



2026
INVESTMENT
CAMPAIGN



Make a difference. Make an impact.

For the past 20 years, Main Street Mason City (MSMC) has been actively involved in revitalizing our historic downtown, fostering economic development, and preserving the unique character that makes our community special.

Since 2004, we have successfully implemented numerous initiatives that have not only enhanced the aesthetic appeal of Downtown Mason City but also created a thriving environment for local businesses and residents.

To help MSMC achieve its 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 join us in this transformative journey by making a financial investment in our program. Your investment helps support economic growth, historic preservation, community engagement, aesthetic enhancements, job creation, and more!

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 (*FY26 annual meeting, volunteer appreciation events, partner networking, workshops, etc.*)

NOTE: Event sponsorships available for investments at \$150 and above.

MAIN STREET SUPPORTER: \$500+

Includes FRIEND OF MAIN STREET benefits plus 2 tickets to one MSMC event of your choice

MAIN STREET PROMOTER: \$1,000+

Includes FRIEND OF MAIN STREET benefits plus 4 tickets to one MSMC event of your choice

MAIN STREET LEADER: \$2,500+

Includes FRIEND OF MAIN STREET benefits plus Supporting Sponsor Recognition for the Friday Night Live Summer Series and 4 tickets to one MSMC event of your choice

MAIN STREET CHAMPION: \$5,000+

Includes FRIEND OF MAIN STREET benefits plus Presenting Sponsor Recognition for the Friday Night Live Summer Series and 6 tickets to one MSMC event of your choice

www.MainStreetMasonCity.com/Invest





By sponsoring Main Street Mason City's events, you are investing in the vibrancy of our historic downtown, enriching our city's cultural landscape, and making Mason City a more engaging place to live, work, and visit. Join us in keeping our community thriving—your support makes all the difference!

EVENT SPONSORSHIPS

Friday Night Live Summer Series June-August 2026

PRESENTING SPONSOR \$1,000

- Logo on Event Signage
- Exhibit space at 6/5 and 8/14 events
- Media mentions & marketing recognition
- Logo on event webpage, email marketing, and social media promotion

SUPPORTING SPONSOR \$500

- Business Name on Event Signage
- Select media mentions & marketing recognition
- Business Name on social media promotion
- Business Name on event webpage & email marketing

Haunted Historic Building Tour October 17, 2026

PRESENTING SPONSOR \$500

- Logo on Event Signage
- Media mentions & marketing recognition
- Logo on event webpage, email marketing, and social media promotion
- 2 tickets to event

SUPPORTING SPONSOR \$100

- Business Name on Event Signage
- Select media mentions & marketing recognition
- Business Name on social media promotion
- Business Name on event webpage & email marketing

Brew to Brew Bike Ride September 19, 2026

PRESENTING SPONSOR \$250

- Logo on Event Shirt & Signage
- Media mentions & marketing recognition
- Logo on event webpage, email marketing, and social media promotion
- 2 tickets to event

SUPPORTING SPONSOR \$100

- Business Name on Event Shirt & Signage
- Select media mentions & marketing recognition
- Business Name on social media promotion
- Business Name on event webpage & email marketing

Run with Rudolph 5K Fun Run November 28, 2026

PRESENTING SPONSOR \$250

- Logo on Event Shirt & Signage
- Media mentions & marketing recognition
- Logo on event webpage, email marketing, and social media promotion
- Inclusion of promotional item in participant swag bags

SUPPORTING SPONSOR \$100

- Business Name on Event Shirt & Signage
- Select media mentions & marketing recognition
- Business Name on social media promotion
- Business Name on event webpage & email marketing

Home for the Holidays November 28, 2026

PRESENTING SPONSOR \$500

- Logo on Event Signage
- Media mentions & marketing recognition
- Logo on event webpage, email marketing, and social media promotion

SUPPORTING SPONSOR \$100

- Business Name on Event Signage
- Select media mentions & marketing recognition
- Business Name on social media promotion
- Business Name on event webpage & email marketing

Jingle Mingle Pub Crawl December 12, 2026

PRESENTING SPONSOR \$250

- Logo on Event Signage
- Media mentions & marketing recognition
- Logo on event webpage, email marketing, and social media promotion
- 2 tickets to event

SUPPORTING SPONSOR \$100

- Business Name on Event Signage
- Select media mentions & marketing recognition
- Business Name on social media promotion
- Business Name on event webpage & email marketing

SPECIAL PROJECTS

We're working to create an inviting and aesthetically pleasing Main Street District. Contributions to the following special projects will positively impact our efforts to make downtown a more attractive destination for residents and visitors alike.

- \$100 Downtown Flowers & Beautification**
- \$150 Guerrilla Wayfinding Signs**
- \$250 Flag Planting Program**

- \$500 Holiday Lights & Decor**
- \$1,000 Streetscape Banners**
- \$1,000 Bike Parking & Amenities**



Learn More



Your investment helps support economic growth, historic preservation, community engagement, aesthetic enhancements, job creation, and more!

Main Street Mason City is a 501c3 non-profit organization. Your investment is tax deductible.

2026 INVESTMENT FORM

STEP ONE: Invest in Main Street Mason City

NOTE: Event sponsorships available for investments at \$150 and above.

- \$150 Friend of Main Street: Business
- \$500 Main Street Supporter

- \$1,000 Main Street Promoter
- \$2,500 Main Street Leader
- \$5,000 Main Street Champion



STEP TWO: Sponsor Our Special Events

NOTE: Event sponsorships available for investments at \$150 and above.

Friday Night Live Summer Series

- \$1,000 Presenting Sponsor
- \$500 Supporting Sponsor

Brew to Brew Bike Ride

- \$250 Presenting Sponsor
- \$100 Supporting Sponsor

Haunted Historic Building Tour

- \$500 Presenting Sponsor
- \$100 Supporting Sponsor

Run with Rudolph 5K Fun Run

- \$250 Presenting Sponsor
- \$100 Supporting Sponsor

Home for the Holidays

- \$500 Presenting Sponsor
- \$100 Supporting Sponsor

Jingle Mingle Pub Crawl

- \$250 Presenting Sponsor
- \$100 Supporting Sponsor

STEP THREE: Support Our Special Projects

- \$100 Downtown Flowers & Beautification
- \$150 Guerrilla Wayfinding Signs
- \$250 Flag Planting Program
- \$500 Holiday Lights & Decor
- \$1,000 Streetscape Banners
- \$1,000 Bike Parking & Amenities

CHOOSE YOUR PAYMENT PREFERENCE: ANNUAL QUARTERLY

BUSINESS NAME: _____

CONTACT NAME: _____

ADDRESS: _____

CITY, STATE ZIP: _____

PHONE: _____ EMAIL: _____

TOTAL 2026 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.

Please return your completed investment form to:

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

**Main Street Mason City
13 N. Federal Avenue
Mason City, IA 50401**