

# 12<sup>TH</sup> LITTLE POLAND FESTIVAL



**Dear Friend,**

For 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 50 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 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 all of New England, **New Britain's Annual Little Poland Festival. Our 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 an 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 8, 2025.** 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.



Thank you for your consideration and support.

*Adrian M. Baron*

**Attorney Adrian Mark Baron**

President, Polonia Business Association

**For sponsorship opportunities, please contact:**

Darek Barcikowski ☎ 617-869-0601 ✉ [publisher@whiteeaglenews.com](mailto:publisher@whiteeaglenews.com)

We are a program of the Polish American Foundation of CT, Inc A Federally Tax-Exempt 501(c)3 Not-for-Profit Organization.  
All donations are Tax Deductible to the fullest extent allowed by law.

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## Sponsorship opportunities:

### ★ PRESENTING \$25,000

- ★ Naming rights to the 2025 Little Poland Festival which will be branded as the 2025 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 the White Eagle newspaper's special Little Poland Festival bilingual edition (circulated at the festival).
- ★ Special Presenting Sponsor banner on both stages.
- ★ Large logo on sponsor banner.
- ★ Announcements during the festival's entertainment program.
- ★ Prime vendor space.

### ★ DIAMOND \$10,000

- ★ Large, prime space logo/ mention on all posters, graphics, webpage, social media and related publicity materials.
- ★ Full page (prime location) in the White Eagle newspaper's special Little Poland Festival bilingual edition (circulated at the festival).
- ★ Large, prime space logo on sponsor banner on the main stage.
- ★ Announcements during the entertainment program.
- ★ Prime vendor space.

### ★ PLATINUM \$5,000

- ★ Large sponsor logo/ mention on all posters, graphics, webpage, social media, and related publicity materials.
- ★ Full page in the White Eagle newspaper's special Little Poland Festival bilingual edition (circulated at the festival).
- ★ Large logo on sponsor banner on the main stage.
- ★ Announcements during the entertainment program.
- ★ Prime vendor space.

### ★ GOLD \$2,500

- ★ Sponsor logo/ mention on all posters, graphics, webpage, social media, and related publicity materials.
- ★ Half page in the White Eagle newspaper's special Little Poland Festival bilingual edition (circulated at the festival).
- ★ Logo on sponsor banner on the main stage.
- ★ Regular vendor space.

### ★ SILVER \$1,000

- ★ Sponsor logo/ mention on all posters, graphics, webpage, social media and related publicity materials.
- ★ Quarter page in the White Eagle newspaper's special Little Poland Festival bilingual edition (circulated at the festival).
- ★ Logo on sponsor banner on the main stage.

### ★ BRONZE \$500

- ★ Sponsor logo/ mention on all posters, graphics, webpage, social media and related publicity materials.
- ★ 1/8 page in the White Eagle newspaper's special Little Poland Festival bilingual edition (circulated at the festival).

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**Please fill out this form to become a sponsor of this year's festival.**  
The form can be mailed or e-mailed to addresses listed at the bottom of this sheet.

Yes, I would like to become an official sponsor of the **2025 LITTLE POLAND FESTIVAL!**

**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:

City, State, Zip:

Phone Number:

Email:

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

**Mail check to:**  
White Eagle Media / Little  
Poland Festival  
55 Broad Street – First Floor  
New Britain, CT 06053

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