



Taste of Polonia

FESTIVAL OF MUSIC & FOOD

Since 1980

Labor Day Weekend

Friday - Monday



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:

- **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



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 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 & Crafts ✦ Face painting ✦ Balloons
✦ Movie Screenings ✦ Art Exhibits
and much more!

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!



Advertising & PR

PRINT RADIO TV ONLINE SOCIAL MEDIA

Chicago
Tribune

CHICAGO
READER

SUPER
express

Tygodnik Polonijny
EXPRESS

FOX 32

the Drive
97.1 FM
WDRV Chicago

monitor
WWW.INFOLINIA.COM

DZ DZIENNIK
ZWIĄZKOWY
POLISH DAILY NEWS

tygodnik
PROGRAM
www.polishweeklychicago.com

flickr

103.1FM
POLISH AMERICAN MIX

100.3
she

RADIO
DEON.com
WNWI 1080 AM

101.9 THE MIX
CHICAGO

CHICAGO
SUN-TIMES

facebook.

 YouTube

((polskieradio®))
1030 AM 1300 AM 104.7 FM 107.1 FM

POLVISION 24.4
COMCAST 397

abc **7**

 **5**
CHICAGO

WIBG
THE BIG ONE • AM 1280

RADIO CHICAGO
WPNA 1490AM

 **KURIER**
Chicago

NADIG
NEWSPAPERS

Linked **in**

 myspace

POLSKI FM  metromix

CHICAGO'S VERY OWN
WGN 9

 **wpna**
1490AM
radiowpna.com

TVP
POLONIA

the
U

 **twitter**

wietrzne radio
CHICAGO 92.7FM

02
cbs2chicago.com

G+

2
POLSAT

itvn

digg


Instagram

ENIKA

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
Carnival 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 I 90 exit 84 1 block from Jefferson Park (CTA/Metra)

www.TOPchicago.org

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

SEPTEMBER 31
LABOR DAY WEEKEND @
OCTOBER 1 2 3

Copernicus center

Taste of Polonia

FESTIVAL OF MUSIC & FOOD

Festival sponsored by: Polish Slavic Federal Credit Union

FREE PARKING
SHUTTLE BUS EVERY 15 MINUTE
IRISH AMERICAN HERITAGE CENTER
4626 N. KNOX AVE.
(2 BLKS SOUTH OF LAWRENCE AVE.)

Ride the train to our door
CTA Blue or AETNA
(Jefferson Park Station)
LYFT discount with password: TOP 18

Neverly Brothers
Thing Floyd USA
Out Of Storage / 28 Days
Gentlemen of Leisure
Beggars Banquet/ Prissillas
Tribulosaurs
becomes Eric Clapton
BIG CYC / EWIA FARINA
MESAJARI CZARNO- CZARNI
ANDRZEJ ROSIEWICZ

NON STOP ENTERTAINMENT
ON 4 STAGES 30+ BANDS
GAMES/ CASINO
CARNIVAL RIDES
KID'S STAGE /BOUNCE
HOUSE VILLAGE
DELICIOUS POLISH
FOOD & BEER



aetna

www.TOPCHICAGO.COM




LABOR DAY WEEKEND **SEPT. 4•5•6•7**

Copernicus center

Taste of Polonia

FREE PARKING 10 min walk FREE SHUTTLE BUS every 15 minutes
N IRISH AMERICAN HERITAGE CENTER 4626 N. KNOX AVE. (2 BLKS SOUTH OF LAWRENCE AVE.)

www.TOPchicago.org

Milwaukee & Lawrence I 90 exit 84 /1 block from Jefferson Park (CTA/Metra)



Print & Online Media Samples



Broadcast News Samples



Theater Stage



Great Entertainment



Special VIP Guests



Governor JB Pritzker



Speaker of the House
Newt Gingrich



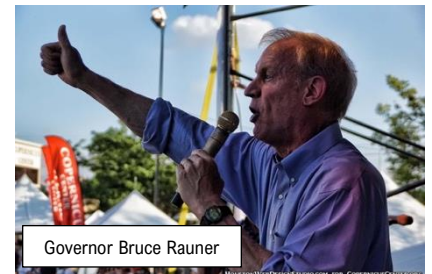
Mayor Rahm Emanuel



Congressman Mike Quigley



Governor Pat Quinn



Governor Bruce Rauner



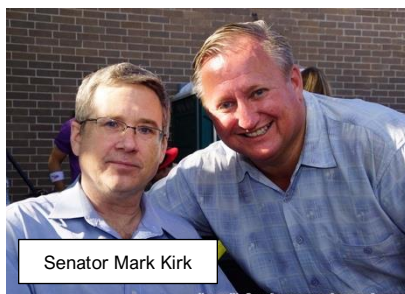
President Barack Obama



Alderman Bob Fioretti & Alderman John Arena



President George H.W. Bush



Senator Mark Kirk



Governor Bruce Rauner



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 Jewel-Osco, PNC Bank, Pepsi, Home Depot, Verizon, AT&T, T-Mobile, Xfinity/Comcast, Best Buy, LOT Polish Airlines, Miller Light, Coors Light, Country Financial, Tyskie, Presence, Okocim, Goose Island, Aetna, Polish Slavic Federal Credit Union and more

PREVIOUS CROWDS 35,000 to 40,000

DEMOGRAPHIC	Income	\$50-\$75K	45%
HIGHLIGHTS	Ethnicity	Polish	80%
	Age	21 - 49	59%
	Gender	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



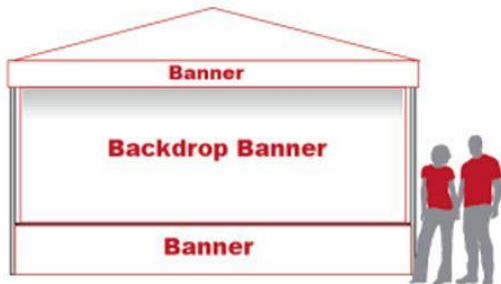
4ft x 15ft Wall Banners

OUTDOOR FENCE

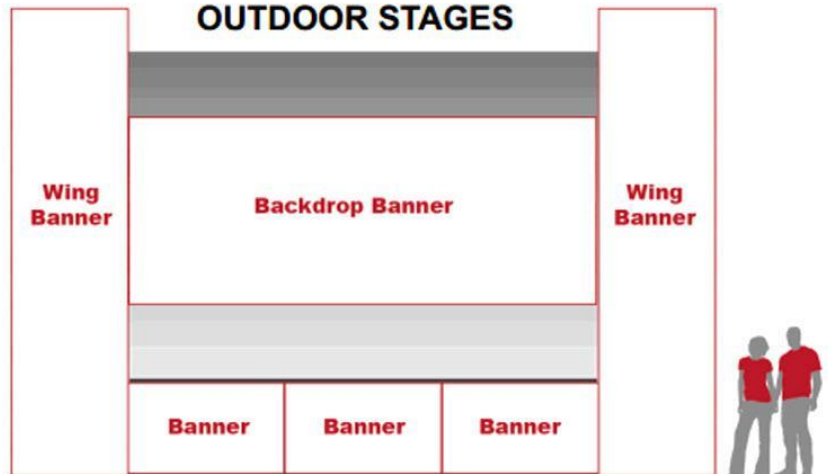


4ft x 8ft Fence Banners

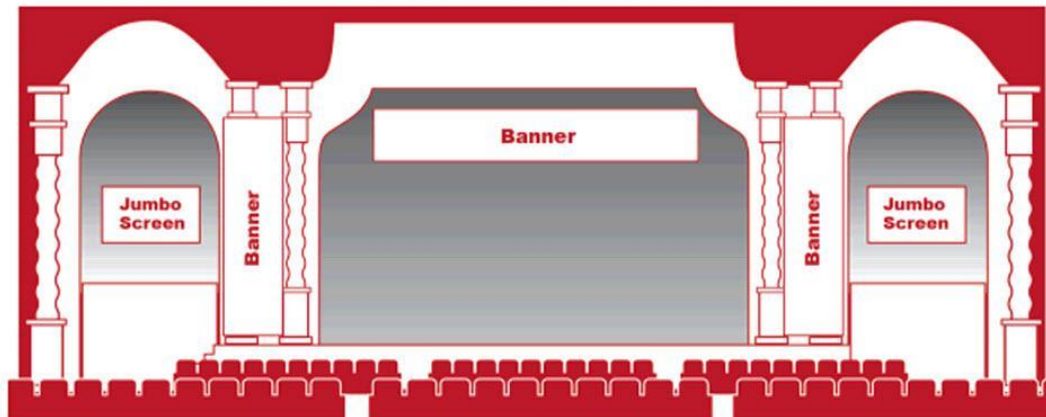
KIDS OUTDOOR STAGE



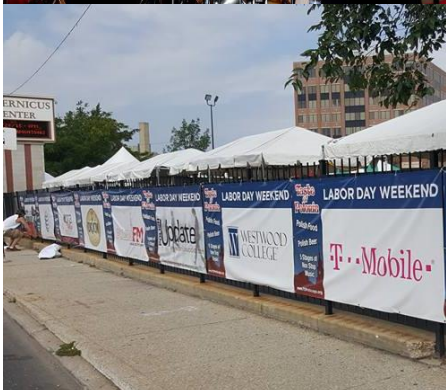
OUTDOOR STAGES



INDOOR THEATRE STAGE



OUR AMAZING SPONSORS!



Sponsorship Levels

Presenting Sponsorship - Festival Naming Rights

\$30,000

- Premier 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
- Premier location of booth/promotional item distribution at 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, posters, flyers and entertainment schedule
- 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 distributed 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, flyers, posters and entertainment schedule
- 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 distributed 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, flyers, posters and entertainment schedule
- Signage on Lawrence Avenue Fence (4x8)*
- 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 distributed 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 (4x8) *
- 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 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 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*

<p>* Sponsor provides artwork, banners provided by TOP</p>
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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

JUMBOTRON ADVERTISING

Additional Info

Taste of Polonia

America's Largest Polish Festival

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.

2 Jumbotrons

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



America's Largest Polish Festival

- ★ Over 35,000 participants each year
- ★ Over 30 bands each year
- ★ 4 stages
- ★ 4 Days – each Labor Day Weekend



Event Day Ad

Event Day 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



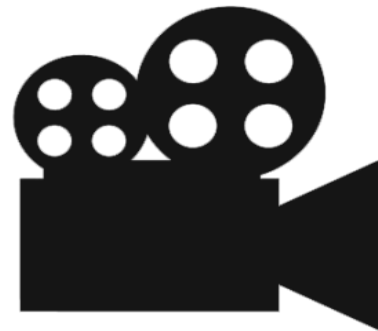
Video Message

We will run your video at each intermission.

Your message will have everyone's undivided attention.

Your video creation can be as long as 1 ½ minutes.

- Your video can be up to 1 1/2 minutes
- Runs every intermission (band change)



Exclusive Banner

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

- Your banner is permanently displayed on the screen! Always at the Top!
- Covers FULL top: 1.5' by 17'
- Scrolling or static



**CONTACT US
TODAY!** 

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Taste of Polonia Chairman

Hubert@Troyrealtyltd.com

Phone: 773-485-3000



Copernicus Foundation
5216 W. Lawrence Avenue
Chicago IL 60630

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>

