



## 9<sup>TH</sup> ANNUAL 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 5, 2022.** 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 2022 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  
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**For sponsorship opportunities, please contact  
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<b>Presenting (\$25,000)</b>	<b>Diamond (\$10,000)</b>	<b>Platinum (\$5,000)</b>	<b>Gold (\$2,500)</b>	<b>Silver (\$1,000)</b>	<b>Bronze (\$500)</b>
<ul style="list-style-type: none"> <li>• Naming rights to the 2022 Little Poland Festival which will be branded as the 2022 Little Poland Festival presented by (Sponsor Name)</li> <li>• Presenting Sponsor logo / mention on all posters, graphics, webpage, social media, and related publicity materials.</li> <li>• Two-page spread in the New Britain Herald / Bristol Press, the Newington Town Crier and the White Eagle (editions 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> </ul>	<ul style="list-style-type: none"> <li>• Large, prime space logo / mention on all posters, graphics, webpage, social media and related publicity materials.</li> <li>• Full page (prime location) in New Britain Herald / Bristol Press, the Newington Town Crier, and the White Eagle (editions circulated at the festival).</li> <li>• Large, prime space logo on sponsor banner on main stage.</li> <li>• Announcements during entertainment program.</li> <li>• Prime vendor space.</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>• Full page in the New Britain Herald / Bristol Press, the Newington Town Crier and the White Eagle (editions 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> </ul>	<ul style="list-style-type: none"> <li>• Sponsor logo / mention on all posters, graphics, webpage, social media, and related publicity materials.</li> <li>• Half page in the New Britain Herald / 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>• Regular vendor space.</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>• Quarter page in the New Britain Herald / Bristol Press, the Newington Town Crier and the White Eagle (editions circulated at festival).</li> <li>• Logo on sponsor banner on main stage.</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>• 1/8 page in the New Britain Herald / Bristol Press, the Newington Town Crier and the White Eagle (editions circulated at festival).</li> <li>• Small logo on sponsor banner on main stage.</li> </ul>

**Yes, I would like to become an official sponsor of the 2022 Little Poland Festival!**

*(Please select sponsorship level)*

- Presenting - \$25,000 only ONE available at this level
- Diamond - \$10,000
- Platinum - \$5,000
- Gold - \$2,500
- Silver - \$1,000
- Bronze - \$500

Company Name:	
Contact Name:	
Mailing Address:	
Phone Number:	
Email:	

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