



Sponsorship Brochure

America's Largest Polish Festival

Founded in 1980,
the Taste of Polonia Festival
is the oldest and 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:

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 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.





NONSTOP
MUSIC
& FUN

4 STAGES

4 stages featuring a variety of music and entertainment with something for every taste and age.

TRIBUTE STAGE

The 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.

KIDS STAGE

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

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/Arts Exhibits

and much much more....



COPERNICUS CENTER

5216 W. Lawrence Avenue, Chicago Illinois 60630





Same Great Location

A neighborhood Labor Day Festival for nearly 20 years!

Easy Expressway Access

Quick access from all Northwest suburbs, downtown and the south side.

Public Transportation

Jefferson Park CTA & Metra are one block away.

FREE Shuttle Buses

Buses run all day, non stop!

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:

Jewel - Osco , PNC Bank, Pepsi, Home Depot, Verizon, AT&T, Xfinity/Comcast, Best Buy, LOT Airlines, Krakus, Miller Light, Coors Light, Country Financial, Tyskie, Pace Bus, Okocim, Goose Island, Aetna, ArrowTransCorp, Zubr, T-Mobile, Polish & Slavic Federal Credit Union, AMITA Health, Euro Liquor, NorthShore, 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. Four stages are scheduled with over 30 performances to satisfy any age or genre preference. Additional attractions such as: 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 (August/September)



GREAT ENTERTAINMENT

KIDS STAGE



FUN FOR THE WHOLE FAMILY

Bouncy House, 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, 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 accepted less than 30 days prior to the event /
50% of sponsorship amount 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 / World Music 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/Theater 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

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 bilboards, 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

Two Jumbotrons will erect on the festival grounds next to our most popular stages:
the Tribute Stage & the World Music Stage.

- 9' high x 17' wide HD
- Elevated 17'
- Placed next to the Tribute Stage and World Music Stage
- 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 creation at
each intermission. Your message will have everyone's
undivided attention.

THEATRE STAGE



BOOK YOUR
NEXT EVENT
HERE




Copernicuscenter

5216 W. Lawrence Ave., Chicago IL 60630
Info: events@copernicuscenter.org or 773-777-8898
www.copernicuscenter.org

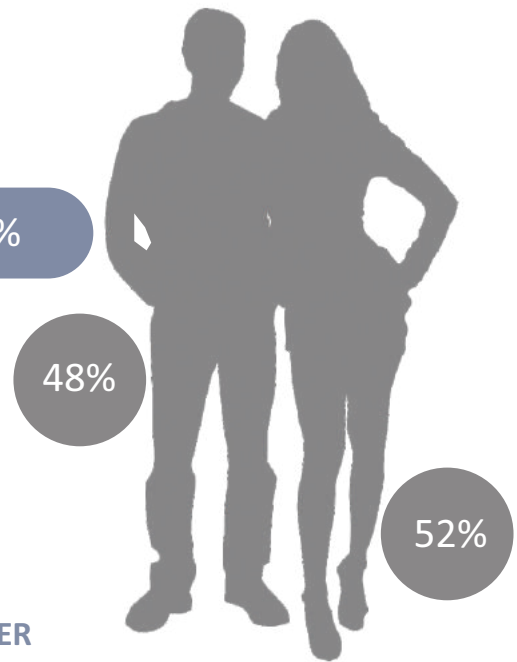
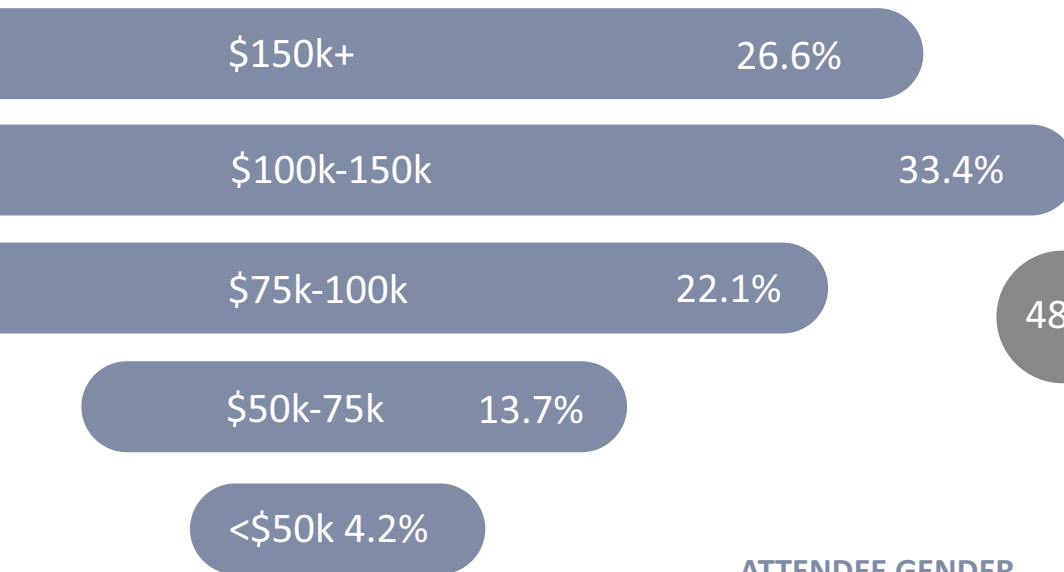
ATTENDANCE SUMMARY:

2019

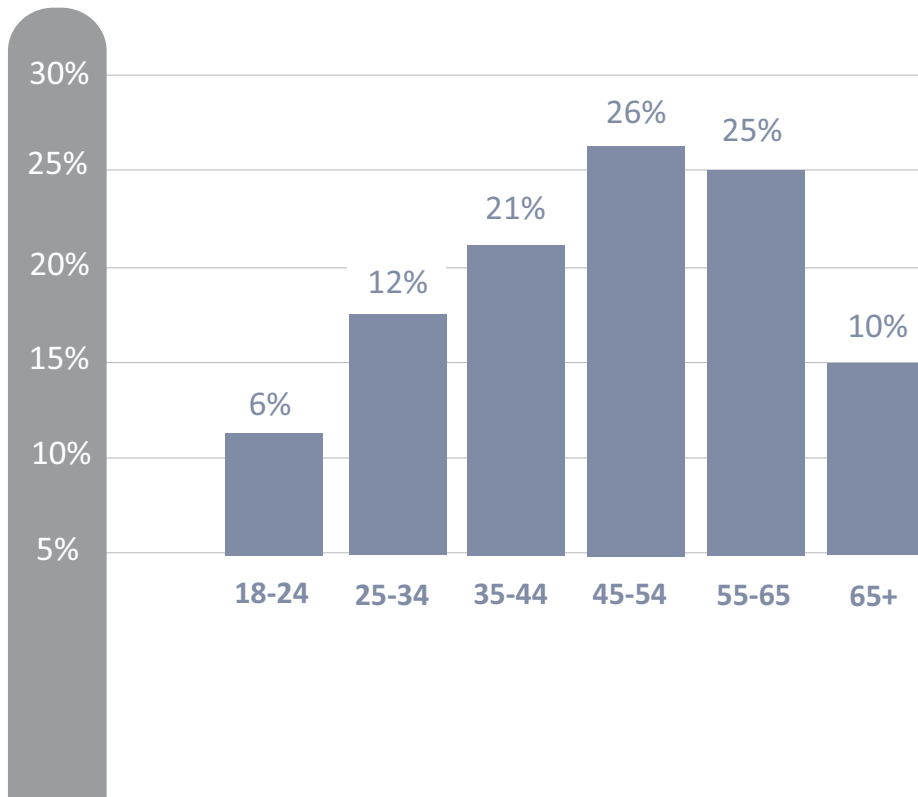
2018

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:



ATTENDEE GENDER



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



Mayor Lori Lightfoot



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



Senator Mark Kirk



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

ARCHIVES



Festival of Music & Food

SINCE 1980





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