



Sponsoring The Festival, August 9, 10, 11, 2019

Celebrate "All Things Polish" at the 11th annual Twin Cities Polish Festival where the aroma of traditional Polish food and the sounds of Polish music and laughter fill the air. Thousands of Minnesotans and others from around the region gather at this 3 day event to celebrate and experience Polish culture, traditions and heritage as well as reconnect with old friends and acquaintances with food, drink and entertainment. As a free, family-friendly event the Festival offers a kaleidoscope of activities in a festive outdoor venue. Spanning over three blocks between the Mississippi River across from Downtown and Historic Old Main Street (across from Riverplace Center), the Festival is set in the heart of the historic picturesque Minneapolis Riverfront District where early Polish immigrants settled, worked and still leave their influence. The Twin Cities Polish Festival is a non-profit 501(c)(3) dedicated to preserving Polish heritage and promoting traditional and contemporary cultural contributions that remain a vibrant part of present day Minnesota and beyond.

Key Facts and Demographics

- Projected 2019 attendance: 27,000 - 29,000
- Growing attendance every year since the first Festival in 2009

2009	10,000	2016	26,000
2010	13,000	2017	26,500
2011	16,000	2018	26,700
2012	18,000		
2013	23,000		
2014	24,000		
2015	25,000		

- Over 257,000 Minnesotans claim Polish ancestry*
- Polish ancestry ranks 5th of all ethnic groups in Minnesota*
- Website 2017

40,496 Unique Visitors
61,912 Number of Visits
2,462,763 Hits
601,959 Pages
84% New Visitors

- Facebook
Over 4,510 average page likes
30,000-50,000 organic reach per month

*Source: U.S. Census Bureau, 2008-2012 American Community Survey

For more information visit tcpolishfestival.org or contact us at information@tcpolishfestival.org with "Sponsorship" in the subject line.



For more information visit our website: tcpolishfestival.org

Sponsoring the Festival, continued

Festival Activities Include:

- Traditional Folk Dance & Music
- Polish Food & Beer
- Chopin "Celebration" Piano Concerts
- Polish Artists & Vendors
- Cultural Exhibits & Folk Art Demonstrations
- Children's Play Area, Activities & Entertainment
- Friday and Saturday Night Concerts
- Polka Bands & Large Wooden Dance Floor

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2019 Sponsorships / Support Options and Benefits

Thank you for your interest in sponsoring the Twin Cities Polish Festival. Your support is a vital lifeline for the successful planning and production of the 2019 Festival. Your support is integral to our mission to promote and preserve the Polish and Polish American traditions, culture and heritage that are a vibrant part of Minnesota. It enables us to provide the cultural experience of bringing contemporary Polish Artists to the Festival and it helps us keep the Festival a free and affordable event. The Festival offers Four Sponsorship Levels.

Four Sponsorship Levels

As a sponsorship partner, TCPF will work with you to ensure your participation adds value and visibility for your company or organization. TCPF offers four sponsorship levels:

Diamond Presenting Benefactor	Platinum Sponsor	Gold Sponsor	Bronze Sponsor
\$10,000	\$5,000	\$3,000	\$1,000

Benefits of Sponsoring the 2019 Twin Cities Polish Festival*

- Tax deductible contribution to a 501(c)(3) non-profit organization
- Participation in a community event that embraces cultural diversity, enhances cultural understanding and supports your organization's diversity initiatives
- Reach a diverse audience of Festival attendees that is culturally curious, family-oriented, enjoy outdoor activities, music, art, film, dance and food
- Sponsor recognition in the Festival program handout
- Complimentary ad space in the Festival program handout
- Complimentary 10'x10' booth space at the Festival
- Value-added visibility through the pre-festival promotional activities and advertising that drive website traffic
- Exposure on TCPF Facebook page posts for Presenting Sponsor
- In 2018, your logo and hot link posted on the TCPF website home page
- In 2019, your logo posted in the TCPF website 2018 sponsors page
- Ability to link the TCPF logo and website to your organization's website and promote your TCPF sponsorship in your marketing materials

*Benefits vary depending on your level of sponsorship; the preceding is an overview. Please refer to the 'Sponsorship Levels' page for full details.

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2019 Sponsorship Levels

Sponsor Benefits	Diamond Benefactor \$10,000	Platinum Sponsor \$5,000	Gold Sponsor \$3,000	Bronze Sponsor \$1,000
Exclusive presenting/naming rights for the Festival	●			
Exclusive presenting/naming rights for Cultural or Polka Stage		●		
Invitation to attend media interviews	●			
Presenting rights for one of the following: Children's Area, Chopin Celebration			●	
Name listed as sponsor in press releases	●	●		
Space for banner or signage away from booth	●	●		
Ad space in the TCPF handout	Back Page Ad	Full Page Ad	1/2 Page Ad	
Name/logo and sponsorship level in the TCPF handout	●	●	●	●
Complimentary 10' x 10' booth space (does not include tent rental)	●	●	●	●
Name/logo recognition on "Thank You Sponsors!" TCPF banner	●	●	●	●
Logo posting on TCPF website ("Previous Year Sponsors")	●	●	●	●
Current year posting on the TCPF website with hot link (\$10,000)	●	●	●	●

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