



**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 2025 will take place from Friday, August 29th to Monday, September 1st.





NONSTOP
MUSIC
& FUN

3 STAGES



Tribute Stage

By day: Polka bands that will have everyone dancing

By night: The most popular tribute and rock bands

World Music Stage

By day: Theatrical groups, film premieres and cultural performances from around the world

By night: Some of the biggest names in Polish music

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

Kids Stage

Special entertainment, games, and activities for our youngest visitors.

Tastings · Games · Mascots

Arts and Crafts · Face Painting · Balloons

Movie Screenings · Art Exhibits

and much much more





Copernicus center

5216 West Lawrence Avenue, Chicago, IL 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 southside. Public Transportation-Jefferson Park CTA and 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 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, kebabs, 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 hotspots.

Broadcast News





FEEL THE MUSIC

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 since become the largest Polish festival in the United States. The four-day event features concerts from both local and international bands. The three stages feature over 50 performances surely to satisfy any age or genre preference.

Every Labor Day Weekend



Great
Entertainment

KIDS STAGE



Fun for the whole family

Bouncy Houses, Carnival Games, Disco for Kids, Karate Shows, Zumba for Kids, Theater Performances, Giveaways, Singing Contests, Face Painting, Clowns, 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

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 STAGE: 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 both Polish and English 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 – ad displayed up to 600 times a day on LED screen*
- Jumbotron Advertising – video message - runs every intermission on LED screen*
- Corporate marketing materials distributed at Taste of Polonia Festival
- 150 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 and all festival materials including billboards, posters and flyers
- Signage on Lawrence Avenue fence*
- Signage on Copernicus Foundation building*
- 4' x 8' banner place on festival grounds*
- Social Media recognition
- Signage on sponsored stage
- Jumbotron Advertising – ad displayed up to 600 times a day on LED screen*
- Jumbotron Advertising – video message - runs every intermission on LED screen*
- 10' x 10' booth on main walkway, high traffic area
- Corporate marketing materials displayed at Taste of Polonia Festival
- 100 complimentary admission tickets to Taste of Polonia Festival.

Stage Sponsorship - Naming Sponsorship Kids Stage / Kids Jumping Zone . . . \$10,000

- Naming rights of Taste of Polonia Kids Stage or Jumping Zone
- 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 after 600 times a day on LED screen*
- Jumbotron Advertising – video message - runs every intermission on LED screen*
- 10' x 10' booth on main walkway high traffic area
- Corporate Marketing materials displayed at Taste of Polonia Festival
- 50 complimentary admission tickets to the Taste of Polonia Festival

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

Festival Sponsorship - Platinum Level . . . \$7,500

- 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' x 8')*
- Signage on Copernicus Foundation Main Building wall*
- 4' x 8' banner placed on the festival grounds*
- Social Media Recognition
- 10' x 10' corporate tent
- Corporate Marketing materials displayed at Taste of Polonia Festival
- Jumbotron Advertising – video message - runs every intermission on LED screen*
- Jumbotron Advertising – ad displayed up to 600 times a day on LED screen*
- 35 complimentary admission tickets to Taste of Polonia Festival

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

- Signage on Lawrence Avenue fence (4' x 8')*
- 10' x 10' corporate tent
- Wall Banner (5' x 15') on West Building wall*
- Prominent placement of a company logo and all festival materials, including billboards, flyers, and posters
- Jumbotron Advertising – ad displayed up to 600 times a day on LED screen*
- Jumbotron Advertising – video message - runs every intermission on LED screen*
- 25 complimentary admission tickets to Taste of Polonia Festival

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

- Signage on Lawrence Avenue fence (4' x 8')*
- Jumbotron Advertising – ad displayed up to 600 times a day on LED screen*
- Jumbotron Advertising – video message runs every intermission on LED screen*
- 10' x 10' corporate tent
- 15 complimentary admission tickets to Taste of Polonia Festival

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

- Signage on Lawrence Avenue fence (4' x 8')*
- Jumbotron Advertising – ad displayed up to 600 times a day on LED screen*
- Jumbotron Advertising – video message runs every intermission on LED screen*

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

- Signage on Lawrence Avenue fence (4' x 8')*
- Jumbotron Advertising – ad displayed up to 600 times a day on LED screen*

Festival Sponsorship - Jumbotron Advertising . . . \$500

- Jumbotron Advertising – ad displayed up to 600 times a day on LED screen*

*Sponsors provide 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 - ad displayed up to 600 times a day on LED screen



- 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





Former Governor of Illinois Bruce Ravner

Vip

Guests



Former Mayor of Chicago Jane Byrne



Former Governor of Illinois Jim Edgar



Former Mayor of Chicago Lori Lightfoot



Senator Maria Koc



Alderman Raymond Lopez



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



Representative Lindsey LaPointe and Senator Robert Martwick



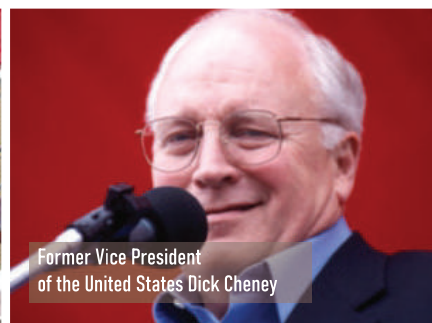
Governor of Illinois J.B. Pritzker



Senator Mark Kirk



44th U.S. President Barack Obama



Former Vice President of the United States Dick Cheney



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



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



Dr. Willie Wilson

Archives



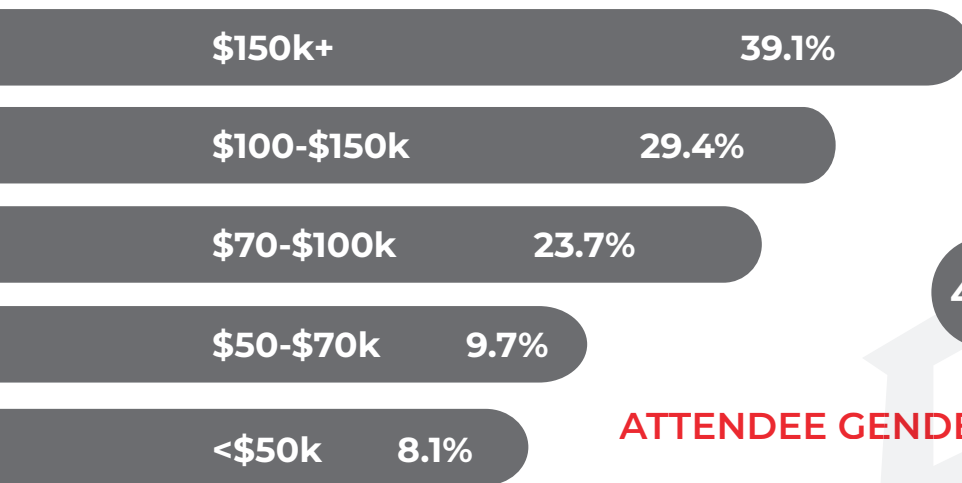
Festival of Music & Food
SINCE 1980



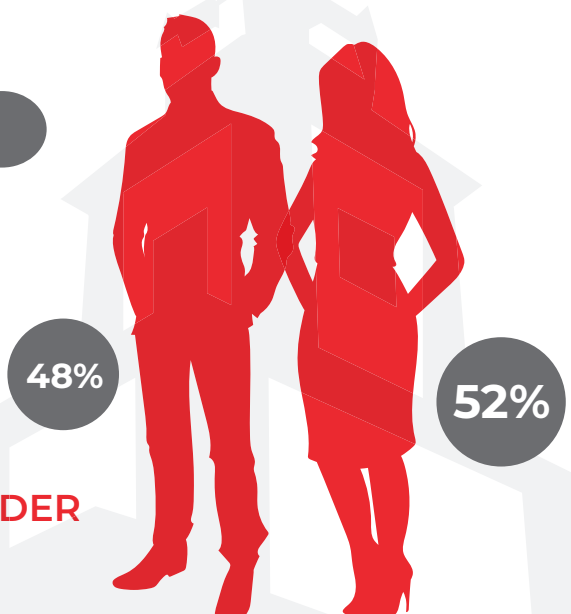
Summary

Attendance Summary:	2024	2023	2022
	50,257	49,942	50,076
Polish descent:	23,879	23,365	22,734
Not Polish:	26,378	26,340	27,186
Out of state:	476	237	156

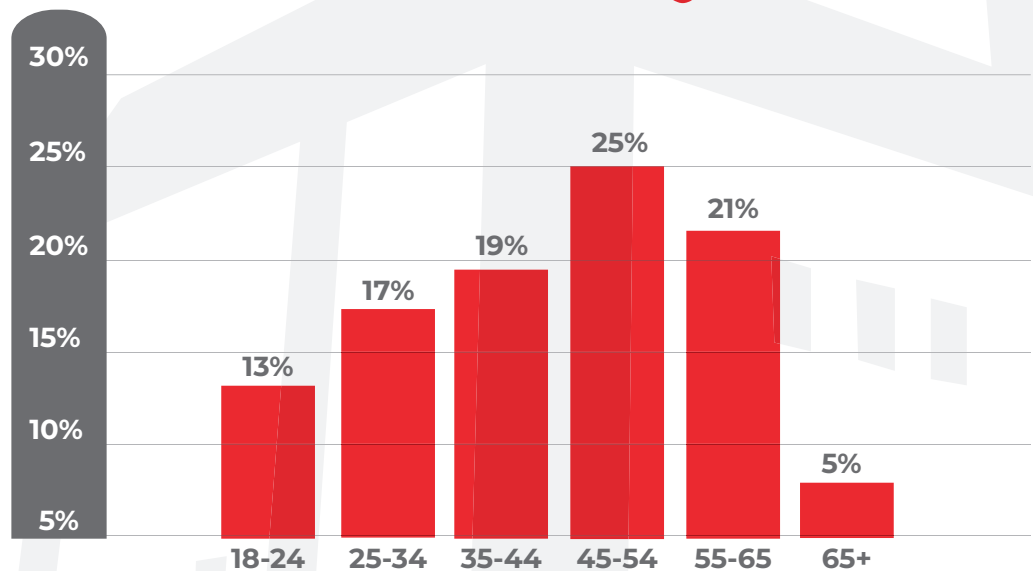
HOUSEHOLD INCOME:



ATTENDEE GENDER



ATTENDEE AGE



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

The Team

that makes Taste of Polonia possible!



The logo for Copernicus center features the word "Copernicus" in a brown serif font and "center" in a blue sans-serif font. A blue star is positioned above the "i" in "Copernicus", with a brown curved line arching over it from the left.

Copernicus center

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