



Since 1980

**Labor Day Weekend**  
**Friday - Monday**

# **Taste of Polonia**

**Sponsorship Information**



**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.

**30,000 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



# Nonstop MUSIC & FUN



**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 Zone**

Special kids programming and entertainment. Games and activities for the youngest of our visitors.

## 🎵 **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**

**Casino   Inflatables   Arcade Games   Carnival Rides**

**Clowns   Face painting   and more!**

**Taste  
of  
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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.

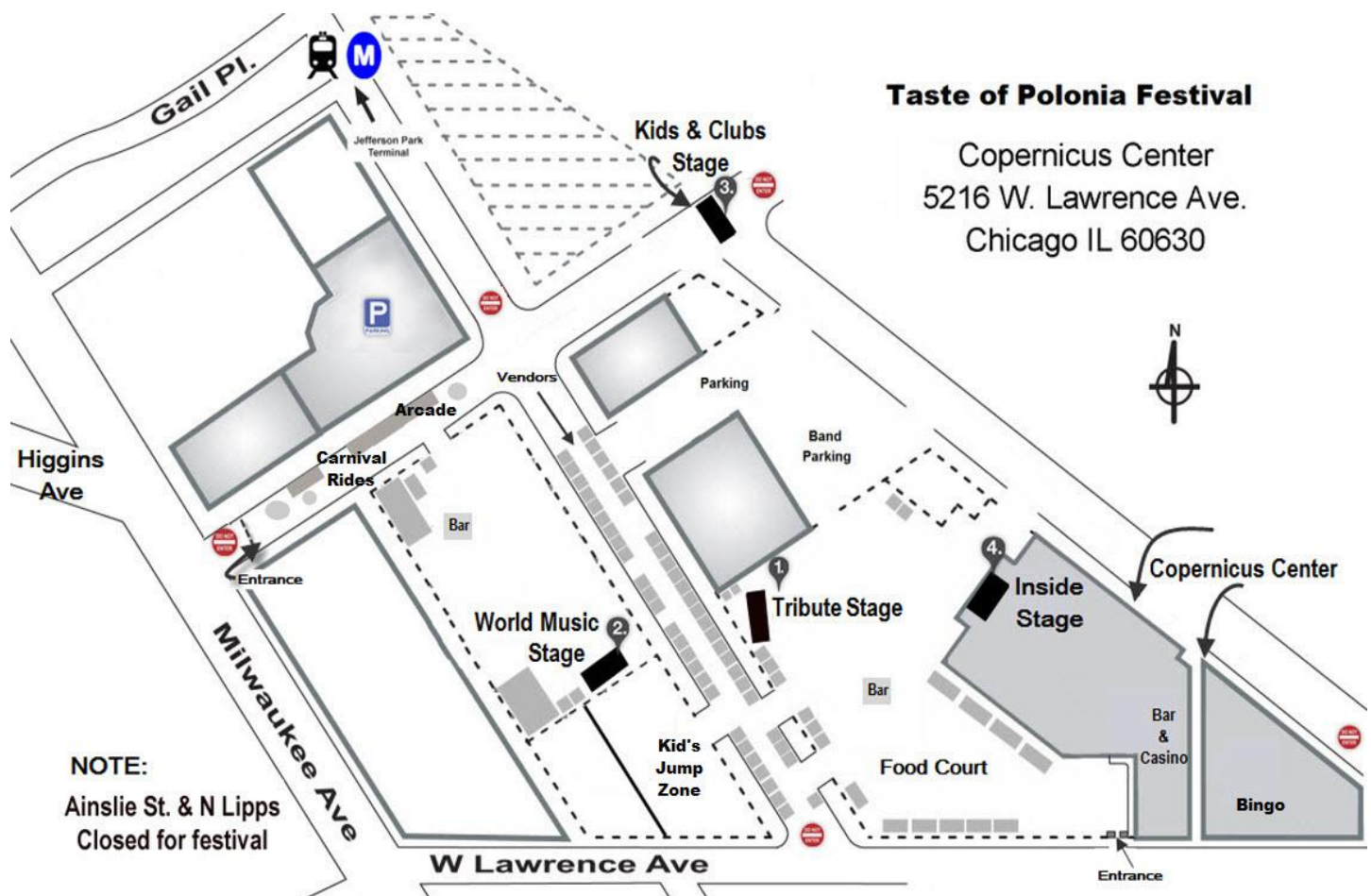
## Public Transportation

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



## 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 additional Polish delights.



**Taste  
of  
Polonia**

# Advertising & PR

## Print



## Radio



## TV



## Online



## Social Media



Taste  
of  
Polonia



# 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.

Non stop entertainment on 4 stages  
over 40+ bands/**Games/Casino**  
**September 2 3 4 5**

Bounce House Village  
Carnivale Rides/ Kid's Stage  
Face painting, Balloons,  
Karate Demos, Mascots, Climbing Wall  
and much more...

Copernicus center



**Taste  
Of Polonia**

**LABOR DAY WEEKEND**

"Ride the train to our door!"  
Milwaukee & Lawrence | 90 exit 84 | block from Jefferson Park (CTA/Metra)

**www.TOPchicago.org**

**FREE PARKING/FREE SHUTTLE BUS (5 minutes trip)**  
every 15 minutes @ IRISH AMERICAN HERITAGE CENTER 4626 N. KNOX AVE. (2 BLKS SOUTH OF LAWRENCE AVE.)

**Taste  
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# Print & Online Media Samples



**Taste  
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Polonia**

# Broadcast News Samples



As seen on...



**Taste  
of  
Polonia**

# Inside Stage



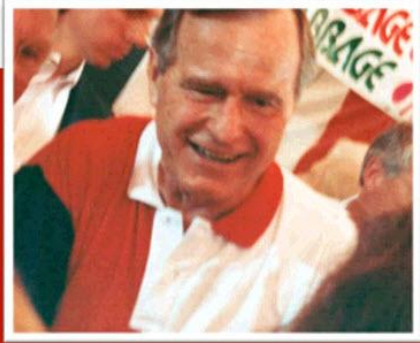
# Great Entertainment



**A large music variety every year.**

**Taste  
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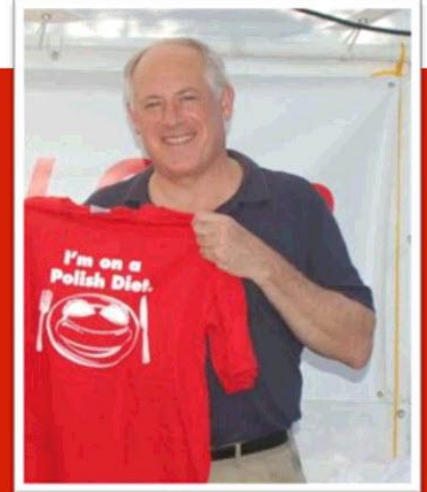
# Special VIP Guests



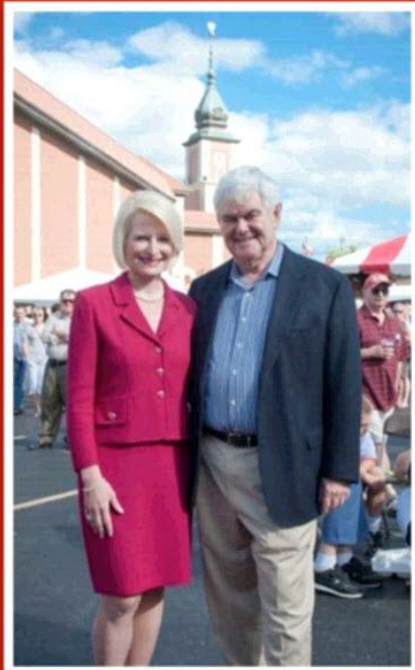
President George H. W. Bush



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, Kids Zone (*with bounce inflatables and climbing wall*), arcade games, clowns, face painting and late evening dancing hosted by popular bands.

## DATE ANNUALLY

**Labor Day Weekend** (August / September)

## HOURS

**Friday:** 5pm to 10pm      **Saturday:** Noon to 10pm  
**Sunday:** Noon to 10pm      **Monday:** Noon to 9pm

## 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, Presence, Okocim, Goose Island and more

## PREVIOUS CROWDS

35,000 to 40,000

## DEMOGRAPHIC HIGHLIGHTS

<b>Income</b>	\$50-\$75K	45%
<b>Ethnicity</b>	Polish	80%
<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



# Sponsorship Signage

## OUTDOOR BUILDING



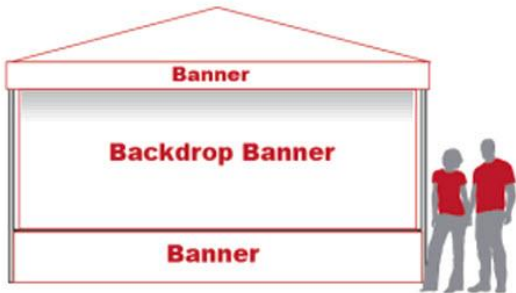
4ft x 15ft Wall Banners

## OUTDOOR FENCE

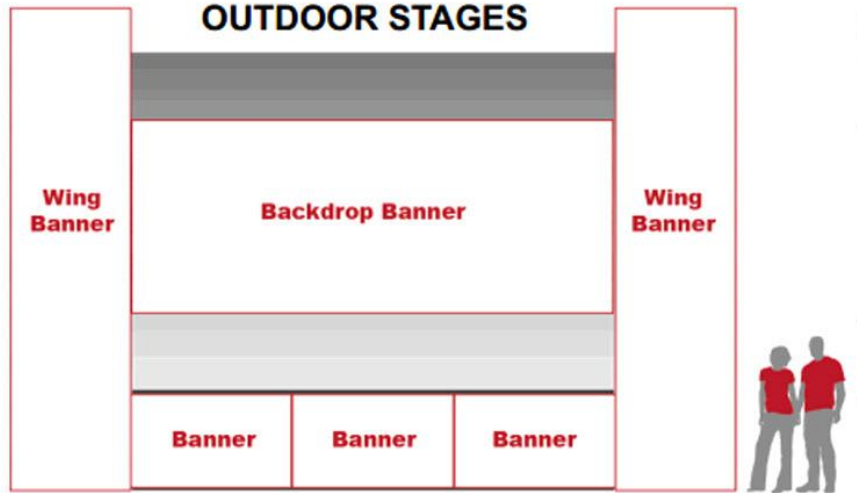


4ft x 8ft Fence Banners

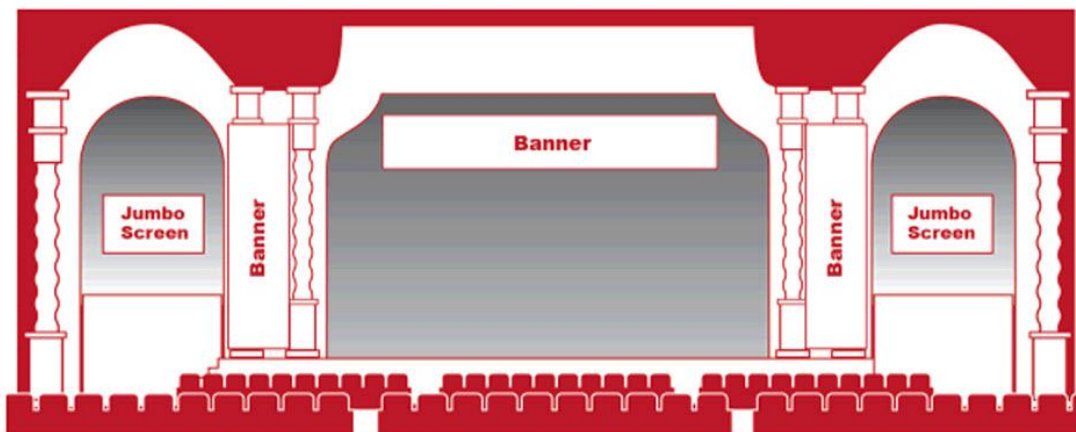
## KIDS OUTDOOR STAGE



## OUTDOOR STAGES



## INDOOR THEATRE STAGE





## **Presenting Sponsorship** - Festival Naming Rights \$30,000

- 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** - *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
- 10'x20' Booth on main walkway, high-traffic area
- Corporate Marketing materials distributed at Taste of Polonia
- 200 complimentary admission tickets to Taste of Polonia

## Sponsorship Levels

(2 of 4)

### **World Music Stage - 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
- 10'x20' 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 Stage - 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
- 10'x20' Booth on main walkway, high-traffic area
- Corporate Marketing materials distributed at Taste of Polonia
- 150 complimentary admission tickets to Taste of Polonia



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## Sponsorship Levels

(3 of 4)

### 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
- 10'x10' 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 festival brochure and poster
- Wall Banner (5'x15') on west Building wall\*
- 10'x10' Booth
- Corporate Marketing materials distributed at Taste of Polonia
- 50 complimentary admission tickets to Taste of Polonia



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## Sponsorship Levels

(4 of 4)

### Corporate Tent plus Lawrence Avenue Fence \$3,000

- 4'x16' signage on Lawrence Ave fence facing street
- 2 (4'x8') banners placed on inside of festival grounds\*
- 10'x10' Booth

### Corporate Tent \$2,000

- 3 (4'x8') banners placed on inside of festival grounds
- Corporate marketing materials distributed by Taste of Polonia
- 10 complimentary admission tickets to festival

### Lawrence Avenue Fence Banner \$1,000

- 4'x8' banners placed on inside of festival grounds\*

*\*Sponsor provides artwork, banner provided by TOP*

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### Sponsorship payment schedule

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

Balance is due prior to Friday, August 10th

**Plus Additional Advertising Options ► Jumbotrons**



# Jumbotron Ads

## Taste of Polonia Festival

America's Largest Polish Fest

We are exciting to offer this option to festival advertisers and sponsors. **Jumbotrons are proving themselves as a valuable advertising option for businesses, events, and candidates.**

We will erect TWO Jumbotrons on the festival grounds next to our most popular stages, the Tribute Stage & the World Music Stage.

Jumbotrons are superior crowd interaction tools. As with prior festivals, we anticipate much fun, clowning, but most of all → attention-getting for your ads.



**Taste of Polonia**  
America's Largest Polish Festival

**Jumbotron Advertising**

- Over 30,000 participants each year
- Over 30 Bands each year
- 4 Stages
- 4 Days - Each Labor Day Weekend



## 2 Jumbotrons

- 9' high x 17' wide & HD
- Placed next to the most popular stages
- Elevated 17'
- Each Jumbotron sold separately



**Event Day Ad** \$1,000

Event Day Sponsorship provides unmatched impressions.  
More impressions = More Exposure.

- ▶ Your Ad Runs **20 Times EVERY Hour**
- ▶ **600 Ad Plays** Each Day
- ▶ Each Ad Appears for **6 Seconds**



## Event Day Ad

\$1,000

- Your Ad Runs 20 Times EVERY Hour
- 600 Ad Plays Each Day
- Each Ad Appears for 6 Seconds

## Video Message

\$2,000

We will run your video at each intermission. Your message will have everyone's undivided attention. Your video creation can be as long as 1 1/2 minutes.

- ▶ A video up to 90 seconds
- ▶ Runs **EVERY** Intermission



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## Video Message

\$2,000

- Your video can be up to 1 ½ minutes long
- Runs every intermission (band change)

## Exclusive Banner

\$5,000

Looking for 24/7 branding? Put your message permanently on the top of an entire screen!

- ▶ **Always at the Top**
- ▶ 1.5' x 17' of dedicated space
- ▶ Scrolling or static



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## Exclusive Banner

\$5,000

- Your banner is permanently displayed on screen
- Covers FULL top: 1.5' by 17'

"I love the target marketing of this!  
We have increased our store traffic 50%.  
I would absolutely recommend advertising  
on Big Screens to any business who wants to  
increase their revenue."

*Tim Stumm, Meletio Lighting*

Taste  
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**Contact Us Today**

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*Taste of Polonia Chairman*

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*Taste of Polonia Director*

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Phone: 773-313-3893

## **Taste of Polonia Festival**

**Copernicus Foundation**

**5216 W. Lawrence Avenue**

**Chicago IL 60630**

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



*Proceeds of the Taste of Polonia Festival benefit the nonprofit work of the **Copernicus Foundation**, a nonprofit 501(c)3 chartered in 1971.*

*The Foundation supports the **Copernicus Center**. The Center serves the metropolitan Chicago area as a major civic, cultural, educational, recreational and entertainment resource. Learn more at: <https://CopernicusCenter.org>*

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