

April 22, 2019



2019 Dyngus Day Cleveland

Venue Information

WELCOME LETTER



Hello There,

Dyngus Day Cleveland 2019 is less than 6 months away! Dyngus Day is a rapidly growing cultural and heritage festival celebrated in Cleveland. Historically a Polish-American tradition, Dyngus Day celebrates the end of Lent and Easter. Over the decades, Dyngus Day has become a fun Festival to embrace and celebrate the Polish-American culture, heritage & traditions.

In Cleveland specifically, this year will be our 9th annual celebration of Dyngus Day! It is always celebrated on the Monday after Easter. The upcoming Dyngus Day will be held on April 22, 2019. Our efforts are to not only create a Polish Cultural Festival celebrating Cleveland's hometown Polka heritage, but to also celebrate the other Eastern European cultures thriving in Northeast Ohio!

This year, we are excited to partner with USA Expo, an event production company in Cleveland that produces cultural festivals like Cleveland Oktoberfest. This brings many new opportunities and ways to enjoy Dyngus Day including an Art & Craft Market! Moving forward, David Toth will be your primary contact. His experience and background speak specifically to event marketing and production, and we are excited to have David and his team on board.

Last year, the Festival was attended by nearly 40,000 people in the Detroit Shoreway, Tremont, Hingetown & Ohio City Neighborhoods throughout the day. We will again have an outdoor venue in the Detroit Shoreway that will host Polka bands, a designated family area, the Miss Dyngus Day pageant, an Arts & Craft Market and more. The Annual Dyngus Day parade starts at 6 p.m. and culminates at the outdoor tent on Detroit Ave and West 58th St. We hope you can join in the festivities.

I have enclosed details on ways you can partner with Dyngus Day Cleveland in 2019. Your contribution will help us to continue to promote and grow this important and fun festival in Cleveland. If you have any questions, please feel free to contact us.

Sincerely,

DJ Kishka / Justin Gorski
DyngusDayCleveland@gmail.com

David Toth
info@clevelanddyngus.com
440-348-0961

OVERVIEW



DYNGUS DAY, or Wet Monday, is the name for Easter Monday. Historically a Polish tradition, Dyngus Day celebrates the end of the observance of Lent and the joy of Easter. Over the decades, Dyngus Day has become a wonderful holiday to celebrate Polish-American culture, heritage, and traditions.

PURPOSE: Our goal in Cleveland is to not only make this a Polish Cultural Festival, we also want to celebrate our Polka Heritage, as well as the other Eastern European cultures still thriving in Cleveland.

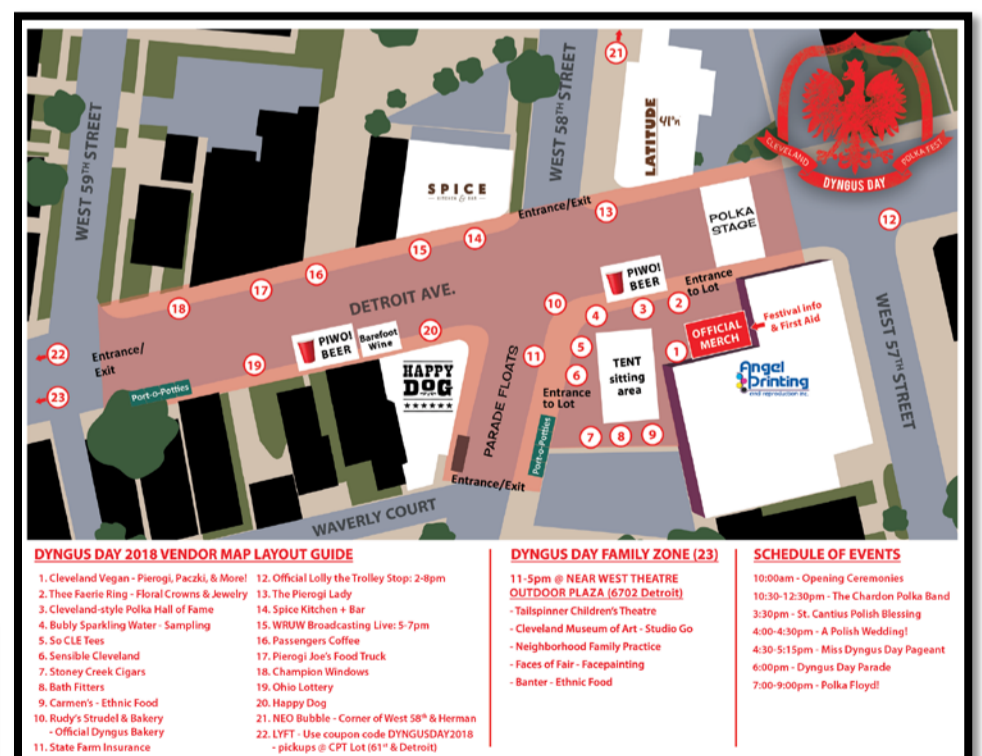
DATE: April 22, 2019 from 10 AM – 9:30 PM

LOCATIONS:

- Dyngus Day Cleveland: Gordon Square on Detroit Ave. and West 58th – Detroit Shoreway
- Supporting Neighborhoods
 - Ohio City
 - Tremont
 - Hingetown

2018 Attendance: 40,000

- 15,000 in Gordon Square



FEATURES & ACTIVITIES



MISS DYNGUS DAY PAGEANT - In order to be the winner of Miss Dyngus Day, she shall like piwo, dance the Polka, pump out pierogis and rock a Babushka.

DYNGUS DAY PARADE - Put your best float forward.



ART & CRAFT MARKET FEATURING FAMILY ZONE

ENTERTAINMENT ALL DAY!

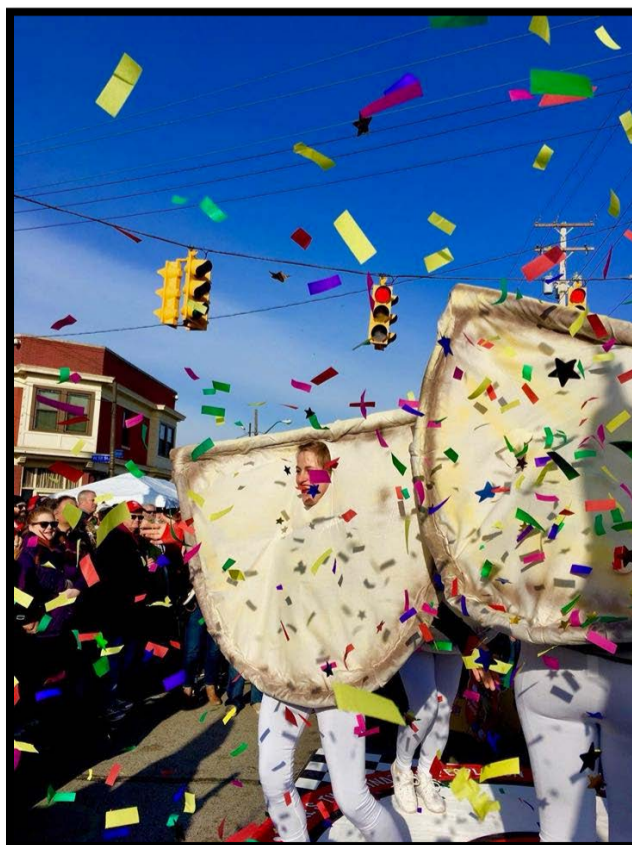
FOOD & PIWO – authentic paczki, pierogi, polish sausage and more!

POLKA - If you don't know how to, you will by the end of the day.

PUSSY WILLOWS - If you get whacked, consider it flattery.

SQUIRT GUNS - Same if you get wet!

LOLLY THE TROLLEY- FREE RIDES
from 2 PM – 8 PM!



EXPOSURE



2,100
EMAIL SUBSCRIBERS



6,442
FACEBOOK
FOLLOWERS



772
INSTAGRAM
FOLLOWERS

128,750
WEBSITE PAGEVIEWS



1,550,789
MEDIA REACH

2018 Media Highlights:

- 10,000 Program Guides printed and distributed throughout all of the neighborhoods!
- “Inside the NBA” on **TNT** held a special that brought the spotlight to Dyngus Day Cleveland through Charles Barkley’s reaction to the event.
- cleveland.com featured the Dyngus Day - Cleveland’s Polka Street Party
- REAL TALK featured Dyngus Day Cleveland with Real Pop Fusion
- **Cleveland Scene Magazine** reached 308K+ readers by doing an in-depth photographic coverage of the event
- Kickin’ It With Kenny from **Fox 8** hosted 5 segments on the event



DYNGUS DAY APPLICATION

Supporting Neighbor Venue's



APRIL 22ND

Hours Open: 10 AM – 9:30 PM

Setup: 8 AM – 9:30 AM

Teardown: 9:30 PM – 11 PM

Remit Payment to
 Dyngus Day Cleveland
 29263 Clemens Road, Suite 200
 Westlake, Ohio 44145
info@clevelanddyngus.com

Company

Contact

Address

City

State

Zip

Phone

Cell

Fax

Email

Web

Promotional Content (One to two sentences about what you would like to promote at your Venue on Dyngus Day, including entertainment, food/drink specials, etc...)

Sponsorship Pricing			
Y / N	Level of Sponsorship	Early Bird (Paid by January 15 th)	Standard Rate (effective after January 15 th)
	Pierogi	\$1,000	\$1,250
	Gawumki	\$750	\$1,000
	Piwo	\$500	\$650
	Packzi	\$250	\$300

Sponsorship Deadlines	
Deliverables	Due Date
Venue Participation & logo	January 25h, 2019
Program Guide Ad (if applicable)	Artwork submitted by February 15 th
Entertainment Schedule / other Highlight details about your Venue	Artwork submitted by February 15 th

VENUE SPONSOR LEVELS



Pierogi Level - \$1,250

- Your company logo prominently listed on the official Cleveland Dyngus Day website homepage
- Line item listing in DD program & website on schedule of events page
- Listed in official DD Press Release
- Logo printed on DD t-shirt
- One full-page advertisement in the DD program - 10,000 guides printed
- Listed on DD marketing materials - posters, programs, etc.
- 5 social media highlights

Gawumki Level - \$1,000

- Line item listing in the DD program & website on schedule of events page
- Listed in the official DD Press Release
- Listed on DD marketing materials - posters, programs, etc.
- Half page advertisement in the DD program - 10,000 guides printed
- 3 social media highlights

Piwo Level - \$600

- Line item listing in the DD program & website on schedule of events page
- Listed in the official DD Press Release
- 1/8 page advertisement in the DD program - 10,000 guides printed
- 2 social media highlights

Paczki Level - \$300

- Line item listing in the DD program & website on schedule of events page
- 1 social media highlight

ADD TIMELINE HERE
EARLY BIRD PRICING / ARE YOU PARTICIPATING?
LOGO
OPEN & CLOSE TIMES ON DYNGUS
ENTERTAINMENT SCHEDULE
1-2 SHORT SENTENCES ON WHAT THEY WOULD LIKE TO PROMOTE (FOOD/DRINK SPECIALS)
THE AD

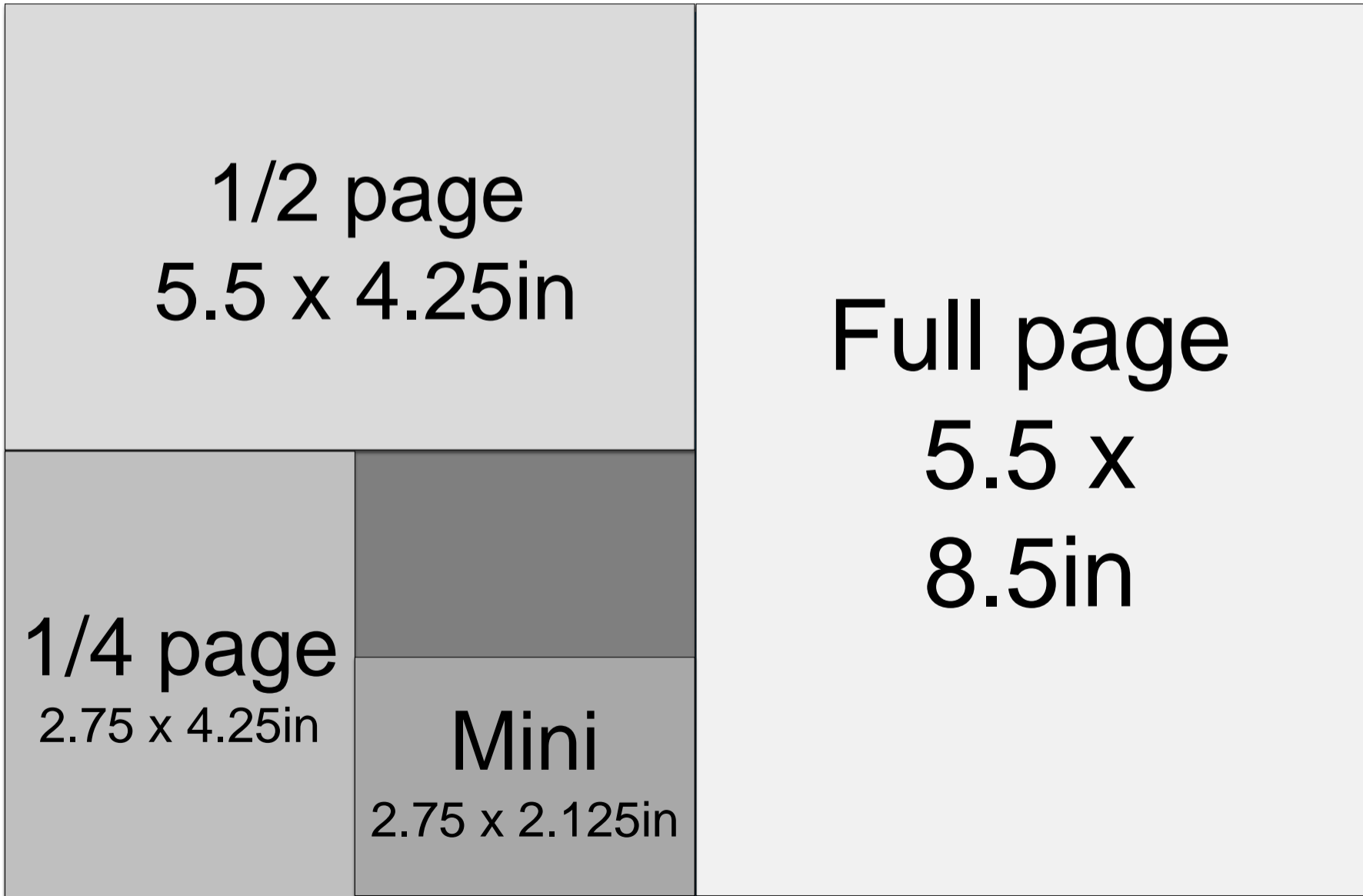
Program Guide Ad



The Program Guide is a 30+ page FREE guide to all things Dyngus Day in Cleveland. It is printed in full color and gives the necessary information about all the venues and musical acts who participate in Dyngus Day. It includes event details such as the time and location of performances, the parade, shuttle service, menus, maps and more! Please send all artwork to info@clevelanddyngus.com prior to February 15th

Ad Design Guidelines: Submit all art at exact size, at 300 dpi with 0.125" inch bleed and be sure to keep all important art and text within 0.125" of the edge.

Full Page Ad	5.5" x 8.5"	\$700	Mini Shout Out	2.75" x 2.125"	\$150
Half Page Ad	5.5" x 4.25"	\$400	Back Cover	5.5" x 8.5"	\$1,500
1/4 Page Ad	2.75" x 4.25"	\$250			



PRESS RELEASE



USA Expositions Announces Partnership with Cleveland's Dyngus Day Festival!

CLEVELAND, OH (OCTOBER 12, 2018)—Looking for the best polka bands, an accordion parade, paczki/doughnuts, Miss Dyngus Day and all the pierogi and polish piwo (beer) you can drink? Then look no further than [Dyngus Day](#), a local festival in Cleveland's Detroit Shoreway area that is held annually celebrating anything and everything Polish! Recently it has been announced that local event production company [USA Expositions](#) has partnered with the festival for the upcoming spring event on April 22, 2019.

Founded in 2010 by (husband and wife) Justin Gorski (DJ Kishka) and Laura Ross, the annual tradition has continued to grow in popularity each year. Last year alone, the event hosted over 40,000 patrons. "DJ Kishka wanted to throw the biggest Polka party Cleveland has ever seen! The festival has grown beyond our wildest dreams and we are so excited to see it continue to grow," says co-founder of Dyngus Day Cleveland & Cleveland Vegan, Laura Ross. Dyngus Day Cleveland is the second largest celebration in the U.S.

For those unfamiliar, Dyngus Day takes place on the Monday after Easter Sunday and rocks the streets of Cleveland with Polka jams from morning until night with a variety of events that take place throughout Northeast Ohio celebrating the day. Dyngus Day, or Wet Monday (Polish Śmigus-Dingus) is the name for Easter Monday. This year it will be celebrated on April 22nd. Historically a Polish tradition, Dyngus Day celebrates the end of the observance of Lent and the joy of Easter. Taking the holiday a step further, Cleveland's Dyngus day festival features a variety of entertainment throughout several Cleveland neighborhoods including: Gordon Square, Tremont and Ohio City. To help connect the community, Dyngus Day coordinates a trolley that runs all day and evening making stops in each neighborhood so guests don't miss out on any of the fun.

USA Expositions who also produces the Cleveland Oktoberfest, Labor Day Weekend, has announced its partnership with the event, and has plans to grow and continue to expand the annual celebration. "Partnering with Dyngus Day was an easy decision for us. We love bringing great cultural events to the Cleveland area and are looking forward to continuing an amazing tradition for Northeast Ohio – which has such a rich and cultural Polish Community. Since USA Expositions began producing the Cleveland Oktoberfest in 2011, the event has seen 400% growth and we hope to continue that trend with Dyngus Day," said President, Adam Roggenburk of USA Expositions.

Matt Zone, Councilman for Cleveland, Ohio mirrors the sentiment, "I think it's safe to say that Cleveland loves Dyngus Day. Putting on a festival of this size is not an easy task. I look forward to working with USA Expositions to grow the event for the community in 2019 and beyond. This is a fantastic culturally rich festival for our Cleveland neighborhoods, and I'm thrilled to see it thriving year after year."

For more information on Dyngus Day, please visit <http://clevelanddyngus.com>. For hi-res photography, interviews with USA Expositions and/or media inquiries regarding the festival, please contact David Toth at dtoth@usa-expo.com, or via phone at 440-781-5246.

PHOTO ALBUM



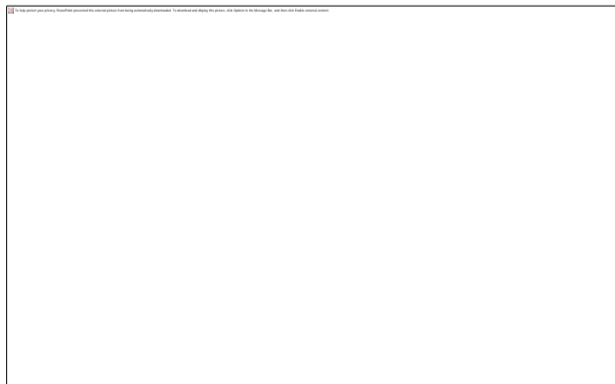
CONTACT INFORMATION



DAVID TOTH

440-348-0961

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