



Since 1980

**Labor Day Weekend**

**Friday - Monday**

**Taste  
of  
Polonia**

# 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**

An exciting 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!**



**Taste  
of  
Polonia**



# Nonstop MUSIC & FUN



**Taste  
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## 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  
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# 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.

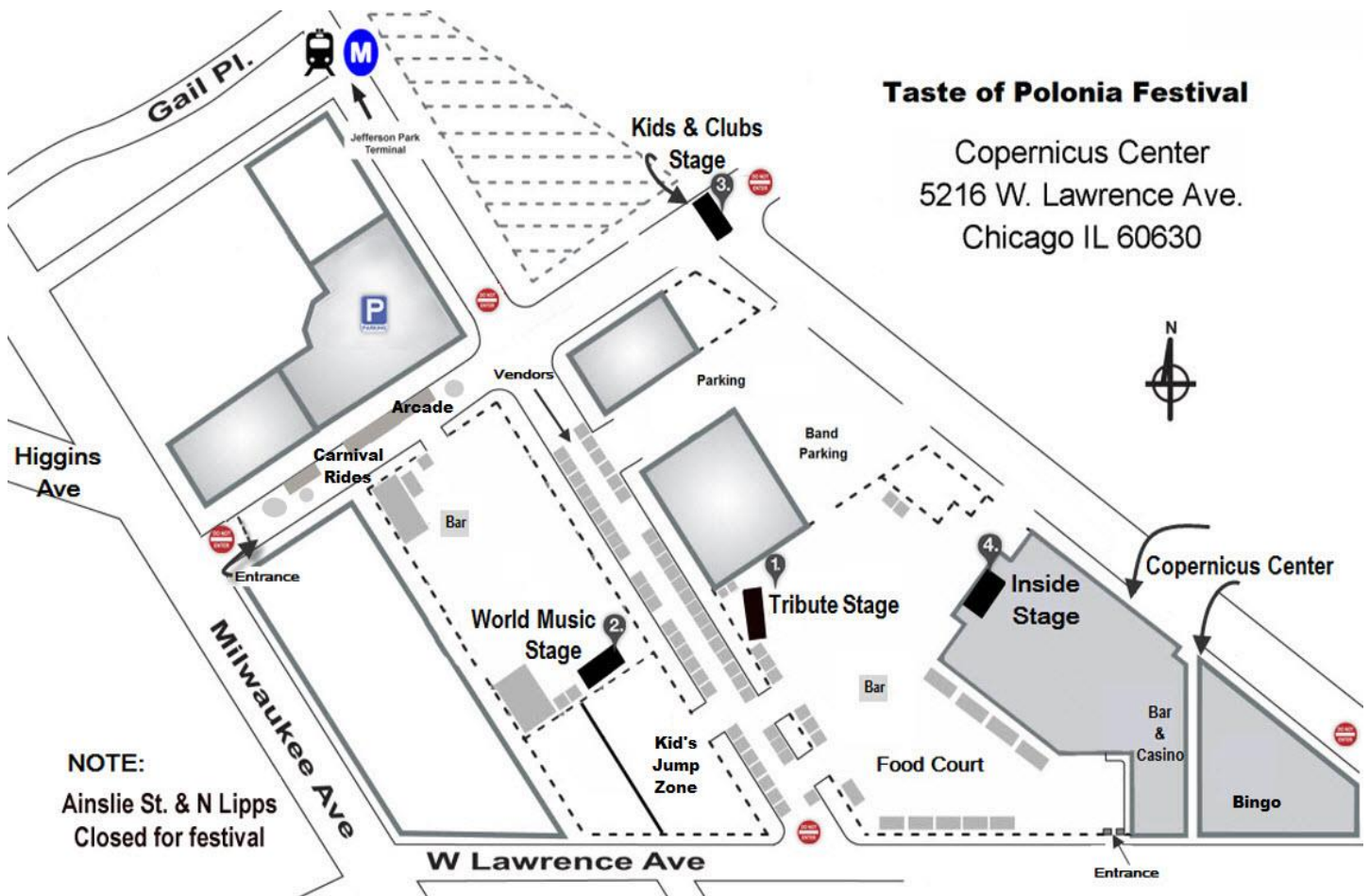
## Public Transportation

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

NOTE:  
Ainslie St. & N Lipps  
Closed for festival





# 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](http://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

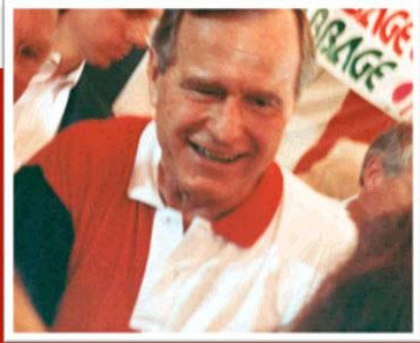


**A large music variety every year.**

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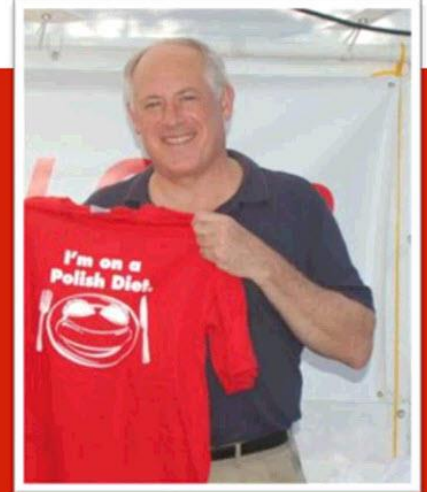
# Special VIP Guests



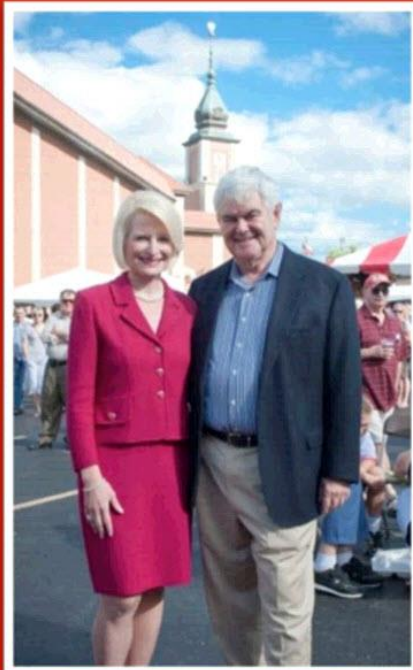
President George H. W. Bush



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

<b>Income</b>	\$50-75K	45%
<b>Ethnicity</b>	Polish	72%
<b>Age</b>	21 - 49	59%
<b>Gender</b>	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



## [For More Information](#)



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**[www.TOPchicago.org](http://www.TOPchicago.org)**

### **TOP Festival**

**Copernicus Foundation**

**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".

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