



Taste of Polonia

FESTIVAL OF MUSIC & FOOD

SPONSORSHIP BROCHURE

Copernicus
center



America's Largest Polish Festival

Founded in 1980,
Taste of Polonia
is the oldest 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.



50,000 Festival patrons
comprised of approximately:

45% Polish American
40% Polish Born
15% 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 neighborhoods of Chicago.

Held every year for four days over Labor Day Weekend, Taste of Polonia 2024 will take place from Friday, August 30th – Monday, September 2nd.





NONSTOP
MUSIC
& FUN

4 STAGES

4 stages featuring a variety of music and entertainment with something for everyone.

TRIBUTE STAGE

By day: Polka bands will have everyone dancing

By night: The most popular tribute and rock bands

WORLD MUSIC STAGE

By day: Local Chicago bands and entertainers

By night: Some of the biggest names in Polish music

KIDS STAGE

Special kids programming and entertainment

Games and activities for the youngest of our visitors

THEATER STAGE

Theatrical groups, movie premieres and cultural performances from around the world including Polish folk dancing, Bollywood dance, and traditional Mexican folkloric dance just to name a few!

Sunday's theater programming begins with a special Polish Mass accompanied by a full choir

Casino/Tastings/Games/Mascots/
Arts and Crafts/Face Painting/Balloons/
Movie Screenings/Arts Exhibits
and much much more....



COPERNICUS CENTER

5216 W. Lawrence Avenue, Chicago Illinois 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 south side.

Public Transportation

Jefferson Park CTA & 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 always 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, kabobs, blintzes, desserts, and much more!



Print Online Media Advertising & PR



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.

Broadcast News



CTA METRA PACE BILLBOARDS



Past and Present Sponsors:

Polish & Slavic Federal Credit Union, Euro Liquor, Polska Fundacja Narodowa, Polish Cultural Institute of New York, LOT Polish Airlines, Krakus, Jewel - Osco, PNC Bank, Pepsi, Zubr, Zatecky, Home Depot, Verizon, AT&T, Xfinity/Comcast, Rivers Casino, Okocim, Best Buy, Ascension Resurrection, Home Care Powered by AUA, Miller Light, Michelob Ultra, Country Financial, Tyskie, Pace Bus, Goose Island, Aetna, Polonaise Vodka, T-Mobile, AMITA Health, NorthShore University Healthsystem, Coors Light, Illinois National Guard, Lakeshore Beverage, Four Roses Bourbon, Casa Azul Spirits, Alexandra's Pierogi and more!



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 now become the largest Polish festival in the United States. The four day event features concerts by local and international bands. Three stages feature over 50 performances to satisfy any age, or genre preference. Additional attractions include: a casino, kids zone (inflatable's and climbing wall), arcade games, clowns, face painting, and late evening dancing hosted by popular bands.

Every Labor Day Weekend



GREAT ENTERTAINMENT

KIDS STAGE



FUN FOR THE WHOLE FAMILY

Bouncy Houses, Climbing Wall, Carnival Games, Disco for Kids, Karate shows, Zumba for Kids, Theater Performances, Giveaways, Singing Contests, Face Painting, Clowns, Disney Characters, Prizes, Balloon Animals, Kid's Polka Lessons, and much more!

Opportunities

Promotional opportunities may include:

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

Additional 10% charge for sponsorship signed less than 30 days prior to the event / no media sponsorship will be accepted less than 30 days prior to the event / 50% of sponsorship amount is due at the time of commitment / prices subject to change

Sponsorship Signage:

OUTDOOR BUILDING: 5'x 15' / 4' x 16'8" Wall Banners
OUTDOOR FENCE: 4' x 8' Fence Banners
KIDS OUTDOOR STAGE: Backdrop Banner/ Top/ Bottom Stage Banners
INDOOR THEATER STAGE: Stage Banner/Jumbotron
OUTDOOR STAGES: Backdrop Banner/ Wing Banners / Top-Bottom Stage Banners

Sponsorship

Presenting Sponsorship - Festival Naming Rights... \$30,000

Premiere placement of company logo in all festival materials including print ads, billboards, flyers, posters and entertainment schedule

- Prominent recognition in all Polish and general PR campaigns
- Premiere location of booth/promotional items displayed at the festival
- Exclusive incorporation of company name as presenting sponsor of Taste of Polonia Festival
- Category exclusivity
- Signage on the outside stage*
- 4' x 8' banner placed on festival grounds*
- Signage on Lawrence Avenue Fence*
- Signage on Copernicus Foundation building*
- Social Media recognition
- Jumbotron Advertising - permanent banner displayed on the screen
- Jumbotron Advertising - ad displayed up to 600 times a day on 2 LED screens*
- Jumbotron Advertising - video message - runs every intermission on 2 LED screens*
- Corporate marketing materials distributed at Taste of Polonia Festival
- 500 complimentary admission tickets to Taste of Polonia Festival



Stage Sponsorship - Naming Sponsorship Tribute Stage / International Stage... \$20,000

- Naming rights of the Taste of Polonia Stage
- Prominent placement of company logo in all print advertising
- Prominent placement of company logo in all festival materials including billboards, posters, and flyers
- Signage on Lawrence Avenue Fence*
- Signage on Copernicus Foundation Building*
- 4' x 8' banner placed on festival grounds*
- Social Media recognition
- Signage on sponsored stage
- Jumbotron Advertising – ad displayed up to 600 times a day on 2 LED screens*
- Jumbotron Advertising – video message – runs every intermission on 2 LED screens*
- 10' x 10' booth on main walkway, high traffic area
- Corporate Marketing materials displayed at Taste of Polonia Festival
- 200 complementary admission tickets to Taste of Polonia Festival

Stage Sponsorship - Naming Sponsorship Kids Stage... \$15,000

- Naming rights of the Taste of Polonia Stage
- Prominent placement of company logo in all festival materials including billboards, posters and flyers
- Signage on Lawrence Avenue Fence*
- Signage on Copernicus Foundation Building*
- 4' x 8' banner placed on festival grounds*
- Social Media recognition
- Signage on sponsored stage
- Jumbotron Advertising – ad displayed up to 600 times a day on 2 LED screens*
- Jumbotron Advertising – video message – runs every intermission on 2 LED screens*
- 10' x 10' booth on main walkway high traffic area
- Corporate Marketing materials displayed at Taste of Polonia Festival
- 150 complementary admission tickets to Taste of Polonia Festival

*Sponsor provides artwork, banners provided by TOP
All graphics and artwork must be submitted to TOP staff by August 1

Festival Sponsorship - Platinum Level... \$10,000

- Company logo in all print advertising
- Prominent placement of company logo in all festival materials, including billboards, train stations, posters and flyers
- Signage on Lawrence Avenue Fence (4'x8') *
- Signage on Copernicus Foundation Main Building wall*
- 4'x8' banner placed on the festival grounds*
- Social Media recognition
- 10'x10' Corporate Tent
- Corporate Marketing materials displayed at Taste of Polonia Festival
- Jumbotron Advertising - video message -runs every intermission on 2 LED Screens*
- Jumbotron Advertising- ad displayed up to 600 times a day on 2 screens
- 50 complimentary admission tickets to Taste of Polonia Festival

Festival Sponsorship - Diamond Level... \$5,000

- Signage on Lawrence Avenue Fence (4'x8') *
- 10'x10' Corporate Tent
- Wall Banner (5'x15') on West Building Wall
- Prominent placement of company logo in all festival materials including billboards, flyers, and posters
- Jumbotron Advertising - ad displayed up to 600 times a day on 2 screens*
- Jumbotron Advertising - video message - runs every intermission on 2 LED Screens*
- 30 complimentary admission tickets to the festival

Festival Sponsorship - Gold Level... \$3,000

- Signage on Lawrence Avenue Fence*
- Jumbotron Advertising- ad displayed up to 600 times a day on 2 screens*
- Jumbotron Advertising- video message runs every intermission on 2 LED screens*
- 10'x10' Corporate Tent
- 10 complimentary admission tickets to the festival



Festival Sponsorship - Silver Level... \$2,000

- Signage on Lawrence Avenue Fence *
- Jumbotron Advertising- ad displayed up to 600 times a day on 2 screens*
- Jumbotron Advertising -video message-runs every intermission on 2 LED Screens*

Festival Sponsorship - Bronze Level... \$1,000

- Signage on Lawrence Avenue Fence*
- Jumbotron Advertising -ad displayed up to 600 times a day on 2 screens*

Festival Sponsorship - Jumbotron Advertising... \$500

- Jumbotron Advertising - ad displayed up to 600 times a day on 2 screens*

*Sponsor provides artwork, banners provided by TOP
All graphics and artwork must be submitted to TOP staff by August 1

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

Sponsorship payment schedule

50%, of the sponsorship amount is due at the time of commitment.
Remaining balance is due prior to August 10th.

Jumbotron Advertising

- 9' high x 17' wide HD
- Placed next to the Tribute Stage and World Music Stage
- Elevated 17'
- Each Jumbotron sold separately

Event Day Advertising

Our advertising provides unmatched impressions.
More impressions = More Exposure.
Your Ad Runs 20 Times EVERY Hour / 600 Ads Plays Each Day /
Each Ad Appears for 6 Seconds.

Video Message

We will run your 30-60 second video message at each intermission. Your video will have everyone's undivided attention.



- Jumbotron Advertising – ad displayed up to 600 times a day on 2 LED screens



- Prominent placement of company logo at the festival



- Naming rights of the Taste of Polonia Stage





■ Corporate Space



■ Sponsor banners placed on festival grounds



■ Signage on Copernicus Foundation Building



VIP GUESTS



Former Governor of Illinois Bruce Ravner



Governor of Illinois J.B. Pritzker



Former Mayor of Chicago Jane Byrne



Former Governor of Illinois Jim Edgar



Former Mayor of Chicago Lori Lightfoot



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



Senator Maria Koc



Alderman Raymond Lopez



Representative Lindsey LaPointe and Senator Robert Martwick



Dr. Willie Wilson



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



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



President of the Cook County Board of Commissioners, Toni Preckwinkle



Former Mayor of Chicago Harold Washington



Alderman Jim Gardiner

ARCHIVES



Festival of Music & Food

SINCE 1980



SUMMARY

ATTENDANCE SUMMARY:

| | 2023 | 2022 | 2019 |
|-------------------|--------|--------|--------|
| Total attendance: | 49,942 | 50,076 | 40,101 |
| Polish descent: | 23,365 | 22,734 | 16,040 |
| Not Polish: | 26,340 | 27,186 | 23,938 |
| Out of state: | 237 | 156 | 123 |

HOUSEHOLD INCOME:

\$150k+ 29.7%

\$100-\$150k 30.7%

\$70-\$100k 22.6%

\$50-\$75k 9.6%

<\$50k 7.4%

ATTENDEE GENDER

47%

53%

30%

25%

20%

15%

10%

5%

18-24

25-34

35-44

45-54

55-65

65+

AGE OF ATTENDEES

11%

15%

18%

25%

24%

7%

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





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