



# POLISH FESTIVAL @ FEDERATION SQUARE



**SPONSORSHIP OPPORTUNITIES  
BRINGING A TASTE OF POLAND TO MELBOURNE**





## A SNAPSHOT

The Polish Festival @ Federation Square is:

- ✓ Australia's largest Polish annual event
- ✓ Federation Square's largest Not For Profit community event
- ✓ All the Polish entertainment, hospitality and cuisine in one place in one day.

The Polish Festival @ Federation Square has:

- ✓ Passion and experience in bringing a taste of Poland to Melbourne
- ✓ Attendance of approximately 50 - 60,000 people
- ✓ A reach of approximately 1.2 million people via our promotional campaign.

The Polish Festival @ Federation Square is vibrant and a valuable marketing platform in a convivial environment. It grabs attention and draws you in with dynamic, vivid entertainment and moreish food. *Get your Polish on!* and be noticed.



## ABOUT US

Since its inception, the Festival's aim has been simply to bring a taste of Poland to Melbourne. And for many years now we have been doing it with an increasing success.

The Festival is under the patronage of His Excellency, the Ambassador of Poland, Mr. Michał Kołodziejski. It is run by a group of passionate volunteers dedicated to sharing Poland's best with Australia. The Festival's philosophy is to embrace the community spirit through the famous Polish hospitality where everyone is welcome to join our festivities.

The Festival is run as a Not For Profit event and all money raised goes directly into the running of the Festival.

Our success lies in remaining current and relevant. We continue to introduce new elements every year in order to attract a broader audience. Our sponsors play an integral part in the growth and success of the Festival, as together we can keep increasing the quality of what is on offer at the Festival - making it a valuable event for all our participants.





## WHAT WE DO

The Polish Festival @ Federation Square is a celebration of Australian Polish culture in a festival format. Activities include (but are not exclusive to) stalls of various Polish wares and culinary treats, performances (representing Polish Language Schools & folkloric groups) and other entertainment groups, fun children educational activities, craft demonstrations, art exhibitions.

Our mission is “to stage a multidisciplinary festival showcasing Polish culture to the greater Melbourne, regional Victoria and Australian population”. We aim to position the Polish Festival @ Federation Square as Melbourne’s premier ethnic festival, sharing cultural and artistic excellence, bring economic benefits to event participants and Melbourne CBD, to unite, engage and inspire the community.

Conveniently located in the center of Melbourne, we attract a variety of visitors, with a previous record attendance of 62,782 people. Whilst everyone is welcome to our Festival, our marketing effort is focused on targeting the X Generation, either with a Polish affiliation or simply those with an interest in cultural events.



## MESSAGE FROM THE PREVIOUS AMBASSADOR OF THE REPUBLIC OF POLAND

The Polish Festival at Federation Square is a great initiative undertaken by a group of ambitious and dedicated members of the vibrant Polish Community in Melbourne. This event contributes substantially to the multicultural vibe of the city while at the same time promoting both traditional Polish culture and modern Poland.

If you would like to spend great time with your family and friends, please feel invited to Polish Festival @ Federation Square!



A handwritten signature in blue ink, which appears to read "P. Mioduski".





## FESTIVAL ELEMENTS

There are three precincts where the Festival takes place:

- Federation Square – entertainment at main stage, FOLKSTOP and general stalls;
- Yarra Terrace – food and beverages, KIDSTOP, light entertainment;
- Deakin Edge – cultural concert

The elements of the Festival can be divided into the following segments:

- The Official Festival Opening - takes place at 1.00 pm and has been broadcast live by SBS Polish Radio around the country.
- Stalls
  - Polish Wares e.g. amber jewellery, crafts and apparel
  - Polish Community Services
  - Polish Cuisine; long time favourites: pierogi, kielbasa, bigos
  - Bar *Karczma* – variety of Polish alcohol
- Entertainment
  - Folkloric performances by local and interstate dance and school groups
  - Modern Polish Music
  - KIDSTOP (hands-on children activities)
  - FOLKSTOP (craft demonstrations)
  - Music by the Yarra
  - Cultural Concert at Deakin Edge



## MARKETING

The Polish Festival @ Federation Square promotion targets the X Generation (roughly 29 to 50 year olds) either with a Polish affiliation or simply those with an interest in cultural events.

The Festival is heavily promoted through our partnership with City of Melbourne, as well as

smooth.fm. In 2017, it is estimated that our advertising campaign on smooth.fm reached 481,000 people across the week in Melbourne.



**TASTE OF MELBOURNE**  
More than 15 of Melbourne's latest, greatest and hottest restaurants, including MoVida, Huxtable, Albert St Food & Wine, Longman and Taxi Dining Room return to Albert Park for this annual event. Expect special tasting menus showcasing the restaurants' culinary offerings.

**WHERE:** Albert Park, South Melbourne  
**COST:** From \$20  
**WHEN:** November 14-17, 12pm-10pm  
**BOOKINGS:** 13 25 40

**POLISH FESTIVAL AT FEDERATION SQUARE**  
Now in its ninth year, the Polish Festival is again bringing a taste of Poland to Melbourne. Staffs serve up the classics of Polish cuisine, such as pierogi (boiled, baked or fried dumplings with potato, cabbage, meat, cheese, or fruit filling), kielbasa (Polish sausage), paczki (Polish doughnut filled with jam) or bigos, a stew. Siles.

**WHERE:** Corner Seaview & Flinders Streets, Melbourne  
**COST:** Free entry. Cakes from \$2.50 and dishes from \$5  
**WHEN:** November 17, 10am-5pm  
**ENQUIRIES:** [enquiries@melbournepolishfestival.com.au](mailto:enquiries@melbournepolishfestival.com.au)



Communication tools include:

- Social media
- Website
- Electronic Direct Mail
- Advertising in *The Age*
- PR activity including radio, electronic event diaries, TV weather, editorial in local and metropolitan print media





## SPONSORSHIP OPPORTUNITY

### Tailored Sponsorship

We will work together to achieve maximum results. If the below mentioned packages do not fit your requirements, we will be delighted to discuss a tailored offer that matches your needs.

## General Sponsorships

### PLATINUM Sponsorship **\$25,000**

This major sponsorship is limited to one.

- ✓ Premium logo positioning in all material;
- ✓ Positioned as the hero of the Festival:

***Polish Festival @ Federation Square  
brought to you by ...***

- ✓ Full page advertisement in the Festival program or welcome from the company;
- ✓ Company logo wherever sponsors are acknowledged, such as advertisements, posters, website (with link), EDM;
- ✓ Provision for company advertisement to feature on Federation Square screen once every two hours and before the Official Opening - no longer than 30 seconds in duration - on the day of the Festival, alternatively static advertisement for 15 seconds per hour;





- ✓ Company representative - three minute speech at the Official Opening;
- ✓ Two Company representatives invited to attend VIP lunch;
- ✓ Free stall on Market Square in premium position.

## **GOLD Sponsorship**

**\$15,000**

GOLD Sponsorship is limited to four.

- ✓ Half-page advertisement in the Festival program or copy from company;
- ✓ Company logo wherever sponsors are acknowledged, such as advertisements, posters, website (with link), EDM;
- ✓ Acknowledgement of sponsorship onscreen at regular intervals - minimum once every two hours;
- ✓ Acknowledgement of sponsorship at the Official Opening;
- ✓ One Company representatives invited to attend VIP lunch;
- ✓ Free stall on Market Square.



## **SILVER Sponsorship**

**\$3,000**

SILVER Sponsorship is limited to six.

- ✓ Company logo wherever sponsors are acknowledged, such as advertisements, posters, website (with link), EDM;
- ✓ Acknowledgement of sponsorship at the Official Opening;
- ✓ Self-standing banners (two) on side of main stage (banners supplied by sponsor);
- ✓ Opportunity to distribute flyers or giveaways at the Festival Information Stall (subject to Committee's approval)

All rates shown exclude GST. The Polish Festival @ Federation Square Committee reserves the right to accept or reject any sponsorship application.





## Specific Sponsorships

If the above general sponsorships do not suit your needs, we are able to offer sponsorships for specific elements for the Festival. We are also happy to work with you to tailor a sponsorship package to your specific requirements.



## **DEAKIN EDGE Sponsorship**

**\$5,000**

DEAKIN EDGE Sponsorship is limited to one.

- ✓ Positioned as the hero of DEAKIN EDGE - wherever DEAKIN EDGE is mentioned (on website (with link), EDM, printed program) the sponsor is attributed as the hero, i.e.

### ***DEAKIN EDGE entertainment brought to you by ...***

- ✓ Self-standing banners (two) at side of entry/exit to DEAKIN EDGE (banners supplied by sponsor);
- ✓ Opportunity to distribute flyers at the Festival Information Stall (subject to Committee's approval).





### **KIDSTOP Sponsorship**

**\$3,000**

With an estimated 60,000 people attending, it is conservatively estimated that there will be approx. 40,000 stall passersby and approx. 2,000 children taking part in KIDSTOP.

KIDSTOP Sponsorship is limited to one.

- ✓ Positioned as the hero of KIDSTOP - wherever KIDSTOP is mentioned (on website (with link), EDM, printed activities for children) the sponsor is attributed as the hero, i.e.

### ***KIDSTOP brought to you by ...***

- ✓ Self-standing banners (two) at side of KIDSTOP (banners supplied by sponsor);
- ✓ Opportunity to distribute flyers or giveaways at KIDSTOP (subject to Committee's approval).



## **VIP Lunch Sponsorship**

**\$1,500**

VIP Lunch Sponsorship is limited to one.

- ✓ Self-standing banner (one) inside the venue (banner supplied by sponsor);
- ✓ Full page advertisement in second half of Festival booklet (105 x 148mm);
- ✓ Opportunity to distribute flyers at the Festival Information Stall (subject to Committee's approval).

## **ADVERTISING OPPORTUNITIES**

The Polish Festival @ Federation Square provides limited opportunities for advertising, resulting in maximum exposure in an uncluttered environment.

There are a number of opportunities on our various print materials, such as:

- ✓ Flyers
- ✓ Festival Booklet
- ✓ Post cards
- ✓ Bags



## **The Festival Booklet**

20,000 A5 booklets approx. 64 pages (plus cover) are distributed during the day. The booklet provides information about the Festival, as well as interesting facts about Poland and the Polish Community in Victoria.

### **Cost to advertise:**

NB: All advertisements are full colour.

- ✓ Inside front cover (105 x 148mm) - \$2,000.00 + GST
- ✓ Inside back cover (105 x 148mm) - \$1,600.00 + GST or \$0.08 per booklet distributed
- ✓ Full page advertisement in first half of booklet (105 x 148mm) - \$1,200.00 + GST or \$0.06 per booklet distributed
- ✓ Full page advertisement in second half of booklet (105 x 148mm) - \$800.00 + GST or \$0.04 per booklet distributed



## **The Festival Flyer**

20,000 A5 flyers are distributed throughout the Polish Community groups, retail outlets and restaurants. Advertising is available on the back of the flyer.

### **Cost to advertise:**

- ✓ Flyer (148 x 210mm) – \$2,000.00 + GST

We invite you to showcase your Organisation and/or product to over 60,000 people on the day and around 1.2 million through our promotional campaign.

A tax invoice is provided for all levels of sponsorship, excluding in-kind sponsorship.

For further information, or to confirm your interest, please contact:

**Jennifer Badzaj**

**Secretary, Polish Festival @ Federation Square**

**[admin@polishfestival.com.au](mailto:admin@polishfestival.com.au)**

Polish Festival Inc.

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