



POLISH DAY IN BRUSSELS 2023

Following the overwhelming success of the launch of the Polish Day in Brussels last year, **the Embassy of Poland** hand in hand with the team representing Polish diaspora in Belgium sets up for the next edition of the huge celebration of Poland, planned on **May 7th 2023** in the most iconic place in Brussels. This year which is celebrated in Poland (and beyond) as the Year of Nicolaus Copernicus, together with many prestigious partners from Poland we will move the earth with many attractions tailored for the young and young-at-heart audience joining us. We will finish the day in the spring spirit with the concert of the young acclaimed musical star from Warsaw – the group **Kwiat Jabłoni** (Apple Blossom).

[Polish Day 2022 promotional video](#)

ORGANIZERS

Embassy of Poland in Brussels, The Polish Educational Organization in Belgium, Help Centre Belgium, Polish Institute Brussels, Brussel's Office of the Polish Tourism Organization as well as Polish regional offices in Brussels.

WHEN

May, 7th 2023, Sunday afternoon and evening (14:00 – 21:30)

WHERE

Parc du Cinquantenaire, Brussels

FOR WHOM

an open family-friendly event available in English and in Polish for anyone interested in Poland (Poles, their Belgian and international friends) as well as for tourists. Estimated number – dozens of thousands (last year we had between 5 to 10 K participants!)

MEDIA

information in Brussels local media, broadcast for Polish TV and radio stations, local posters, social media campaign



ATTRACTIONS FOR THE PARTICIPANTS

01

The stage

performances of outstanding artists from Poland: Cracovia Danza and main Polish band eagerly anticipated – Zespół Kwiat Jabłoni

02

The LED screen

presentation of looped promotional videos directed to international audience and the Polish community e.g. presenting attractive tourist destinations in Poland, cultural heritage. Here is the place for your advertisement!

03

The Kids zone

an area with stands from schools and Polish community organizations and an entertainment sector full of tents hosting games, workshops, special playgrounds, bouncy houses and obstacle courses.

04

The food court

an amazing opportunity to try traditional Polish delicacies and beer. Our regionals representations will surely compete to bring the best of the best from Poland's healthy, artisanal food and drinks.

05

The Polish Regions'zone

here you may taste with all senses many surprising attractions specially brought to Brussels from the big cities as well as from nooks and crannies of Poland.

NOWOŚCI

- On May 7th, in the direct vicinity of Cinquantenaire Park, an extremely popular festival of Tervueren Street will take place, which attracts tens of thousands of Belgian and international spectators every year in Brussels.
- We have expanded the the Food court in cooperation with a professional event agency and provincial offices that will promote regional dishes.



SPONSORED COSTS <ul style="list-style-type: none"> STAGE RENTAL SOUND AND LIGHTING RENTAL COST OF KWIAT JABLONI BAND CONCERT 	Package 1	Package 2
Possibility to prepare your own non-commercial stand during the event	3 000 EUR	5 000 EUR
Exposure of sponsor's logo in promotional materials		
<ul style="list-style-type: none"> On the event promotional poster shared on the social media of the Embassy and its Polish partners (tens of thousands of viewers) 	<input type="checkbox"/>	<input type="checkbox"/>
<ul style="list-style-type: none"> Separate post on the dedicated event profile on Facebook managed by Kwiat Jabloni band 	<input type="checkbox"/>	<input type="checkbox"/>
<ul style="list-style-type: none"> Separate panel in the event summary video 	<input type="checkbox"/>	<input type="checkbox"/>
Exposure of sponsor's logo on provided advertising materials during the event		
<ul style="list-style-type: none"> in the area of schools and Polish organizations 	<input type="checkbox"/>	<input type="checkbox"/>
<ul style="list-style-type: none"> In the gastronomic zone 	<input type="checkbox"/>	<input type="checkbox"/>
Exposure of sponsor on LED screen (dimensions 6m x 4m)		
Logo on the event promotional poster displayed on May 6-7	<input type="checkbox"/>	<input type="checkbox"/>
Separate panel with information about the sponsorship, displayed in a loop - 10 x 10 seconds on May 7, 2023	<input type="checkbox"/>	<input type="checkbox"/>