



POLONIA BUSINESS ASSOCIATION



10TH LITTLE POLAND FESTIVAL

Dear Friend,

For the over a decade, the residents and business owners of Little Poland have enjoyed a 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, the Little Poland District with its restaurants, delis, bakeries, and professional services has received a great acclaim in the New York Times, Harvard Magazine, The Travel Channel, and many other local as well as 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 edition attracted over 35,000 visitors and more than 130 vendors from across the East Coast.** Festival attendees have included residents of the state of Connecticut, as well as other states near and far, elected officials and dignitaries, world famous athletes, film stars, and musicians from across the globe. Your support for this event gives you the opportunity to advertise and market your business to the ever-growing audience.

The organizing committee hopes you will consider joining our efforts by becoming a sponsor of this fantastic event, taking place on **Sunday, June 4, 2023.** This year's Little Poland Festival will be larger than ever with live music, leaping folk dancers, traditional arts & crafts, attractions for the youngest attendees, and of course traditional Polish foods from the area's award-winning restaurants.

We are also confident that this year's festival will present a not-to-be missed opportunity to promote your organization and your brand to a large and diverse audience both during and before the event through our extensive marketing and promotion efforts.

Please consider being a part of the 2023 Little Poland Festival which this year will honor frontline workers who have become such a cornerstone of our communities over the last two years.

Thank you in advance for your support.

Adrian M. Baron

Attorney Adrian Mark Baron
President, Polonia Business Association / littlepolandfestivalnb@gmail.com

For sponsorship opportunities, please contact:
Darek Barcikowski
Publisher & Managing Partner White Eagle Media, LLC
(617) 869-0601 / publisher@whiteaglenews.com

For ad Book, please contact:
Kris 860-348-5592
littlepolandfestivalnb@gmail.com

Presenting (\$25,000)	Diamond (\$10,000)	Platinum (\$5,000)	Gold (\$2,500)	Silver (\$1,000)	Bronze (\$500)
<ul style="list-style-type: none"> • Naming rights to the 2023 Little Poland Festival which will be branded as the 2023 Little Poland Festival presented by (Sponsor Name) • Presenting Sponsor logo / mention on all posters, graphics, webpage, social media, and related publicity materials. • Two-page spread in local newspaper. • Special Presenting Sponsor banner at both stages. • Large logo on sponsor banner. • Announcements during entertainment program. • Prime vendor space. • Full page Ad in the Program Book • 12 invitations to VIP 10th anniversary sponsor reception. 	<ul style="list-style-type: none"> • Large, prime space logo / mention on all posters, graphics, webpage, social media and related publicity materials. • Full page (prime location) in local newspaper. • Large, prime space logo on sponsor banner on main stage. • Announcements during entertainment program. • Prime vendor space. • Full page Ad in the Program Book • 8 invitations to VIP 10th anniversary sponsor reception. 	<ul style="list-style-type: none"> • Large sponsor logo / mention on all posters, graphics, webpage, social media, and related publicity materials. • Full page in local newspaper. • Large logo on sponsor banner on main stage. • Announcements during entertainment program. • Prime vendor space. • Half page Ad in the Program Book • 6 invitations to VIP 10th anniversary sponsor reception. 	<ul style="list-style-type: none"> • Sponsor logo / mention on all posters, graphics, webpage, social media, and related publicity materials. • Half page in local newspaper. • Logo on sponsor banner on main stage. • Regular vendor space. • Half page Ad in the Program Book • 4 invitations to VIP 10th anniversary sponsor reception. 	<ul style="list-style-type: none"> • Sponsor logo / mention on all posters, graphics, webpage, social media and related publicity materials. • Quarter page in local newspaper. • Logo on sponsor banner on main stage. • Business card Ad in the Program Book • 2 invitations to VIP 10th anniversary sponsor reception. 	<ul style="list-style-type: none"> • Sponsor logo / mention on all posters, graphics, webpage, social media and related publicity materials • 1/8 page in local newspaper. • Small logo on sponsor banner on main stage. • 1 invitation to VIP 10th anniversary sponsor reception after the festival.



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Yes, I would like to become an official sponsor of the 2023 Little Poland Festival!

(Please select sponsorship level or Program Book)

- Presenting - \$25,000 only ONE available at this level
- Diamond - \$10,000
- Platinum - \$5,000
- Gold - \$2,500
- Silver - \$1,000
- Bronze - \$500
- Buy an **additional** advertisement in our Commemorative Program Book. Some Sponsorship packets include an ad in this publication.
 - Full page - \$200..... (7 1/2" w x 10" h)
 - Half page - \$150..... (7-1/2" w x 5 1/2" h)
 - Business Card - \$100..... (3.5" x 2")

All ads must be sent electronically by

Friday, May 17, 2023

Company Name:	
Contact Name:	
Mailing Address:	
City, State, Zip:	
Phone Number:	
Email:	



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Please select one:

- I will provide my own ad
- I'd like Little Poland Festival to create an ad for me

**Please make the check payable to:
Polonia Business Association**

Mail check to:
Polonia Business Association
202 Broad Street Suite 220
New Britain, CT 06053

**Please send all marketing info and logo images via email to:
publisher@whiteeaglenews.com**

**Please send all Program Book Ads to:
littlepolandfestivalnb@gmail.com**