

# SPONSORSHIP OPPORTUNITIES





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# PolArt Adelaide 2025 Snapshot

## PolArt is

- the largest Polish cultural festival outside of Poland
- a 10-day festival that showcases Polish art and culture including dance, music, theatre, cabaret, visual arts and literature
- celebrating its 50th anniversary in 2025

## PolArt Adelaide 2025 has

- passion and experience in bringing a world-class Polish festival to Australia's Festival State
- attendance of approximately **500+ performers** from across Australia and New Zealand, plus entourage
- an expected **audience of 7,000 – 10,000** at various events across Adelaide and South Australia between 27 December 2025 and 5 January 2026, including interstate and international visitation
- an estimated reach of over **1.9-2.3M people** via our marketing campaign.

*A multi-day celebration packed with colour, culture, and entertainment for all ages. It's lively, welcoming, and the perfect way to connect with a wide, diverse crowd.*





# About Us

Since its inception, PolArt's aim has been to share Polish art and culture across Australia and New Zealand. Since 1975, PolArt has been held in capital cities across Australia and in 2025, PolArt will celebrate its 50th anniversary in Adelaide by showcasing breathtaking dance, music, theatre, cabaret, literature, and visual arts. In doing so, it will also celebrate the festival's rich history, sharing the stories of generations who have kept these traditions alive.

PolArt was **last held in Adelaide in December 2009**, under the patronage of the then Premier the Honorable Mike Rann, together with the Ambassador of the Republic of Poland in Canberra. It was a successful festival, well-received by the South Australian public and participants alike, with major events being held in the Adelaide Festival Centre, Convention Centre and Elder Park.

PolArt Adelaide 2025 is **under the patronage of the Honorable Peter Malinauskas MP**, Premier of South Australia, as well as Mr Piotr Rakowski, the Polish Consul General in Sydney. The festival is run by

a passionate, skills-based committee of volunteers dedicated to sharing Poland's best with Australia. PolArt Adelaide will embrace the community spirit through famous Polish hospitality, where everyone is welcome to join in and enjoy the festivities.

PolArt Adelaide 2025 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 now have participants who are third and fourth generation Polish Australians, and our events are targeted to a broad audience.

The PolArt Adelaide 2025 committee will harness the diverse expertise and professional skills of its members, committed to delivering a successful and memorable festival in Adelaide.

**Our sponsors play an integral part in the growth and success of PolArt Adelaide 2025**, as together we can increase the quality of what is on offer at PolArt Adelaide—making it a valuable event for all participants.

Participants taking over King William Road at PolArt Adelaide 1994



The PolArt Adelaide 2009 festival opening, held on the iconic banks of the Torrens at Elder Park



# Message from the Premier of South Australia

## Patron of PolArt Adelaide 2025

South Australia's Polish community has made a significant contribution to South Australia for around 170 years, which is why I am proud to be the Patron of PolArt Adelaide 2025.

This festival has been held tri-annually since its inception in 1975, hosted by major Australian cities, and celebrated by participants and audiences from the Polish and wider community from across Australia and New Zealand.

First established by the Polish Women's Association of Australia and New Zealand, this year, the festival celebrates its 50th Anniversary and I am delighted that we are celebrating this Golden anniversary here in Adelaide.

South Australia is known as the Festival State and we are renowned for staging outstanding arts and cultural festivals.

With open arms, we welcome the PolArt festival and the hundreds of visual and performing artists who will descend upon our city sharing and performing Polish dance, folklore, theatre, literature and visual arts.

We know that by celebrating our cultures, we connect our state's rich past with our shared future.

My government and I are pleased to be supporting this wonderful festival, and I wish you all the very best for PolArt Adelaide 2025 on this 50th anniversary.



**Peter Malinauskas**  
PREMIER OF SOUTH AUSTRALIA



# Message from the Consul General of the Republic of Poland in Sydney

## Patron of PolArt Adelaide 2025

When I arrived in Australia at the end of 2024, I read a lot about various Polish festivals and events in Australia. Unsurprisingly, the most iconic one is the PolArt Festival—the largest and most vibrant celebration of Polish art, tradition, and culture in Australia and New Zealand.

This year marks the festival's 50th anniversary, and PolArt Adelaide 2025 promises to be just as spectacular. It will feature a rich display of Polish regional dances, visual arts, theatres, literature and music. Of course, no Polish celebration would be complete without its delicious cuisine.

I am truly honoured to serve as an honorary patron of this joyful and diverse event, and I eagerly look forward to the celebrations later this year.

Finally, I want to acknowledge the hard work and dedication of everyone involved in bringing this year's festival to life. I wish you all great success in organizing PolArt Adelaide 2025. I am certain it will be an unforgettable experience for us all. And as we say in Polish, "Dobry Zabawy!"—which means "Have fun!"

### **Piotr Rakowski**

CONSUL GENERAL OF THE REPUBLIC  
OF POLAND IN SYDNEY







*10 days, 500+ artists,  
united in celebrating Polish  
visual art, dance, theatre,  
music and literature*





# About the Festival

PolArt Adelaide 2025 is a celebration of Australian Polish culture in a **10-day festival format**. It will bring together performers and artists from across Australia and New Zealand for a dynamic program featuring:

- **Three folkloric concerts**
- **A music concert**
- **Theatrical performances and workshops**
- **An art exhibition**
- **Literature and poetry readings**
- **An outdoor festival day with food, crafts and live entertainment**
- **Participant social events around Adelaide, namely at the Dom Polski Centre 'PolArt Hub'**

Our mission is to stage a **proven and longstanding multidisciplinary festival** that will attract participants and audiences from around the country and contribute to the rich and celebrated artistic and cultural landscape of our Festival State.

We aim to position PolArt Adelaide 2025 as **South Australia's premier ethnic festival**, sharing cultural and artistic excellence, whilst bring economic benefits to the state of South Australia, as well as uniting, engaging and inspiring the community.

Conveniently located in venues across the **Adelaide CBD, metropolitan Adelaide** and the **Barossa Valley**, we will attract a variety of visitors from Adelaide, the state of South Australia, and across Australia and overseas.

Our marketing effort is focused on targeting a broad audience, from young to old, those with a Polish affiliation, and those who simply have an interest in cultural events.

## Festival program

### Folkloric concert 1

Saturday 28 Dec 2025  
Adelaide Convention Centre

### Folkloric concert 2

Tuesday 30 December 2025  
Adelaide Convention Centre

### Folkloric concert 3

Friday 2 January 2026  
Barossa Arts Centre

### Music concert

Saturday 3 January 2026  
Brighton Concert Hall

### Outdoor festival event

Sunday 4 January 2026  
Venue TBC

### Theatre

Monday 29 December 2025  
Wednesday 31 December 2025  
Saturday 3 January 2026  
The Parks Theatre

### Visual arts exhibition

Throughout festival  
Cowandilla Community Centre

### Literature

Various dates  
Dom Polski Centre Adelaide

### Social events

- VIP function, to be attended by sponsors, partners and dignitaries
- New Years Eve ball for performers, volunteers and VIPs
- Welcoming and farewell events for 500+ performers and entourage taking part in the festival.



# Marketing

PolArt Adelaide 2025 promotion will target a broad audience thanks to the variety and unique features of the festival program.

Key markets will include young families, festival-goers and seniors: those with a Polish affiliation as well as those with an interest in cultural events, which is particularly pertinent in our Festival State. Our aim is to spread the word of PolArt to demographics who typically like to participate in festival events, try something new and are therefore adventurous and open to new experiences.

PolArt already has a strong and passionate following made up of members of the Polish community across Australia and New Zealand who have previously participated in or attended past festivals.

**PolArt Adelaide 2025's paid media campaign will launch in September.** In the meantime, marketing will be conducted through owned channels such as the PolArt Adelaide 2025 website, social media and electronic direct mail (eDM).

## **Marketing placements will include, but not be limited to:**

- Social media (organic and paid)
- Website
- eDMs
- News articles and press ads in print and digital publications
- Radio ads
- Out-of-home (OOH)
- PR activity:
  - official media releases with supporting visual media
  - radio interviews with key personalities, live reads and announcements
  - editorial in local, metropolitan and regional print media
  - TV weather crosses
  - digital event listings
  - launch event with VIPs and media

## **Owned social stats - organic content**

During the previous festival's (PolArt Sydney 2022) promotional period

### *Facebook*

Unique reach  
**116,120**

Engagements  
**137,542**

### *Instagram*

Unique reach  
**11,209**

Engagements  
**24,773**



# Sponsorship Opportunities

## Tailored sponsorship

Our aim is to work together with our sponsors to achieve maximum results. If the below packages do not fit your requirements, we will be delighted to discuss a tailored offer that matches your needs.

### *Platinum Sponsorship*

*\$50,000*

This major sponsorship is limited to one.

- ✓ Premium logo positioning in all material;
- ✓ Positioned as the hero of the festival, including naming rights:  
**PolArt Adelaide 2025 brought to you by...**
- ✓ Full page advertisement in the official Festival Book (A4);
- ✓ Company logo wherever sponsors are acknowledged, such as banners and bunting (supplied by PolArt), advertisements, posters, website (with link), eDM;
- ✓ Company banners (provided by sponsor) displayed at PolArt events;
- ✓ Provision for company video advertisement to feature on PolArt Adelaide website (no longer than 30 seconds in duration);
- ✓ Company representative – opportunity to speak at the VIP Official Opening;
- ✓ Complimentary tickets to ticketed program events;
- ✓ Two Company representatives invited to all VIP events, including VIP Opening Function, Gala Folkloric Concert, New Years Eve Ball, VIP theatre, literature and visual arts events;
- ✓ Company content to be scheduled across PolArt social media channels;
- ✓ Free stall/booth in premium position at outdoor festival day.

### *Gold Sponsorship*

*\$25,000*

Gold sponsorship is limited to four.

- ✓ Naming rights to specific events:  
**Folkloric Gala Concert, brought to you by...**
- ✓ Half page advertisement in the official Festival Book (A4);
- ✓ Company logo wherever sponsors are acknowledged, such as banners and bunting (supplied by PolArt), advertisements, posters, website (with link), eDM;
- ✓ Company banners (provided by sponsor) displayed at PolArt events;
- ✓ Company representative – opportunity to speak at the VIP Official Opening;
- ✓ Complimentary tickets to ticketed program events;
- ✓ Two Company representatives invited to VIP Opening Function, Gala Folkloric Concert and New Years Eve Ball;
- ✓ Company content to be scheduled across PolArt social media channels;
- ✓ Free stall/booth at outdoor festival day.



# Sponsorship Opportunities (cont.)

## *Silver Sponsorship*

*\$10,000*

Silver sponsorship is limited to six.

- ✓ Company logo wherever sponsors are acknowledged, such as banners and bunting (supplied by PolArt), advertisements, posters, website (with link), eDM;
- ✓ Quarter page advertisement in the official Festival Book (A4);
- ✓ Complimentary tickets to ticketed program events;
- ✓ Acknowledgement of sponsorship at the VIP Official Opening;
- ✓ Company content to be scheduled across PolArt social media channels;
- ✓ Two Company representatives invited to VIP Opening Function.

## *Community Sponsorship*

*\$5,000*

- ✓ Company logo wherever sponsors are acknowledged, such as banners and bunting (supplied by PolArt), advertisements, posters, website (with link), eDM;
- ✓ Company logo featured in the official Festival Book (A4);
- ✓ Acknowledgement of sponsorship at the VIP Official Opening;
- ✓ Company content to be scheduled across PolArt social media channels.

All rates shown exclude GST. PolArt Adelaide 2025 Inc reserves the right to accept or reject any sponsorship application.

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



# Advertising Opportunities

PolArt Adelaide 2025 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:

- ✓ Official Festival Book
- ✓ Promotional flyers and postcards

## Official Festival Book

2,000 A4 souvenir books at approx. 50+ pages (plus cover) are distributed at all festival events. The book provides information about the festival and its history, as well as the program for the 2025 festival.

Cost to advertise:

*NB: All advertisements are full colour.*

- ✓ Inside back cover (297 × 210mm)  
\$2,000.00 + GST
- ✓ Half-page advertisement in first half of booklet (148 × 210mm)  
\$1,200.00 + GST
- ✓ Half-page advertisement in second half of booklet (148 × 210mm)  
\$800.00 + GST

## Festival flyer

5,000 A5 flyers are distributed throughout Polish community groups, during events and activations, retail outlets and restaurants. Advertising is available on the back of the flyer.

Cost to advertise:

- ✓ Flyer (148 × 210mm)  
\$4,000.00 + GST

## Festival postcard

5,000 A6 postcards are distributed throughout Polish community groups, during events and activations, retail outlets and restaurants. Advertising is available on the back of the postcard.

Cost to advertise:

- ✓ Postcard (105 × 148mm)  
\$2,500.00 + GST

## Co-branding partnerships

Do you have a business or product that could shine with a PolArt twist?

Partner with PolArt Adelaide 2025 to create a special edition, co-branded product that stands out.

Whether it's a limited-run item, custom merchandise, or a unique collaboration, this is your chance to put your brand at the heart of one of the biggest celebrations of Polish culture, and tap into a passionate and diverse audience.

**We are open to your ideas and collaboration – please get in touch!**



# Get in Touch

*Let's work together  
to create something  
unforgettable for  
PolArt Adelaide 2025!*

Please reach out to us with your ideas, queries, and to discuss opportunities to collaborate. Whether you have an advertising space that would suit PolArt, a creative sponsorship idea, or something completely unique, we'd love to hear from you!

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

**Monika Dutka**

Secretary, PolArt Adelaide 2025

[adelaide@pol.art](mailto:adelaide@pol.art)

PolArt 2025 Adelaide Inc.

ABN: 35 445 117 220

[www.pol.art](http://www.pol.art)

  @PolartAus

