



POLONIA BUSINESS ASSOCIATION  
202 Broad Street, New Britain CT 06053  
860.223.4000



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

Dear Friend,

For the past seven 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, Harvard Magazine, The Travel Channel, and local as well as national media outlets.

This year is particularly exciting as we celebrate the **10<sup>th</sup> Anniversary of Little Poland's official designation** and the **100<sup>th</sup> Anniversary of Polish Independence**.

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 20,000 visitors and more than 70 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.

The organizing committee hopes you will consider joining our efforts by becoming a sponsor of this fantastic event, taking place on **April 29<sup>th</sup>, 2018**. 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 me with any questions you may have.

With Warmest Regards,

*Adrian M. Baron*

Attorney Adrian Mark Baron

President, Polonia Business Association

Please contact: Lucian Pawlak 860-670-4955

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

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



**POLONIA BUSINESS ASSOCIATION**  
202 Broad Street, New Britain CT 06053  
860.223.4000



-- ✂ --

Yes, I would like to become an official sponsor of the  
2018 Little Poland Festival!

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

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

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

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

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

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

Please let us know if you will be creating your own ad or we will create an ad for you.

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

**Mail Check to:**  
Polonia Business Association  
202 Broad Street  
New Britain CT 06053

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

## 2018 Little Poland Festival

### SPONSORSHIP LEVELS

<b>Platinum</b> <b>(\$5,000)</b>	<b>Gold</b> <b>(\$2,500)</b>	<b>Silver</b> <b>(\$1,000)</b>	<b>Bronze</b> <b>(\$500)</b>
<ul style="list-style-type: none"> <li>• Full page ad in the New Britain Herald, Bristol Press, Willimantic Chronicle, Newington Town Crier, Prime Time and the White Eagle newspapers, designating and thanking you as an official sponsor of the LPF2018 (time sensitive)</li> <li>• Distribution of business marketing material AND several announcements from the main stage acknowledging your sponsorship</li> <li>• Featured article in Polonia Business Journal</li> <li>• A month long feature of the business on the Little Poland Facebook page visited by thousands of people</li> <li>• Company name and Logo on Banner fronting the Main Stage.</li> </ul>	<ul style="list-style-type: none"> <li>• 1/2 page ad in the New Britain Herald, Bristol Press, Willimantic Chronicle, Newington Town Crier, Prime Time and the White eagle newspapers, designating and thanking you as an official sponsor of the LPF2018 (time sensitive)</li> <li>• Distribution of business marketing material AND several announcements from the main stage acknowledging your sponsorship</li> <li>• Featured article in Polonia Business Journal</li> <li>• Company name and Logo on Banner fronting the Main Stage.</li> </ul>	<ul style="list-style-type: none"> <li>• 1/4 page ad in White Eagle, Bristol Press, the New Britain Herald and Willimantic Chronical newspapers designating and thanking you as an official sponsor of the LPF2018 (time sensitive)</li> <li>• Distribution of business marketing material AND announcement of the business during the Festival</li> </ul>	<ul style="list-style-type: none"> <li>• 1/8 page ad in White Eagle, Bristol Press, the New Britain Herald newspapers designating and thanking you as an official sponsor of the LPF2018 (time sensitive)</li> <li>• Distribution of business marketing material AND announcement of the business during the Festival</li> </ul>



**POLONIA BUSINESS ASSOCIATION**  
**202 Broad Street, New Britain CT 06053**  
**860.223.4000**

