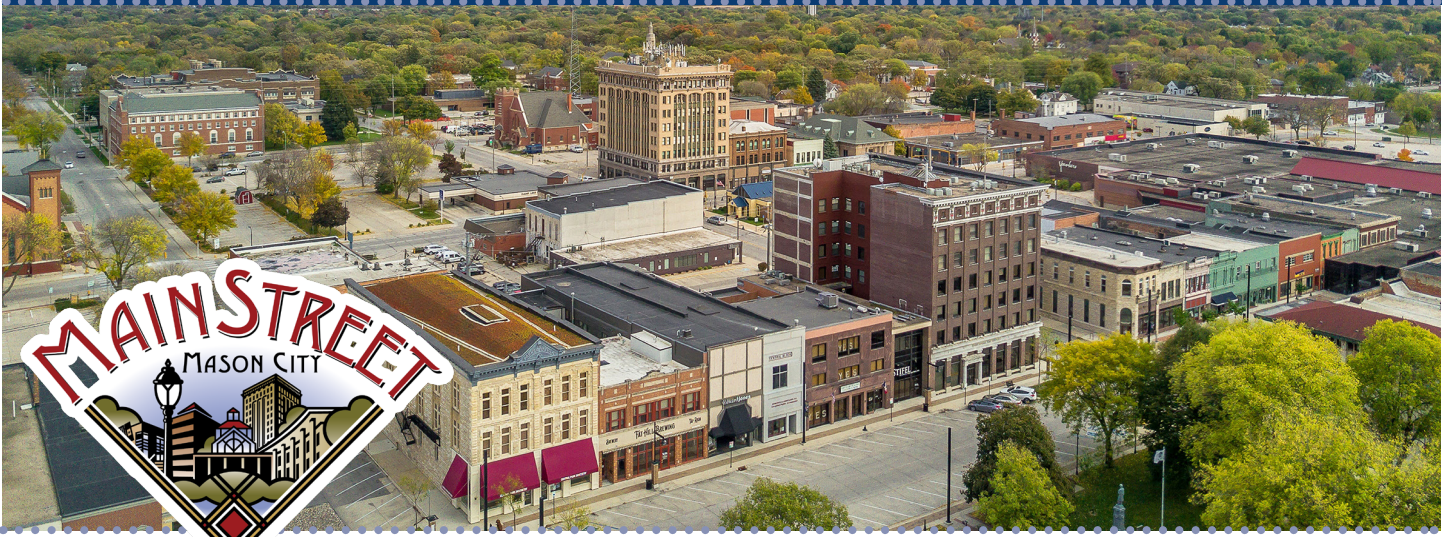


Our mission is to promote, preserve, and enhance Downtown Mason City as a diverse business, cultural, residential and entertainment destination for the benefit of the entire community.



BOARD OF DIRECTORS

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CITY LIAISON

Steven Van Steenhuyse

Main Street Mason City (MSMC) was founded in 2003 by a group of visionary business and civic leaders to revitalize the heart of their community. MSMC is a nationally-recognized and accredited 501c3 non-profit organization dedicated to the promotion, preservation, and enhancement of Downtown Mason City.

To help MSMC achieve our mission, support from community partnerships and investment is essential. Financial contributions help provide funding for the various events, projects, promotions, and programs coordinated by Main Street Mason City throughout the year.

We invite you to consider investing in our efforts. This year's fundraising goal is \$22,500. Funds invested in our organization will help us expand and enhance our current programs. In addition, event sponsorships are also available.

ANNUAL EVENTS:

- Spring Hop Pub Crawl
- Friday Night Live Summer Series
- Brew to Brew Bike Ride
- Haunted Historic Building Tour
- Run with Rudolph 5K
- Home for the Holidays
- Jingle Mingle Pub Crawl

PROJECTS, PROMOTIONS AND PROGRAMMING:

- Central Park electrical improvements
- Climb 'n Crawl maintenance and improvements
- Downtown streetscape banners and flower pots
- Networking events for volunteers and downtown partners
- Collaboration with downtown businesses to create promotions and programs to attract customers into the district
- Development of projects to help promote and activate vacant and underutilized spaces within the district
- Management and staffing of the Main Street program

More information about investment opportunities and benefits is included in this packet. Thank you for your generous support!



Our mission is to promote, preserve, and enhance Downtown Mason City as a diverse business, cultural, residential and entertainment destination for the benefit of the entire community.



2023 INVESTMENT FORM

Your investment helps support Main Street Mason City's revitalization efforts, programming, promotions, and annual events.

Main Street Mason City is a 501c3 non-profit organization.

Your investment is tax deductible.

YES! I would like to support Main Street Mason City at the following investment level:

- \$5,000+ MAIN STREET CHAMPION**
- \$2,500+ MAIN STREET LEADER**
- \$1,000+ MAIN STREET PROMOTER**
- \$500+ MAIN STREET SUPPORTER**
- \$150+ FRIEND OF MAIN STREET: BUSINESS**
- \$50+ FRIEND OF MAIN STREET: INDIVIDUAL**

Please submit this completed form and investment to:

Main Street Mason City
9 N. Federal Avenue
Mason City, IA 50401

Please email a high-resolution logo in PDF, JPG, or PNG format to director@mainstreetmasoncity.com

I am interested in sponsoring the following Main Street Mason City event(s):

SPRING HOP PUB CRAWL

Select Sponsorship Level: \$250 Presenting Sponsor \$100 Supporting Sponsor

FRIDAY NIGHT LIVE SUMMER SERIES

Select Sponsorship Level: \$2,500 Presenting Sponsor \$350 Supporting Sponsor

BREW TO BREW BIKE RIDE

Select Sponsorship Level: \$250 Presenting Sponsor \$100 Supporting Sponsor

HAUNTED HISTORIC BUILDING TOUR

Select Sponsorship Level: \$500 Presenting Sponsor \$100 Supporting Sponsor

RUN WITH RUDOLPH 5K

Select Sponsorship Level: \$250 Presenting Sponsor \$100 Supporting Sponsor

HOME FOR THE HOLIDAYS

Select Sponsorship Level: \$500 Presenting Sponsor \$100 Supporting Sponsor

JINGLE MINGLE PUB CRAWL

Select Sponsorship Level: \$250 Presenting Sponsor \$100 Supporting Sponsor

TOTAL 2023 INVESTMENT: \$ _____

I am interested in an in-kind investment. Please contact me to discuss in-kind opportunities.

Please contact me about volunteer opportunities with Main Street Mason City.

CHOOSE YOUR PAYMENT PREFERENCE: **ANNUAL** **QUARTERLY**

BUSINESS NAME: _____

CONTACT NAME: _____

ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

PHONE: _____ EMAIL: _____

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2023 INVESTMENT OPPORTUNITIES

The opportunities listed below provide year-round recognition as an investor in the Main Street Mason City program.

Your contribution will help us expand and enhance our revitalization efforts and programming all year long.

MAIN STREET CHAMPION: \$5,000+

- Investment in Organization to help expand and enhance efforts and programming
- Enhanced listing on MSMC website
- Business Spotlight on MSMC website, Newsletter, and Social Channels
- Recognition at MSMC networking events and gatherings (*FY23 annual meeting, volunteer appreciation events, partner networking, workshops, etc.*)
- 6 Tickets to Haunted Historic Building Tour
- 6 Tickets to Brew to Brew Bike Ride
- 4 Tickets to Jingle Mingle Pub Crawl
- 4 Tickets to Spring Hop Pub Crawl

MAIN STREET LEADER: \$2,500+

- Investment in Organization to help expand and enhance efforts and programming
- Enhanced listing on MSMC website
- Business Spotlight on MSMC website, Newsletter, and Social Channels
- Recognition at MSMC networking events and gatherings (*FY23 annual meeting, volunteer appreciation events, partner networking, workshops, etc.*)
- 4 Tickets to Haunted Historic Building Tour
- 4 Tickets to Brew to Brew Bike Ride
- 4 Tickets to one MSMC Pub Crawl Event (*choice of Jingle Mingle or Spring Hop*)

MAIN STREET PROMOTER: \$1,000+

- Investment in Organization to help expand and enhance efforts and programming
- Enhanced listing on MSMC website
- Business Spotlight on MSMC website, Newsletter, and Social Channels
- Recognition at MSMC networking events and gatherings (*FY23 annual meeting, volunteer appreciation events, partner networking, workshops, etc.*)
- 2 Tickets to Haunted Historic Building Tour
- 2 Tickets to Brew to Brew Bike Ride
- 2 Tickets to one MSMC Pub Crawl Event (*choice of Jingle Mingle or Spring Hop*)

MAIN STREET SUPPORTER: \$500+

- Investment in Organization to help expand and enhance efforts and programming
- Enhanced listing on MSMC website
- Business Spotlight on MSMC website, Newsletter, and Social Channels
- Recognition at MSMC networking events and gatherings (*FY23 annual meeting, volunteer appreciation events, partner networking, workshops, etc.*)
- 2 Tickets to Haunted Historic Building Tour

FRIEND OF MAIN STREET: \$150+ BUSINESS / \$50+ INDIVIDUAL

- Investment in Organization to help expand and enhance efforts and programming
- Recognition on MSMC Website, Newsletter, and Social Channels
- Recognition at MSMC networking events and gatherings (*FY23 annual meeting, volunteer appreciation events, partner networking, workshops, etc.*)

2023 MAIN STREET EVENT SPONSORSHIP

Main Street Mason City hosts a number of events throughout the year that attract residents and visitors into the Downtown District. Following are sponsorship opportunities for our 2023 spring and summer events:



SPRING HOP PUB CRAWL

FRIDAY, APRIL 7, 2023

LOCATION: Downtown Mason City; Various Food & Beverage Establishments

TARGET AUDIENCE: North Iowa Residents; Adults Ages 21+

ANTICIPATED ATTENDANCE: 75+

PRESENTING SPONSOR

\$250

3 AVAILABLE

SUPPORTING SPONSOR

\$100

5 AVAILABLE

Business Name or Logo on event website & social media promotion	LOGO	NAME
Business Name or Logo on marketing materials & media mentions	LOGO	NAME
Business Name or Logo in email marketing campaign	LOGO	NAME
Sponsor Recognition at event	*	*
2 Tickets to event	*	



FRIDAY NIGHT LIVE SUMMER SERIES

12 WEEKS: JUNE 2 - AUGUST 18, 2023

LOCATION: Downtown Mason City; Federal Avenue Plaza & around Central Park

TARGET AUDIENCE: North Iowa Residents & Visitors of All Ages

ANTICIPATED ATTENDANCE: 500-1,200 per concert

PRESENTING SPONSOR

\$2,500

3 AVAILABLE

SUPPORTING SPONSOR

\$350

9 AVAILABLE

FNL Summer Series presented by ... with event signage	*	*
Recognition in event announcements, media mentions & marketing	*	*
Exhibit space at First Friday event* (set-up/staffing provided by sponsor) NOTE: Limit one Presenting Sponsor per event	*	
Business Name or Logo on event website & social media promotion	LOGO	NAME
Business Name or Logo in email marketing campaign	LOGO	NAME

2023 MAIN STREET EVENT SPONSORSHIP

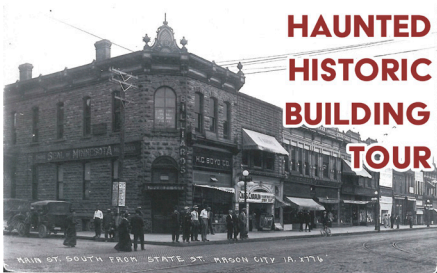
Main Street Mason City hosts a number of events throughout the year that attract residents and visitors into the Downtown District. Following are sponsorship opportunities for our 2023 fall events:



BREW TO BREW BIKE RIDE SATURDAY, SEPTEMBER 16, 2023

LOCATION: Downtown Mason City to Downtown Clear Lake and back!
TARGET AUDIENCE: North Iowa Residents; Adults Ages 21+
ANTICIPATED ATTENDANCE: 120

	PRESENTING SPONSOR \$250 5 AVAILABLE	SUPPORTING SPONSOR \$100 5 AVAILABLE
Business Name or Logo on commemorative event t-shirt	LOGO	NAME
Business Name or Logo on event website & social media promotion	LOGO	NAME
Business Name or Logo on marketing materials & media mentions	LOGO	NAME
Business Name or Logo in email marketing campaign	LOGO	NAME
Sponsor Recognition at event	*	*
2 Tickets to event	*	



HAUNTED HISTORIC BUILDING TOUR SATURDAY, OCTOBER 21, 2023

LOCATION: Downtown Mason City
TARGET AUDIENCE: North Iowa Residents; Adults Ages 21+
ANTICIPATED ATTENDANCE: 120

	PRESENTING SPONSOR \$500 3 AVAILABLE	SUPPORTING SPONSOR \$100 5 AVAILABLE
Business Name or Logo on event website & social media promotion	LOGO	NAME
Business Name or Logo on marketing materials & media mentions	LOGO	NAME
Business Name or Logo in email marketing campaign	LOGO	NAME
Sponsor Recognition at event	*	*
2 Tickets to event	*	

2023 MAIN STREET EVENT SPONSORSHIP

Main Street Mason City hosts a number of events throughout the year that attract residents and visitors into the Downtown District. Following are sponsorship opportunities for our 2023 winter events:

RUN WITH RUDOLPH 5K FUN RUN SATURDAY, NOVEMBER 25, 2023



LOCATION: Downtown Mason City
ANTICIPATED ATTENDANCE: 75+
TARGET AUDIENCE: Local Residents;
families of all ages

PRESENTING SPONSOR

\$250
4 AVAILABLE

SUPPORTING SPONSOR

\$100
5 AVAILABLE

Business Name or Logo on commemorative event t-shirt	LOGO	NAME
Business Name or Logo on event website, social media promotion, marketing materials, email campaign & media mentions	LOGO	NAME
Sponsor Recognition at event	*	*
Inclusion of promotional item in participant swag bags <i>(item provided by sponsor)</i>	*	

HOME FOR THE HOLIDAYS SATURDAY, NOVEMBER 25, 2023

LOCATION: Downtown Mason City
ANTICIPATED ATTENDANCE: 500+
TARGET AUDIENCE: Local Residents & Visitors;
families of all ages

PRESENTING SPONSOR

\$500
2 AVAILABLE

SUPPORTING SPONSOR

\$100
5 AVAILABLE

Business Name or Logo on event banner & signage	LOGO	NAME
Business Name or Logo on event website, social media promotion, marketing materials, email campaign & media mentions	LOGO	NAME
Home for the Holidays presented by ... with event announcements	*	

JINGLE MINGLE PUB CRAWL SATURDAY, DECEMBER 9, 2023

LOCATION: Downtown Mason City; Various Food & Beverage Establishments
TARGET AUDIENCE: North Iowa Residents; Adults Ages 21+
ANTICIPATED ATTENDANCE: 75+

PRESENTING SPONSOR

\$250
3 AVAILABLE

SUPPORTING SPONSOR

\$100
5 AVAILABLE

Business Name or Logo on event website, social media promotion, marketing materials, email campaign & media mentions	LOGO	NAME
Sponsor Recognition at event	*	*
2 Tickets to event	*	