



## 9<sup>TH</sup> ANNUAL LITTLE POLAND FESTIVAL

Dear Friend,

For the past eight years, the residents and business owners of Little Poland have celebrated the renaissance of one of New Britain's most unique neighborhoods. Traditionally Polish for over a century, Little Poland now boasts over 100 bustling businesses and plays host to a variety of concerts and events throughout the year. Dubbed "A City's Polish Heart" by the Boston Globe, Little Poland restaurants, delis, bakeries, and professional services have received great acclaim in the New York Times, the Harvard Magazine, The Travel Channel, and local as well as other national media outlets.

You are cordially invited to participate in what has become one of the fastest growing and most popular festivals in the Northeast - New Britain's Annual Little Poland Festival. Last year this popular event attracted over 35,000 visitors and more than 120 vendors from across the East Coast. Festival attendees have included world famous athletes, film stars, and musicians, elected officials and dignitaries from across the globe. Your support for this event gives you the opportunity to advertise and market your business to a tremendous audience.

The organizing committee hopes you will consider joining our efforts by becoming a sponsor of this fantastic event, taking place on **Sunday, May 31, 2020**. This year's Little Poland Festival will be larger than ever with live music, leaping folk dancers, traditional arts & crafts, carnival rides, and of course traditional Polish foods from the area's award-winning restaurants.

We look forward to your support of this event. Please do not hesitate to contact us with any questions you may have.

With Warmest Regards,

*Derek Barcikowski*

2020 Little Poland Festival Coordinator

Please contact: 860-223-9100

[LittlePolandFestivalNB@gmail.com](mailto:LittlePolandFestivalNB@gmail.com)

**Our event is run entirely by community volunteers and must raise its own funds.**



**POLONIA BUSINESS ASSOCIATION**



Yes, I would like to become an official sponsor of the  
2020 Little Poland Festival!

Please accept my donation in the amount of: \$ \_\_\_\_\_

Company Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_  
\_\_\_\_\_

Phone Number: \_\_\_\_\_

Email: \_\_\_\_\_

*Upon submission of this form, one of our sponsorship coordinators will contact you to discuss specifics related to your branding and marketing leading up to and during the festival. Thank you for your support!*

**Make Checks Payable to:  
Polonia Business Association**

**Mail Check to:**  
Polonia Business Association  
C/o White Eagle Media  
55 Broad Street Suite 220  
New Britain, CT 06053

**Please send all marketing info and  
logo images via email to:**  
[LittlePolandFestivalNB@gmail.com](mailto:LittlePolandFestivalNB@gmail.com)

**Please contact us to secure  
sponsorship packet by credit card**

## 2020 Little Poland Festival SPONSORSHIP LEVELS

Presenting (\$20,000)	Platinum (\$5,000)	Gold (\$2,500)	Silver (\$1,000)	Bronze (\$500)
<ul style="list-style-type: none"> <li>Naming rights to the 2020 Little Poland Festival which will be branded as the 2020 Little Poland Festival presented by (Sponsor).</li> <li>Presenting Sponsor logo / mention on all posters, graphics, webpage, social media and related publicity materials.</li> <li>Full page in the New Britain Herald, the Bristol Press, the Newington Town Crier and the White Eagle (editions also circulated at festival).</li> <li>Special Presenting Sponsor banner at both stages.</li> <li>Large logo on sponsor banner.</li> <li>Announcements during entertainment program.</li> <li>Prime vendor space.</li> <li>20 tickets to Sponsor VIP tent.</li> </ul>	<ul style="list-style-type: none"> <li>Large sponsor logo / mention on all posters, graphics, webpage, social media and related publicity materials.</li> <li>Half page in the New Britain Herald, the Bristol Press, the Newington Town Crier and the White Eagle (editions also circulated at festival).</li> <li>Large logo on sponsor banner on main stage.</li> <li>Announcements during entertainment program.</li> <li>Prime vendor space.</li> <li>8 tickets to Sponsor VIP tent.</li> </ul>	<ul style="list-style-type: none"> <li>Medium sponsor logo / mention on all posters, graphics, webpage, social media and related publicity materials.</li> <li>Quarter page in the New Britain Herald, the Bristol Press, the Newington Town Crier and the White Eagle (editions circulated at festival).</li> <li>Logo on sponsor banner on main stage.</li> <li>Announcements during entertainment program.</li> <li>Regular vendor space.</li> <li>4 tickets to Sponsor VIP tent.</li> </ul>	<ul style="list-style-type: none"> <li>Small sponsor logo / mention on all posters, graphics, webpage, social media and related publicity materials.</li> <li>1/8 page in the New Britain Herald, the Bristol Press, the Newington Town Crier and the White Eagle (editions also circulated at festival).</li> <li>Logo on sponsor banner on main stage.</li> <li>2 tickets to Sponsor VIP tent.</li> </ul>	<ul style="list-style-type: none"> <li>Sponsor logo / mention on all posters, graphics, webpage, social media and related publicity materials.</li> <li>Business card in the New Britain Herald, the Bristol Press, the Newington Town Crier and the White Eagle (editions also circulated at festival).</li> <li>Small logo on sponsor banner on main stage.</li> </ul>

**New in 2020: To show our appreciation to our sponsors, 2020 sponsorship packets include tickets to a VIP sponsor tent and lounge with refreshments, specialty cocktails and champagne. Additional VIP tickets can be secured at \$100 each.**