

40 Years of
Copernicus
Foundation
Annual
Taste of
Polonia
Festival

TASTE OF POLONIA

Festival of Music & Food

SINCE 1980
LABOR DAY WEEKEND

49
40Years of
Copernicus
FoundationAnnual
Taste of
Polonia
Festival

America's Largest Polish Festival

Founded in 1980, the Taste of Polonia Festival 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.

40,000 Festival patrons comprise of approximately:

40% Polish Decent

45% Non Polish

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 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.





4 Stages featuring 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, popular bands from Poland

KIDS STAGE

Special kids programming and entertainment

Games and activities for the youngest of our visitors.

NONSTOP MUSIC & FUN

THEATER STAGE

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

Casino/Inflatables/Arcade games/Mascots/Arts and Crafts/Face painting/
Balloons/Movie Screenings/ Art Exhibits and much much more...

COPERNICUS CENTER

5216 W. Lawrence Avenue, Chicago Illinois 60630





Same Great Location

A neighborhood Labor Day Festival for nearly 40 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 Buses

Take the free shuttle bus for a 5-minute ride.

Buses run all day, non-stop!

UBER or LYFT

Easy and convenient way to visit the Festival.

The Food

The best of Polish cooking awaits...

Polish sausage, cabbage rolls, pierogi, 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 (not only Polish) delights!



Print Online Media Advertising & PR

ZAKOPOWER
LAO CHE
NATALIA
KUKULSKA
ANDRZEJ
CIERNIEWSKI

Taste of Polonia

FESTIVAL OF MUSIC & FOOD

Copernicus center

LABOR DAY WEEKEND

PONAD 35 ZESPOŁÓW NA 4 SCENACH KASYNOGRY I ZABAWY DLA DZIECI PIŁKA NOŻNA/HOKIEJ/DYSKOTeka/POKAZY KARATE KONKURSY Z NAGRODAMI WYSTAWY ARTYSTYCZNE/PROJEKCJE FILMOWE/DZIEŃ GÓRALSKI WYSTĘPY KULTURALNE/WESOLE MIASTECZKO/ŚCIANKA DO WSPINACZKI/FESTIWAL POLSKIEJ POESYI/PHOTO BOOTH/WSPANIAŁE POLSKIE JEDZENIE I PIWO

IDEALNA ROZRYWKA DLA CAŁEJ RODZINY WWW.TOPCHICAGO.ORG



LABOR DAY WEEKEND @ Copernicus center

Taste of Polonia

FESTIVAL OF MUSIC & FOOD

NON-STOP ENTERTAINMENT ON 4 STAGES/35+ BANDS CASINO/CLASSIC POLISH FOOD & BEER/KIDS GAMES HIGHLANDER DAY AND MUCH MORE!

WWW.TOPCHICAGO.ORG



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:

Jewel-Osco PNC Bank Pepsi Home Depot Verizon AT&T
 Xfinity/Comcast Best Buy LOT Polish Airlines Krakus Miller Light
 Coors Light Country Financial Tyskie Pepsi Pace Bus
 Okocim Goose Island Aetna Polish & Slavic Federal Credit Union
 AMITA Health Euro Liquor NorthShore Arrow Trans Corp Zubr
 T-Mobile Illinois National Guard 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 one of the largest Polish festivals in the United States. The four-day event features concerts by local and international bands. 4 stages are scheduled with over 30 performances to satisfy any age or genre preference. Additional attractions such as: a casino, Kids Zone (inflatables and climbing wall), arcade games, clowns, face painting and late evening dancing hosted by popular bands.

Every Labor Day Weekend (August / September)



GREAT ENTERTAINMENT

Sponsorship Opportunities

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: 5'x15' / 4'x16'8" Wall Banners OUTDOOR FENCE: 4'x 8' Fence Banners

KIDS OUTDOOR STAGE: Backdrop Banner/Top/Bottom Stage Banner INDOOR THEATRE STAGE: Stage Banner/Jumbotron

OUTDOOR STAGES: Backdrop Banner/Wing Banner/Top-Bottom Stage Banner

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
- Category exclusivity
- Signage on outside stages *
- 4'x8' banner placed on the 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
- 500 complimentary admission tickets to Taste of Polonia Festival



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

- Naming Rights to 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, train stations, posters and flyers
- Signage on Lawrence Avenue Fence *
- 4'x8' banner placed on the festival grounds*
- Signage on Copernicus Foundation Building *
- Social Media recognition
- Signage on the sponsored stage *
- 4'x8' banner placed on the festival grounds*
- 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'x10' Booth on main walkway, high-traffic area
- Corporate Marketing materials displayed at Taste of Polonia
- 200 complimentary admission tickets to Taste of Polonia

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

- Naming Rights to 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, train stations, posters and flyers
- Signage on Lawrence Avenue Fence *
- Signage on Copernicus Foundation Building *
- 4'x8' banner placed on the 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'x10' Booth on main walkway, high-traffic area
- Corporate Marketing materials displayed at Taste of Polonia
- 150 complimentary admission tickets to Taste of Polonia



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
- 50 complimentary admission tickets to Taste of Polonia
- 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 – 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

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

We are excited 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. Prior festivals have proved this tool to be most notable.

2 Jumbotrons

- 9' high x 17' wide & HD
- Placed next to the most popular stages
- 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 Ad Plays Each Day/ Each Ad Appears for 6 Seconds

Video Message

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



THEATRE STAGE



BOOK YOUR
NEXT EVENT
HERE



**Copernicus**
center

5216 W. Lawrence Ave., Chicago IL 60630
info: events@copernicuscenter.org or 773.777.8898
www.copernicuscenter.org

VIP GUESTS



49
40

Years of
Copernicus
Foundation

Annual
Taste of
Polonia
Festival

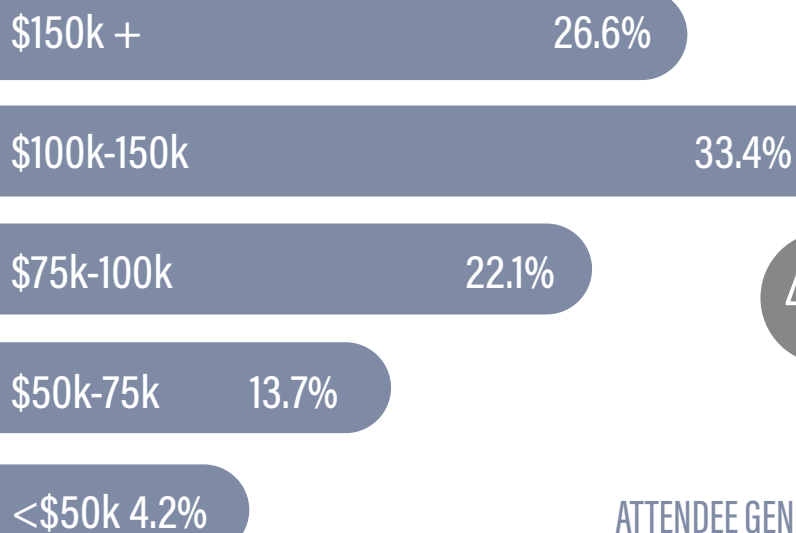
ATTENDANCE SUMMARY:

2019

2018

Total attendance:	40,101	33,538
Polish descent:	16,040	13,416
Not Polish:	23,938	20,122
Out of state:	123	96

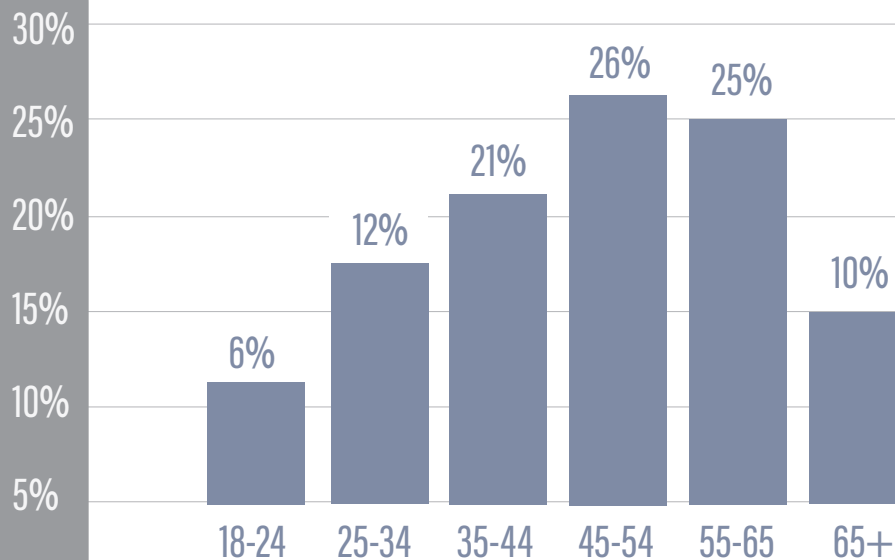
HOUSEHOLD INCOME:



48%

52%

ATTENDEE GENDER



INFO: 773.313.3893 OR FESTIVAL@COPERNICUSCENTER.ORG



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