



Since 1980

Labor Day Weekend

Friday - Monday

**Taste
of
Polonia**

Sponsorship Information

Taste of Polonia

America's LARGEST Polish Festival

Founded in 1980, the Taste of Polonia is the oldest Polish festival in Chicago and the largest Polish festival in the USA!

The festival attracts a broad cross section of Chicago's Polish community as well as patrons from across state lines.

35,000 Festival patrons comprise approximately:

- **40% Polish Born**
- **40% Polish American**
- **20% Festival & Food Lovers**

Taste of Polonia presents a terrific opportunity for exposure to one of Chicago's largest ethnic markets as well as the Northwest side neighborhoods of Chicago. Held every year for four days over Labor Day weekend, this event has become a favorite tradition for Polish-Americans in Chicago and neighboring states.



**Taste
of
Polonia**

Entertainment

Four stages featured a variety of music and entertainment with something for every taste and age.

🎵 **Tribute Stage**

The best and most popular tribute and rock bands.

🎵 **World Music Stage**

By day: Polka bands have everyone dancing

By night: Local entertainers and popular bands from Poland have crowds rocking.

🎵 **Kids / Variety / Club Stage**

A special entertainment area for the youngest of guests during the day. Jazz, reggae and dancing to the spinnings of popular Club DJs at night.

🎵 **Inside Stage**

The theater displays Polish folk dancing, symphony performances and theatrical groups. A special Mass with a full choir is hosted on Sunday.

Plus

Inside Casino & Bingo, Kid's Zone with inflatable rides, Arcade Games, Carnival Rides, Vendors with new & old-world treasures, clowns, face painting, and more!

Nonstop MUSIC & FUN



**Taste
of
Polonia**

The Food

The best of Polish cooking awaits...



Polish
kielbasa,
cabbage rolls,
pierogies,
potato
pancakes,
pork cutlets,
fish,
kabobs,
blintzes,
desserts,
and much
more!



The Beer

The festival always features a number of specialty Polish beers.
The **INSIDE FULL BAR** boasts a variety of Polish delights in addition to beer.



**Taste
of
Polonia**

Same Great Location

A neighborhood Labor Day Festival for over 30 years.



Easy Expressway Access

Quick access from all northwest suburbs, downtown and the south side.

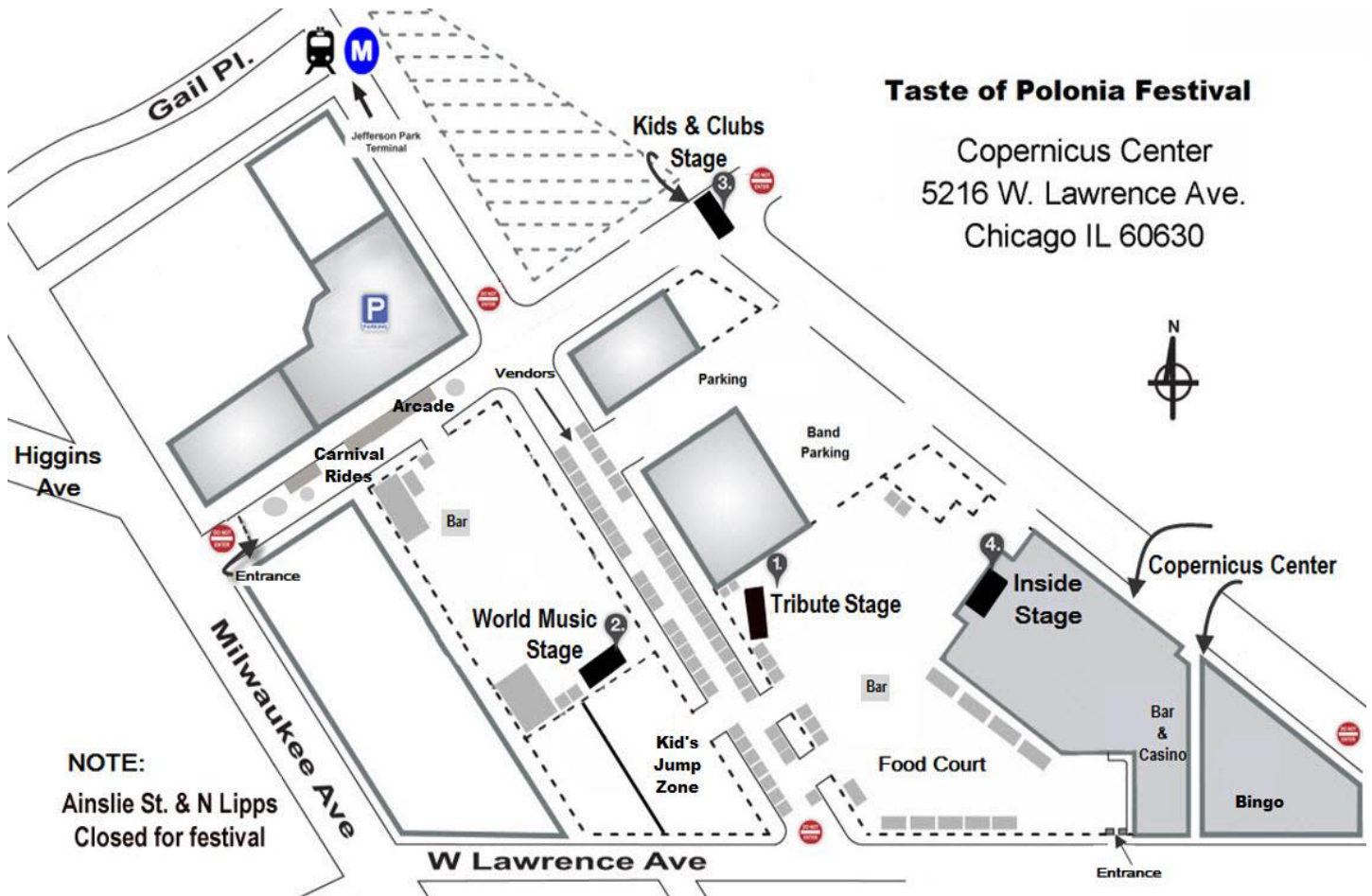
Public Transportation

Jefferson Park Terminal & Metra Rail are one block away.



FREE Shuttle Busses

Take the free shuttle bus for a 5 minute ride. Busses run all day, non-stop!



Taste of Polonia Festival

Copernicus Center
5216 W. Lawrence Ave.
Chicago IL 60630



Posters & Flyers

Posters (Polish / English) – 10,000

Flyers (Polish / English) – 250,000

Circulated to citywide retail locations, Polish stores/delis, universities and neighborhood hot spots.



Taste of Polonia
LABOR DAY WEEKEND
AUG 30 - SEPT 2

Copernicus center
Lawrence & Milwaukee - I-90 Exit 84

FRIDAY 5-11 pm
SATURDAY-SUNDAY 12-11 pm
MONDAY 12-10 pm



5 Stages of Non Stop Music!

Tribute Stage

- American English (The Beatles)
- Tributosaurus (Crosby, Stills & Nash)
- Pink Freud (Pink Floyd)
- Street Survivor (Lynyrd Skynyrd)
- ABBA Salute (ABBA)
- Rick Saucedo (Elvis)

Krakus Kids' Stage

- Dance & Music Workshops
- Interactive Childrens' Theater
- Kids Cooking Contest & More!

Theater Culture Stage

- WICI • Paderewski
- Polonia • Wawel
- Warsztaty Teatralne

World Music Stage

Polka/Dance Stage

CTA or METRA to Jefferson Park Station (1 block to Copernicus Center)
FREE PARKING - Wright Jr. College (free shuttle every 20 minutes)

Polish Food & Beer **Arcade Games** **Festival Market Place** **Big Nick's Casino**

TYSKIE **STEREO** **Krakus** **COUNTRY FINANCIAL** 

www.TOPchicago.org

Taste of Polonia

Advertising & PR

Print



Radio



TV



Online



Social Media



Taste
of
Polonia

Print & Online Media Samples



**Taste
of
Polonia**

Broadcast News Samples

As seen on...



Inside Stage



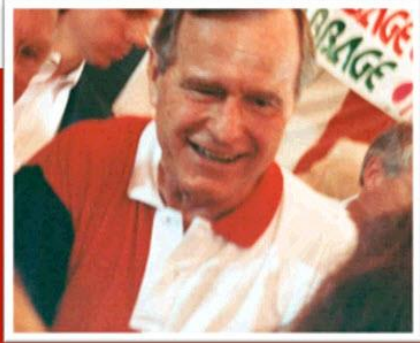
Great Entertainment



A large music variety every year.

**Taste
of
Polonia**

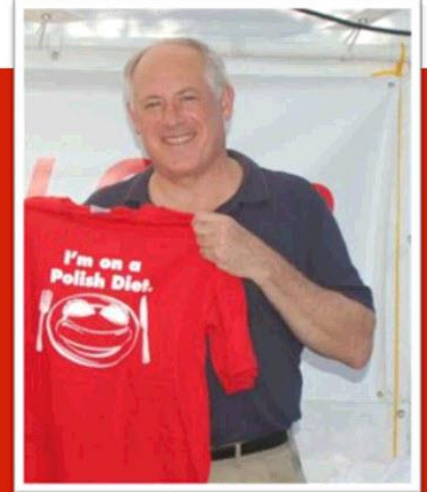
Special VIP Guests



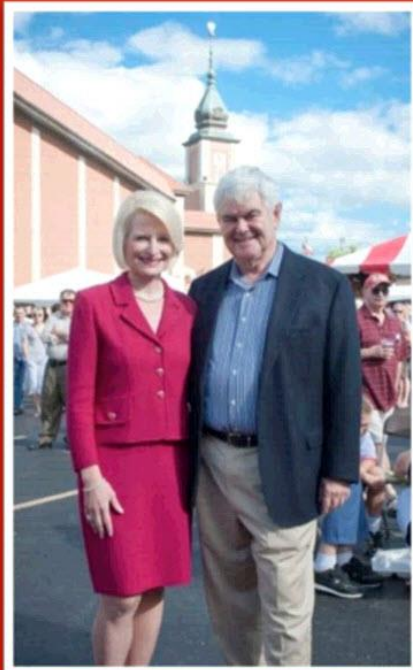
President George H. W. Bush



President Barack Obama



Illinois Governor Pat Quinn



Former Speaker of the House
Newt Gingrich



Senator Mark Kirk



Vice President
Dick Cheney

Sponsorship Opportunities

The Taste of Polonia Festival is a celebration of Polish culture, heritage, music and old-world cuisine attracting large crowds over four days every Labor Day weekend.

The first festival was held in 1980 and has now become one of the largest Polish festivals in the United States.

The four day event features concerts by local and international bands. Four stages are scheduled with over 30 performances to satisfy any age or music preference. Musical entertainment is augmented by additional attractions such as: a Casino, Kid's Zone (*with bounce inflatables & climbing wall*), Arcade games, Clowns, Face painting and late evening dancing hosted by popular local DJs.

DATE ANNUALLY

Labor Day Weekend (August / September)

HOURS

Friday: 5pm to 11pm **Saturday:** Noon to 11pm
Sunday: Noon to 11pm **Monday:** Noon to 10pm

PREVIOUS SPONSORS

SUPERVALU (Jewel-Osco), PNC Bank, Pepsi, Home Depot, Verizon, AT&T, T-Mobile, Xfinity/Comcast, Best Buy, LOT Polish Airlines, Miller Coors, Country Financial, Tyskie, and more

PREVIOUS CROWDS

35,000 to 40,000

DEMOGRAPHIC HIGHLIGHTS

Income	\$50-75K	45%
Ethnicity	Polish	72%
Age	21 - 49	59%
Gender	Female	53%

PROMOTIONAL OPPORTUNITIES MAY INCLUDE

Naming rights	Sampling opportunities
Signage opportunities	Product displays
Media exposure	Custom packages

- additional 10% charge for sponsorships signed less than 30 days prior to the event
- no media sponsorships accepted less than 30 days prior to the event
- 50% of sponsorship amount due at time of commitment
- prices subject to change



Sponsorship Signage

OUTDOOR BUILDING



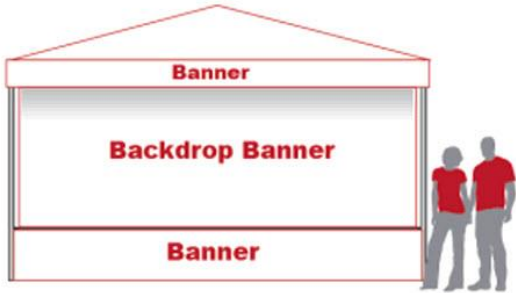
4ft x 15ft Wall Banners

OUTDOOR FENCE

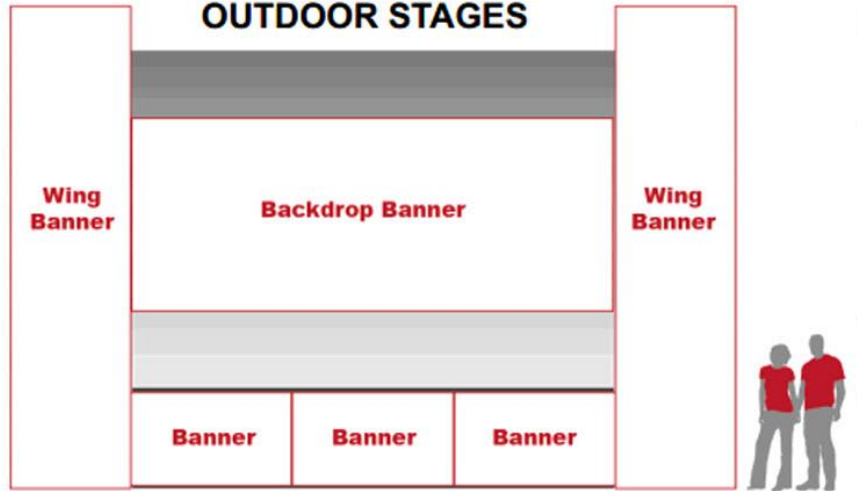


4ft x 8ft Fence Banners

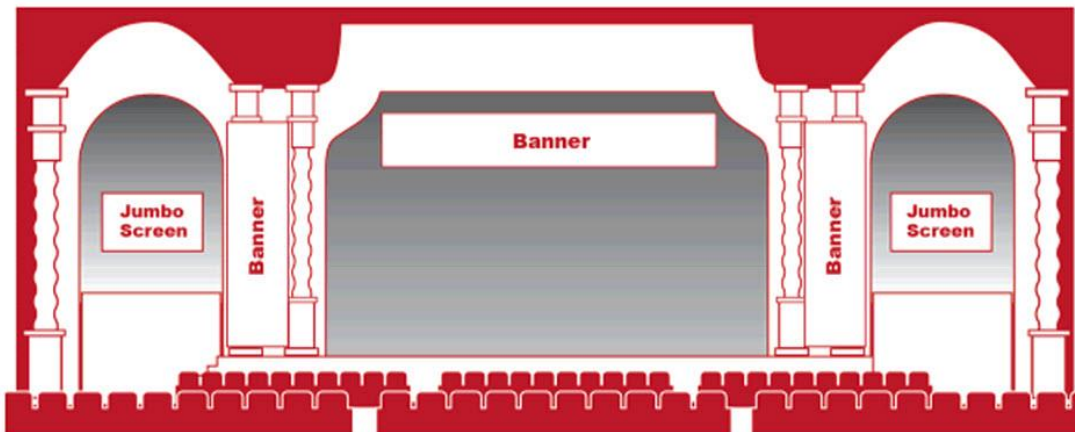
KIDS OUTDOOR STAGE



OUTDOOR STAGES



INDOOR THEATRE STAGE



- Presenting Sponsorship** (Festival Naming Rights) **\$50,000**
- Premier placement of company logo in all festival materials including print ads, brochure, poster and entertainment schedule
 - Prominent recognition in all Polish and general PR campaigns
 - Premier location of booth/promotional item distribution at festival
 - Exclusive incorporation of company name as presenting sponsor of Taste of Polonia
 - Category exclusivity
 - Naming rights to one stage for four days of the festival
 - Signage on all three outside stages (horizontal roof banners)
 - Signage on Lawrence Avenue Fence
 - Signage on Copernicus Foundation building
 - Logo on Admission Tickets
 - Signage at Main Entrance Gate featuring Naming Rights
 - Corporate marketing materials distributed at Taste of Polonia
 - 500 complimentary admission tickets to Taste of Polonia
-
- Tribute Stage #1 naming sponsorship** **\$20,000**
- Prominent placement of company logo in all print advertising
 - Prominent placement of company logo in all festival materials including: brochure, poster, and entertainment schedule
 - Signage on Lawrence Avenue Fence
 - Signage on Copernicus Foundation building
 - 10x20 booth on main walkway, high-traffic area
 - Corporate Marketing materials distributed at Taste of Polonia
 - 200 complimentary admission tickets to Taste of Polonia

- **World Music #2 naming sponsorship** **\$20,000**
 - Prominent placement of company logo in all print advertising
 - Prominent placement of company logo in all festival materials including: brochure, poster, and entertainment schedule
 - Signage on Lawrence Avenue Fence
 - Signage on Copernicus Foundation building
 - 10x20 booth on main walkway, high-traffic area
 - Corporate Marketing materials distributed at Taste of Polonia
 - 200 complimentary admission tickets to Taste of Polonia

- **Kids / Variety / Club #3 naming sponsorship** **\$15,000**
 - Prominent placement of company logo in all print advertising
 - Prominent placement of company logo in all festival materials including: brochure, poster, and entertainment schedule
 - Signage on Lawrence Avenue Fence
 - Signage on Copernicus Foundation building
 - 10x20 booth on main walkway, high-traffic area
 - Corporate Marketing materials distributed at Taste of Polonia
 - 150 complimentary admission tickets to Taste of Polonia

Sponsorship Levels

(2 of 3)

Indoor Stage naming sponsorship \$10,000

- Naming Rights to Stage in Copernicus Center
- Banner on stage and signage at entrance to Theater
- Company logo in all print advertising
- Company logo in all festival materials including: brochure, poster, etc.
- Signage on Lawrence Avenue Fence
- Signage on Copernicus Foundation Building
- 10x10 Booth
- DVD video (sponsor supplied) to run continuously in theater
- Corporate Marketing materials distributed at Taste of Polonia
- 100 complimentary admission tickets to Taste of Polonia

Festival Sponsor \$5,000

- Company logo in all festival materials including: brochure, poster, etc
- Wall Banner (5 x 15) on west building wall*
- 10x10 Booth
- Corporate Marketing materials distributed at Taste of Polonia
- 50 complimentary admission tickets to Taste of Polonia

Sponsorship Levels

(3 of 3)

- | | |
|--|----------------|
| <input type="checkbox"/> Corporate Tent plus Lawrence Ave Fence | \$3,000 |
| <ul style="list-style-type: none">• 4x16 signage on Lawrence Ave fence facing street• 2 (4x8) banners placed on inside of festival grounds*• 10x10 booth | |
| <input type="checkbox"/> Corporate Tent plus Lawrence Ave Fence | \$2,000 |
| <ul style="list-style-type: none">• 3 (4x8) banners placed on inside of festival grounds• Corporate marketing materials distributed by TOP• 10 complimentary admission tickets to festival | |
| <input type="checkbox"/> Corporate Lawrence Ave Fence Banner | \$1,000 |
| <ul style="list-style-type: none">• 4x8 banners placed on inside of festival grounds * | |

**sponsor provides artwork, banner provided by TOP*

Sponsorship payment schedule

50% of the sponsorship amount is due at the time commitment is made

Balance is due prior to August 16th



**Taste
of
Polonia**

For More Information



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Festival Website:

TOPchicago.org

Foundation Website:

CopernicusCenter.org

Address:

TOP Festival

5216 W Lawrence Ave.

Chicago, IL 60630

The logo for Taste of Polonia features the words "Taste of Polonia" in a stylized, red, outlined font. The word "of" is smaller and positioned between "Taste" and "Polonia".

**Taste
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Polonia**

A decorative red wavy graphic with a glossy, 3D effect that spans the width of the page at the bottom.