



Taste of Poloria
FESTIVAL OF MUSIC & FOOD



SPONSORSHIP BROCHURE

Copernicus
foundation



America's Largest Polish Festival



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

It's a beloved Chicago tradition for over four decades!

Each year, the festival attracts a vibrant mix of visitors, from Chicago's Polish community to festival-goers traveling from neighboring states, creating a unique blend of culture, cuisine, and entertainment.



50,000 festival patrons comprised of approximately:

45% Polish American · 40% Polish born

15% General Festival & Food Enthusiasts

Taste of Polonia offers unmatched exposure to one of Chicago's largest ethnic communities and the thriving Northwest Side neighborhoods.

Held annually over Labor Day Weekend, this four-day celebration continues to grow in scope and popularity.





Copernicus center

5216 West Lawrence Avenue, Chicago, IL 60630





Same Great Location

A neighborhood Labor Day Festival for over 40 years!

Easy Expressway Access

Quick access from all northwest suburbs, downtown, and the southside. Public Transportation-Jefferson Park CTA and Metra only one block away.

FREE Shuttle Buses

Buses run all day, nonstop!

UBER or LYFT

Easy and convenient way to visit the festival.



The Beer

The festival features several specialty Polish beers.

The **INSIDE FULL BAR** boasts a variety of additional (not only Polish) delights!



The Food

The best of Polish cooking awaits...

Polish sausage, cabbage rolls, pierogi, potato pancakes, pork cutlets, fish, kebabs, blintzes, desserts, and much more!





NONSTOP
MUSIC
& FUN

3 STAGES



Tribute Stage



By day: Polka bands that will have everyone dancing • Community focused performances

By night: Popular Chicago based bands and classic rock and pop tribute acts • Headliners that will have everyone on their feet

Theater Stage



By day: Film premieres and screenings • Choir and orchestra performances • Traditional dance and musical showcases with cultural performances from around the world

By night: Acclaimed local solo artists and bands • Intimate acoustic performances • Some of the biggest names in Polish music
*Sunday's programming begins with a special Polish mass accompanied by a full choir

Kids Stage



By day: Special entertainment and activities for our youngest visitors • Interactive games and contests as well as arts and crafts stations • Magic shows and kid-friendly performances • Educational and cultural activities designed for children

By night: Family friendly movie screenings

Tastings • Giveaways • Mascots • Carnival Games • Casino •
Art Exhibits • Special Guest Appearances
and much much more

TRIBUTE STAGE



**Slippery
When Wet**
Bon Jovi Tribute

Phil Collins Experience

Phil Collins Tribute



Pink Talking Fish

Pink Floyd, Talking Heads
& Phish Tribute



THEATER STAGE



**MICHAŁ
WIŚNIEWSKI**

FEEL



ORGANEK

KIDS STAGE





FEEL THE MUSIC

The Taste of Polonia Festival is a celebration of Polish culture, heritage, music and old-world cuisine attracting large crowds every Labor Day weekend. The first festival was held in 1980 and has since become the largest Polish festival in the United States. The four-day event features concerts from both local and international bands. The three stages feature over 50 performances sure to satisfy any age or genre preference.

Every Labor Day Weekend



- Jumbotron Advertising - ad displayed up to 600 times a day on LED screen



- Prominent placement of company logo at the festival



- Naming rights of the Taste of Polonia Stage



Sponsorship Opportunities

Promotional opportunities may include:

Naming rights / Sampling / Festival signage / Product displays / Booth activations / Media exposure / Custom packages

Signage options:

Building banners • fence banners • yard signs • lobby TV • rollups • flyers • Theater Stage backdrop LED • Theater Stage barricade banners • Theater Stage wing LEDs • Tribute Stage backdrop banner • Tribute Stage wing banners • Tribute Stage top-bottom stage banners • Tribute Stage barricade banners • Kids Stage backdrop banner



All digital and physical assets are to be provided by Sponsors and must be submitted by August 1st to ensure representation.

Company logos for print advertisements are due by July 1st.

50% of sponsorship amount is due at the time of commitment / prices and availability are subject to change.





Presenting Sponsorship

\$30,000

- Premier placement of company logo in all festival materials including: digital ads, billboards, 250,000 flyers (in Polish & English), 10,000 posters, entertainment schedule, various ads on over 300 CTA and Pace buses, and newspaper inserts in all major publications (Chicago Reader, Chicago Sun Times, Daily Herald, Polish Daily news)
 - Prominent recognition in both Polish and English PR campaigns including but not limited to newspapers, radio, and social media
 - Premier location of booth/tent in a high traffic area on Merchant Row
 - Exclusive incorporation of company name as presenting sponsor of Taste of Polonia Festival
 - Category exclusivity
 - Signage on the stage of your choosing (available options: stage backdrop, wings, top header banner – choice of anything available)
 - Signage on festival grounds (flags, yard signs, rollups, etc.)
 - Multiple Banners on festival grounds (84" W x 36" H)
 - Banner on Copernicus Center building (190" W x 48" H)
 - Social Media recognition
 - Dedicated email campaign
 - Featured ad and logo in the Foundation's quarterly Observer newsletter
 - Multiple mentions from all stages by our MCs
 - Permanent placement on Taste of Polonia website
 - Logo featured on Taste of Polonia tickets
 - Logo featured on Taste of Polonia staff and artist badges
 - Premier logo placement on Sponsorship yard signs
 - Jumbotron Advertising – still ad displayed up to 600 times a day on LED screens
 - Jumbotron Advertising – video commercial - runs every intermission on LED screens
 - Premier placement of corporate marketing materials distributed at Taste of Polonia Festival. Remaining materials distributed in Copernicus Center Lobby until supplies last
 - 150 complimentary admission tickets to Taste of Polonia Festival
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Tribute Stage Naming Sponsorship . . . \$20,000



- Naming rights of the Tribute Stage
- Prominent placement of company logo in all advertising including billboards, posters, flyers, newspaper ads, inserts, and online campaigns
- Category exclusivity
- Banners on festival grounds (84"W x 36"H)
- Banner on Copernicus Center building (190"W x 48"H)
- Social Media recognition
- Signage on Tribute Stage (available options: stage backdrop, wings, top header banner)
- Permanent placement of logo on Taste of Polonia website
- Multiple mentions from all stages by our MCs
- Premier logo placement on Sponsorship yard signs
- Logo in the Foundation's quarterly Observer newsletter
- Jumbotron Advertising – still ad displayed up to 600 times a day on LED screens
- Jumbotron Advertising – video commercial - runs every intermission on LED screens
- 10' x 10' tent on main walkway in a high traffic area on Merchant Row
- Corporate marketing materials displayed at Taste of Polonia Festival
- 100 complimentary admission tickets to Taste of Polonia Festival.

Theater Stage Naming Sponsorship . . . \$15,000



- Naming rights of the Theater Stage
- Prominent placement of company logo in all advertising including billboards, posters, flyers, newspaper ads, inserts, and online campaigns
- Category exclusivity
- Banners on festival grounds (84"W x 36"H)
- Banner on Copernicus Center building (190"W x 48"H)
- Social Media recognition
- Signage on Theater Stage (available options: stage backdrop, wing LED TVs, barricade banners, lobby TVs)
- Permanent placement of logo on Taste of Polonia website
- Multiple mentions from all stages by our MCs
- Premier logo placement on Sponsorship yard signs
- Logo in the Foundation's quarterly Observer newsletter
- Jumbotron Advertising – still ad displayed up to 600 times a day on LED screens
- Jumbotron Advertising – video commercial - runs every intermission on LED screens
- 10' x 10' tent on main walkway in a high traffic area on Merchant Row
- Corporate marketing materials displayed at Taste of Polonia Festival
- 100 complimentary admission tickets to Taste of Polonia Festival.

Kids Stage Naming Sponsorship . . . \$10,000



- Naming rights of Taste of Polonia Kids Stage
- Prominent placement of company logo in all advertising including billboards, posters, flyers, newspaper ads, inserts, and online campaigns
- Banners on festival grounds (84"W x 36"H)
- Banner on Copernicus Center building (190"W x 48"H)
- Social Media recognition
- Signage on Kids Stage (stage backdrop and rollups)
- Multiple mentions from all stages by our MCs
- Permanent placement of logo on Taste of Polonia website
- Premier logo placement on Sponsorship yard signs
- Logo in the Foundation's quarterly Observer newsletter
- Jumbotron Advertising – still ad displayed up to 600 times a day on LED screens
- Jumbotron Advertising – video commercial - runs every intermission on LED screens
- 10' x 10' tent on main walkway in a high traffic area on Merchant Row
- Corporate Marketing materials displayed at Taste of Polonia Festival
- 50 complimentary admission tickets to Taste of Polonia Festival

Festival Sponsorship – PLATINUM LEVEL . . . \$7,500

- Prominent placement of company logo in all advertising including billboards, posters, flyers, newspaper ads, inserts, and online campaigns
- Banner on festival grounds (84"W x 36"H)
- Banner on Copernicus Center building (190"W x 48"H)
- Multiple mentions from all stages by our MCs
- Social Media Recognition
- Permanent placement of logo on Taste of Polonia website
- Logo placement on Sponsorship yard signs
- Logo in the Foundation's quarterly Observer newsletter
- 10' x 10' corporate tent on Merchant Row
- Corporate Marketing materials displayed at Taste of Polonia Festival
- Jumbotron Advertising – still ad displayed up to 600 times a day on LED screens
- Jumbotron Advertising – video commercial - runs every intermission on LED screens
- 35 complimentary admission tickets to Taste of Polonia Festival

Festival Sponsorship – DIAMOND LEVEL . . . \$5,000

- Banner on festival grounds (84”W x 36”H)
- Banner on Copernicus Center building (190”W x 48”H)
- Prominent placement of company logo in all advertising including billboards, posters, flyers, newspaper ads, inserts, and online campaigns
- Multiple mentions from all stages by our MCs
- Permanent placement of logo on Taste of Polonia website
- Logo placement on Sponsorship yard signs
- Logo in the Foundation’s quarterly Observer newsletter
- 10’ x 10’ corporate tent on Merchant Row
- Jumbotron Advertising – still ad displayed up to 600 times a day on LED screens
- Jumbotron Advertising – video commercial - runs every intermission on LED screens
- 25 complimentary admission tickets to Taste of Polonia Festival

Festival Sponsorship – GOLD LEVEL . . . \$3,000

- Banner on Lawrence Avenue fence (84”W x 36”H)
- Jumbotron Advertising – still ad displayed up to 600 times a day on LED screens
- Jumbotron Advertising – video commercial - runs every intermission on LED screens
- 10’ x 10’ corporate tent on Merchant Row
- Permanent placement of logo on Taste of Polonia website
- Logo placement on Sponsorship yard signs
- Logo in the Foundation’s quarterly Observer newsletter
- 10 complimentary admission tickets to Taste of Polonia Festival

Festival Sponsorship – SILVER LEVEL . . . \$2,000

- Banner on Lawrence Avenue fence (84”W x 36”H)
- Jumbotron Advertising – still ad displayed up to 600 times a day on LED screens
- Jumbotron Advertising – video commercial - runs every intermission on LED screens
- Permanent placement of logo on Taste of Polonia website
- Logo placement on Sponsorship yard signs
- Logo in the Foundation’s quarterly Observer newsletter

Festival Sponsorship – BRONZE LEVEL . . . \$1,000

- Banner on Lawrence Avenue fence (84”W x 36”H)
- Jumbotron Advertising – still ad displayed up to 600 times a day on LED screens
- Permanent placement of logo on Taste of Polonia website
- Logo placement on Sponsorship yard signs
- Logo in the Foundation’s quarterly Observer newsletter

Festival Sponsorship – SUPPORTER . . . \$500

- Jumbotron Advertising – still ad displayed up to 600 times a day on LED screens
- Permanent placement of logo on Taste of Polonia website

Sponsorship opportunities are customizable
and our team would love to work with you
to craft something to best meet your business’ needs!





● Signage on Copernicus Foundation Building

● Sponsor banners placed on festival grounds



● Corporate space

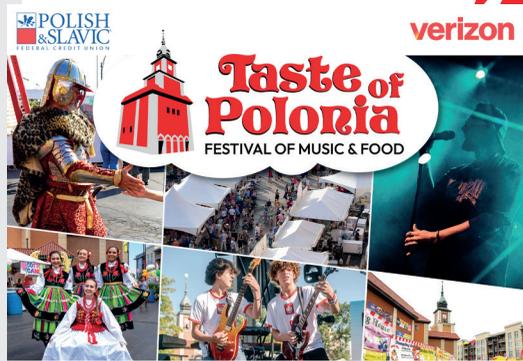


Print

Online
Media

Advertising

& PR



LABOR DAY WEEKEND 2025 RAIN OR SHINE
AUGUST 29 - SEPTEMBER 1
TASTE OF POLONIA FESTIVAL 2025
4 DAYS - 3 STAGES - OVER 50 PERFORMERS
FUN FOR THE ENTIRE FAMILY
THE BEST ENTERTAINMENT - CLASSIC POLISH FOOD & BEER - 40+ MERCHANTS
SIXTEEN CANDLES - THINK FLOYD USA - GENTLEMEN OF LEISURE - BEATLES VS. STONES
HEART 2 HEARTBREAKER - LANCE UPRINSKY & THE LOVERS - RECAPTURED - TERRAPIN FLYER
WHO'S WHO - POLKA BANDS & MANY MORE!
POLISH STAGE: KAMIL BEDNAREK - VOO VOO - VOX - TABU
STAND UP: CEZARY JURKIEWICZ - MACIEJ ADAMCZYK - ADAM VAN BENDLER
CARNIVAL CORNER - KIDS GAMES & ACTIVITIES - EXHIBITS - MOVIE SCREENINGS

WWW.TOPCHICAGO.ORG
Copernicus Center, 5216 W Lawrence Ave
Free Parking & Polonia Express Shuttle



Posters & Flyers

Posters (Polish/English) - 10,000

Flyers (Polish/ English) - 250,000

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

Broadcast News





Former Governor of Illinois Bruce Ravner

Vip Guests



Former Mayor of Chicago Jane Byrne



Former Governor of Illinois Jim Edgar



Marshal of the Senate of the Republic of Poland, Matgorzata Kidawa-Błońska



Senator Maria Koc



Alderman Raymond Lopez



Representative Lindsey LaPointe and Senator Robert Martwick



41st U.S. President George H.W. Bush



Governor of Illinois J.B. Pritzker



Senator Mark Kirk



44th U.S. President Barack Obama



Former Vice President of the United States Dick Cheney



United States Representative Mike Quigley



Former Governor of Illinois Pat Quinn



50th Speaker of the United States House of Representatives Newt Gingrich with wife Callista Gingrich



Dr. Willie Wilson



Former Mayor of Chicago Harold Washington



Alderman Jim Gardiner



President of the Cook County Board of Commissioners, Toni Preckwinkle

Archives



Festival of Music & Food
SINCE 1980



About the Copernicus Foundation



Landmark of Culture & Community

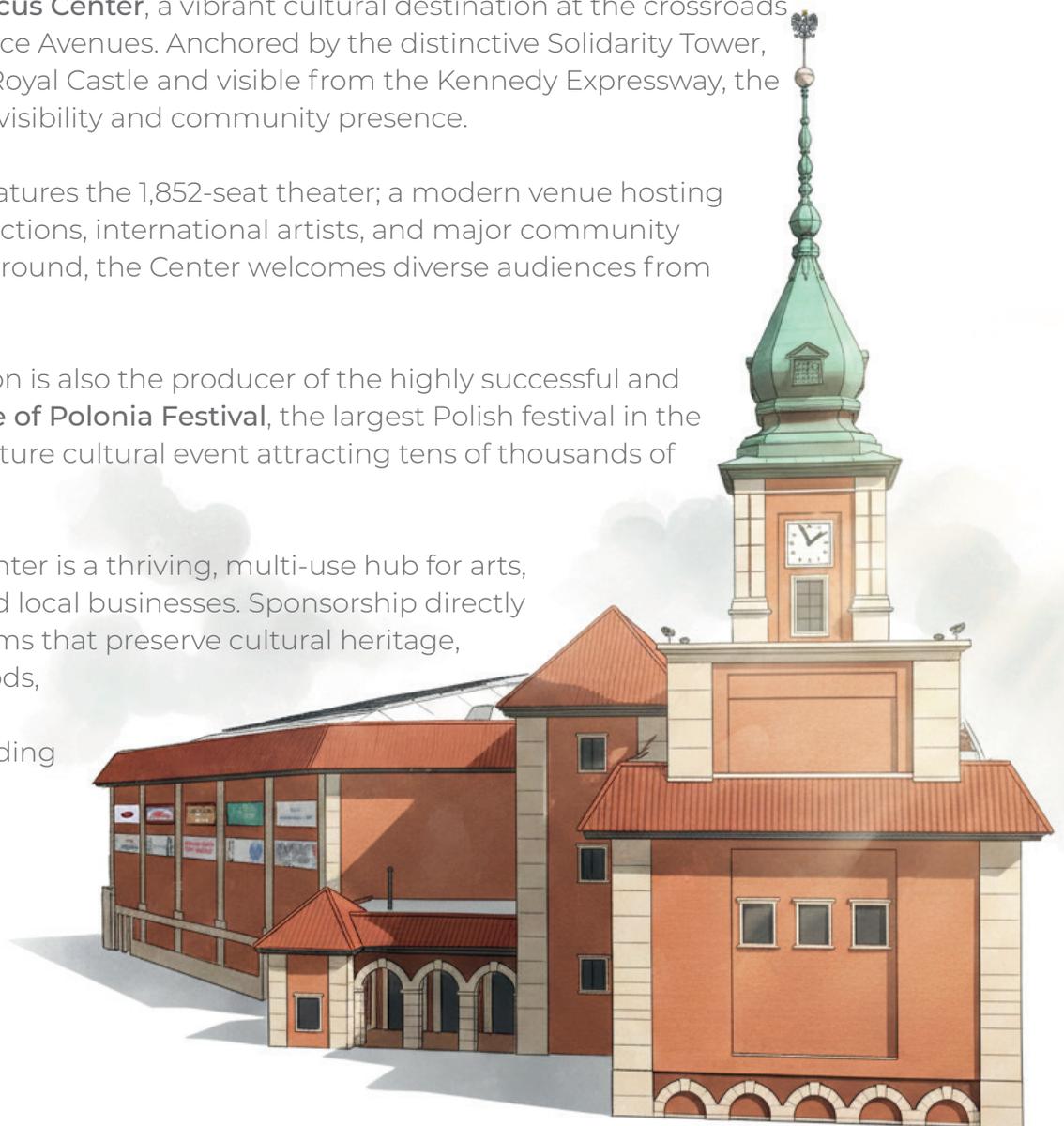
For more than 50 years, the Copernicus Foundation has strengthened Chicago through culture, education, and community engagement. Founded in 1971 as a 501(c)(3) nonprofit, the Foundation grew from a landmark civic achievement, the privately funded Nicolaus Copernicus statue at the Adler Planetarium, dedicated in 1973 and now one of Chicago's iconic cultural symbols.

Building on that legacy, the Foundation purchased the historic Gateway Cinema in 1979, giving rise to the **Copernicus Center**, a vibrant cultural destination at the crossroads of Milwaukee and Lawrence Avenues. Anchored by the distinctive Solidarity Tower, modeled after Warsaw's Royal Castle and visible from the Kennedy Expressway, the Center offers exceptional visibility and community presence.

The Copernicus Center features the 1,852-seat theater; a modern venue hosting concerts, theatrical productions, international artists, and major community events. Active nearly year-round, the Center welcomes diverse audiences from across Chicagoland.

Since 1980, The Foundation is also the producer of the highly successful and community beloved **Taste of Polonia Festival**, the largest Polish festival in the United States and a signature cultural event attracting tens of thousands of attendees annually.

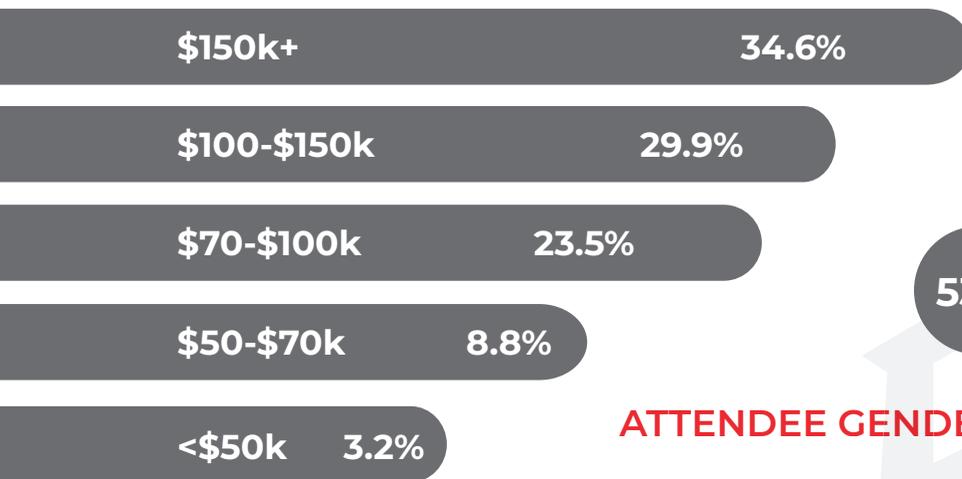
Today, the Copernicus Center is a thriving, multi-use hub for arts, education, nonprofits, and local businesses. Sponsorship directly fuels high-impact programs that preserve cultural heritage, strengthens neighborhoods, and connects diverse communities, while providing partners with prominent visibility, meaningful engagement, and lasting community impact.



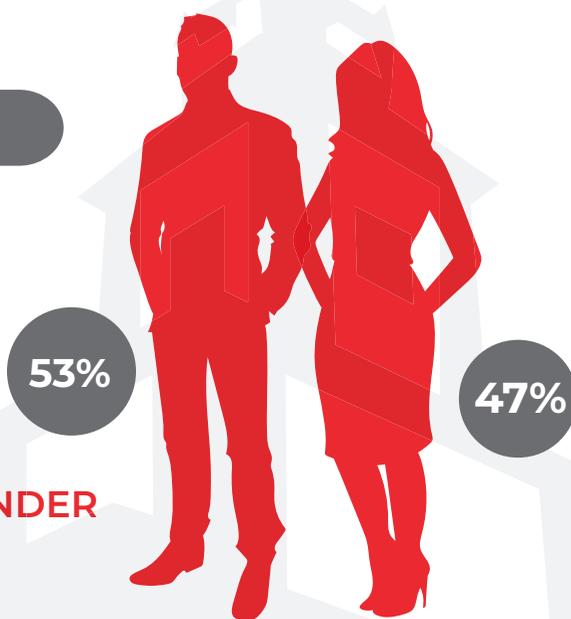
Summary

Attendance Summary:	2025	2024	2023
	50,866	50,257	49,942
Polish descent:	20,552	23,879	23,365
Not Polish:	29,316	26,378	26,340
Out of state:	998	476	237

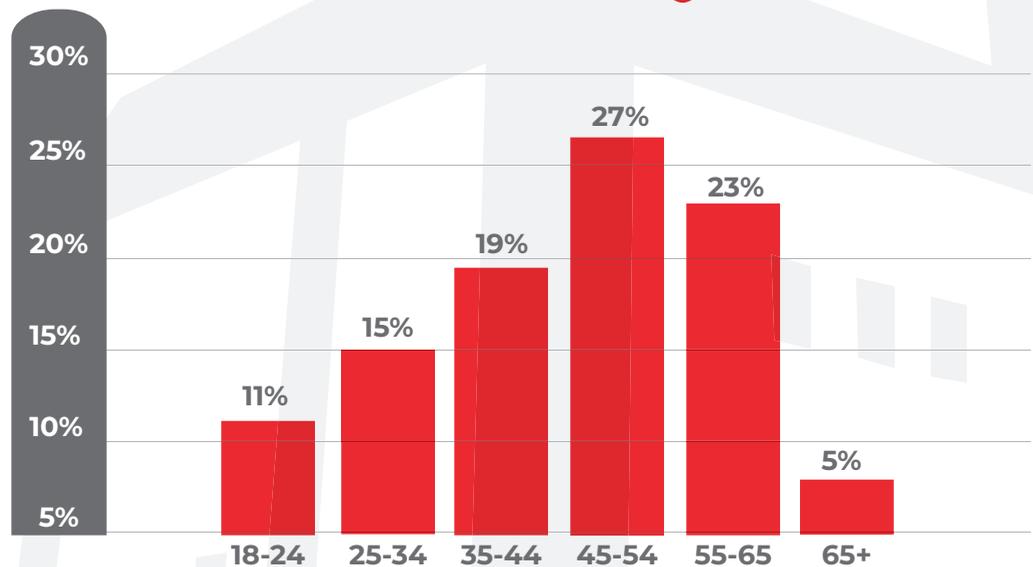
HOUSEHOLD INCOME:



ATTENDEE GENDER



ATTENDEE AGE



*Some demographics are estimated based off of our annual patron survey conducted at the festival.

The Team

that makes Taste of Polonia possible!





Copernicus foundation

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