



RONCESVALLES VILLAGE BIA

2025 ANNUAL GENERAL MEETING

hypitch



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Festival HIGHLIGHTS



Estimated over **450,000** attendees came out to celebrate the community of Roncesvalles Village over the course of two days!



Roncesvalles Polish Festival featured new Folklore & Veterans Affairs Stage!



Roncesvalles Polish Festival hosted very first Pierogi-Eating Contest at Polkamania Stage!



Roncesvalles Polish Festival featured customized Pierogi Toss Corn-hole game!



Roncesvalles Polish Festival welcomed visit from Mayor Olivia Chow!

OFFICIAL CHARITY PARTNER

[The Copernicus Lodge Foundation](#) operates to advance revenue goals that will support and sustain the mission of Copernicus Lodge into the future. The goal of the Foundation is to maintain and enhance the comfort and quality of care for the Polish Canadian senior community.





Festival REVENUE REPORT

2025 VENDOR & MIDWAY SALES

CATEGORY	QUANTITY	SALES VALUE \$
Artisan	18	\$ 3,596.00
Corporate	1	\$ 2,510.00
Food	34	\$ 47,579.00
Food truck	2	\$ 4,558.00
Non-food	55	\$ 41,653.70
Alcohol sampling	1	\$ 4,000.00
Midway	1	\$ 7,140.00
TOTAL	112	\$ 111,036.70

 = 9.7%
increase in
sales from
2024!

2025 PROVINCIAL, CITY & FEDERAL GRANTS

GRANT	2025 APPROVED AMOUNT	2024 APPROVED AMOUNT
Experience Ontario	\$ 55,000.00	\$ 0.00
CFFP (City of Toronto)	\$ 15,000.00	\$ 10,000.00
SESI (City of Toronto)	\$ 30,000.00	\$ 36,000.00
VAC (Federal/Veteran)	\$ 5,000.00	\$ 3,000.00
TOTAL	\$ 105,000.00	\$ 49,000.00

 = 114% increase in grant funding from 2024!

2025 SPONSORSHIP SALES

SPONSOR	AMOUNT \$ \$	DESCRIPTION
Scotiabank	14,000.00 \$	Polkamania Stage
Zywiec	13,500.00 \$	Official Polish Beer
Dil Se Restaurant	11,000.00 \$	SuperDogs
TD Bank Group	10,000.00	Reptilia Zone
Kal Tire	\$ 6,500.00	RONCY Sign
Pollocks Home Hardware	\$ 6,000.00 \$	Pierogi Toss & Art of the BBQ
Sidorova Inwood Realty	6,000.00	Bounce Castle & Facepainting
Starsky	\$ 6,000.00 \$	Community / Polish Food
Great Lakes Brewery	6,000.00 \$	South Beverage Garden
OLG	5,000.00 \$	DJ Entertainment Zone
Polish Credit Union	5,000.00 \$	Roncy Banners / Parking Lot
TheraBreath	4,000.00	Sampling Activation
Laneway Distillers	\$ 2,500.00	Official Spirit
Babiak Real Estate	\$ 2,500.00	Entertainment / Impulse
Supreme Pierogies	\$ 2,000.00	Official Pierogi & CP24
Meridian Credit Union	\$ 1,000.00	Roncy Rocks Artisan Zone
Roncesvalles Animal Hospital	\$ 800.00	Bark n' Splash
Consulate General/Poland	\$ 500.00	Community
Hypitch	\$ 500.00	Beverage Garden T-Shirts
TOTAL CASH SALES	\$ 102,800.00	
TOTAL IN-KIND VALUE	\$ 12,700.00	PCU \$10,000 Starsky \$1500 Tim Hortons \$500, Long & McQuade, \$700

 = 2.5% increase in cash sponsorship from 2024!

Festival POSTER & MAP



ENGLISH



POLISH

RONCESVALLES POLISH FESTIVAL

September 13 & 14, 2025

@RoncesPolishFestival

@RoncesvallesPolishFestivalToronto

@RoncesPolishFestival

www.polishfestival.ca

STAGES

- Scotiabank Polkamania Stage
- Main Stage
- Garden Stage

ACTIVITY ZONES

- Roncy Rocks Meridian Artisan Zone
- TD Family Fun Zone Featuring Reptilia
- Sidorova Inwood Bounce Park
- Copernicus Beverage Garden
- RVBIA Beverage Garden
- Roncy Sign - Kal Tire Photo Op
- Great Lakes Brewery Garden
- OLG Entertainment Zone
- SuperDogs presented by Dil Se Indian Restaurant & Bar
- Midway Zone

FESTIVAL HIGHLIGHTS

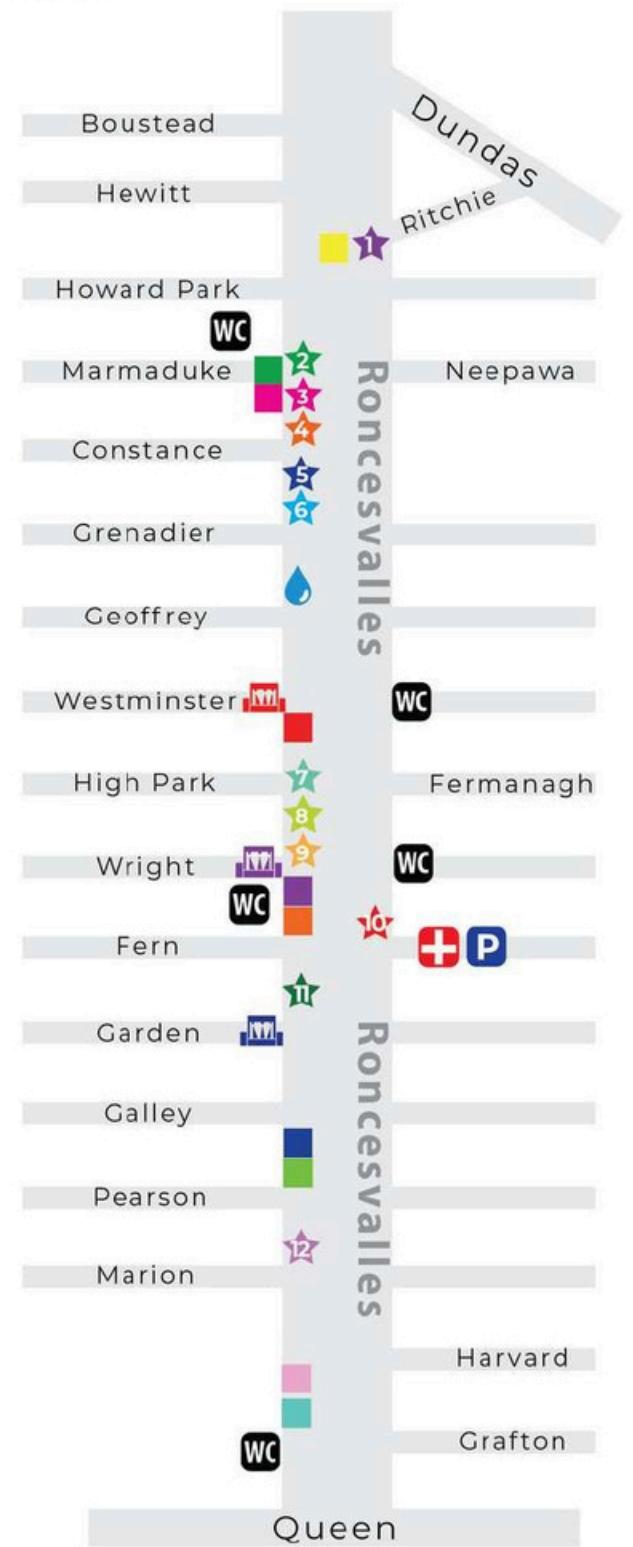
- 1 Meridian
- 2 TD Bank Group
- 3 Sidorova Inwood Realty
- 4 Kal Tire
- 5 Pollocks Home Hardware - Art of the Barbeque
- 6 Roncesvalles Animal Hospital Bark 'n Splash
- 7 Starsky Fine Foods
- 8 TheraBreath
- 9 Roncesvalles United Church Celebrating Indigenous Lacrosse
- 10 Scotiabank
- 11 St. Stanislaus - St. Casimir's Polish Parishes Credit Union Limited
- 12 Z103.5 Street Team

Water Refill Station

First Aid

Police / Security

Washrooms



Festival MEDIA HIGHLIGHTS

NEW FOR 2025 CP24 - 1-week digital ad banner campaign | (1) 5-min live promo segment during Breakfast Television on Friday Sept 12 | **Daily average audience reach of +1,000,000 viewers**

Z103.5 - Reach of 3,183,291 Listeners | 948,585 Weekly Listeners; campaign (2 weeks (30) second commercials, event listing and email blast, pre-event and social media mentions - Facebook & Instagram | +275,000 followers | [Click here to play](#)

Neighur - Hyper-local online & Newspaper publication | (2) Full Page Ads + Post Event Ad | 67,500 monthly readership

Event Listings - [ToDo Canada](#), [BlogTO](#), [City of Toronto](#), [Toronto Today](#), [City News](#), & more!

Posters - (250) Posted in the community & (2) Astral bus shelters

Trifolds - (5000) Distributed to the community and surrounding neighbourhood's

Onsite Signage - Banners, A-Frames, Stage Schedules, etc.

POLISH ADVERTISING

Goniec - (3) Week Campaign | (1) Full Page Advertisement | Polish language weekly newspaper. Available in stores in the Toronto metropolitan area, Hamilton, London, St. Catherines, Windsor, Niagara Falls, Ottawa, Peterborough, Barrie and other locations.

Wiadomosci - (3) Week Campaign | (1) Full Page Advertisement | Polish language weekly newspaper, serving Toronto, Mississauga and area. | Circulation: 14,000 weekly

Zycie - (3) Week Campaign | (1) Full Page Advertisement | Polish language weekly newspaper - Canada

St. Stanislaus - St. Casimir's Polish Parishes Credit Union - Digital ad on branch monitors
Polish Studios TV - media highlights

RVBIA TOTAL MEDIA SPEND | **\$ 34,770.00**



CP24 TOTAL CAMPAIGN VALUE |

\$ 18,000.00

TOTAL PAID VALUE |

\$ 6,000.00



Friday Sept 12, Breakfast Television | Chef Christopher Murie from The Dizzy hosted a live 5-min cooking demonstration with Supreme Pierogies to promote the festival!



Radar

Sandeep Panesar Posted about a month ago

Toronto's very own Roncy neighbourhood is about to come alive as the **Roncesvalles Polish Festival** returns on September 13 and 14, bringing two days of food, music, and Polish culture to one of the city's most lively

Festival SOCIAL MEDIA HIGHLIGHTS

Reporting Period: April 20 - Oct 20, 2025

@roncespolishfestival

Overview - Reach



During this reporting period:

- Reached over **185k** individual accounts on Facebook
- Reached over **302.8k** accounts on Instagram

Profile Visits & Followers



During this reporting period:

- Had over **18.7k** profile visits on Facebook
- Had over **17.7k** profile visits on Instagram

There were **625** net Instagram followers and **406** new Facebook followers. A total of **5,327** followers on Facebook and **7,261** followers on Instagram.

Majority of the audiences on both Facebook and Instagram are between the ages of **18-54**. Instagram reached more people between the ages of **25-34**, compared to Facebook. Whereas Facebook reached more people ages **35-65+** compared to Instagram.

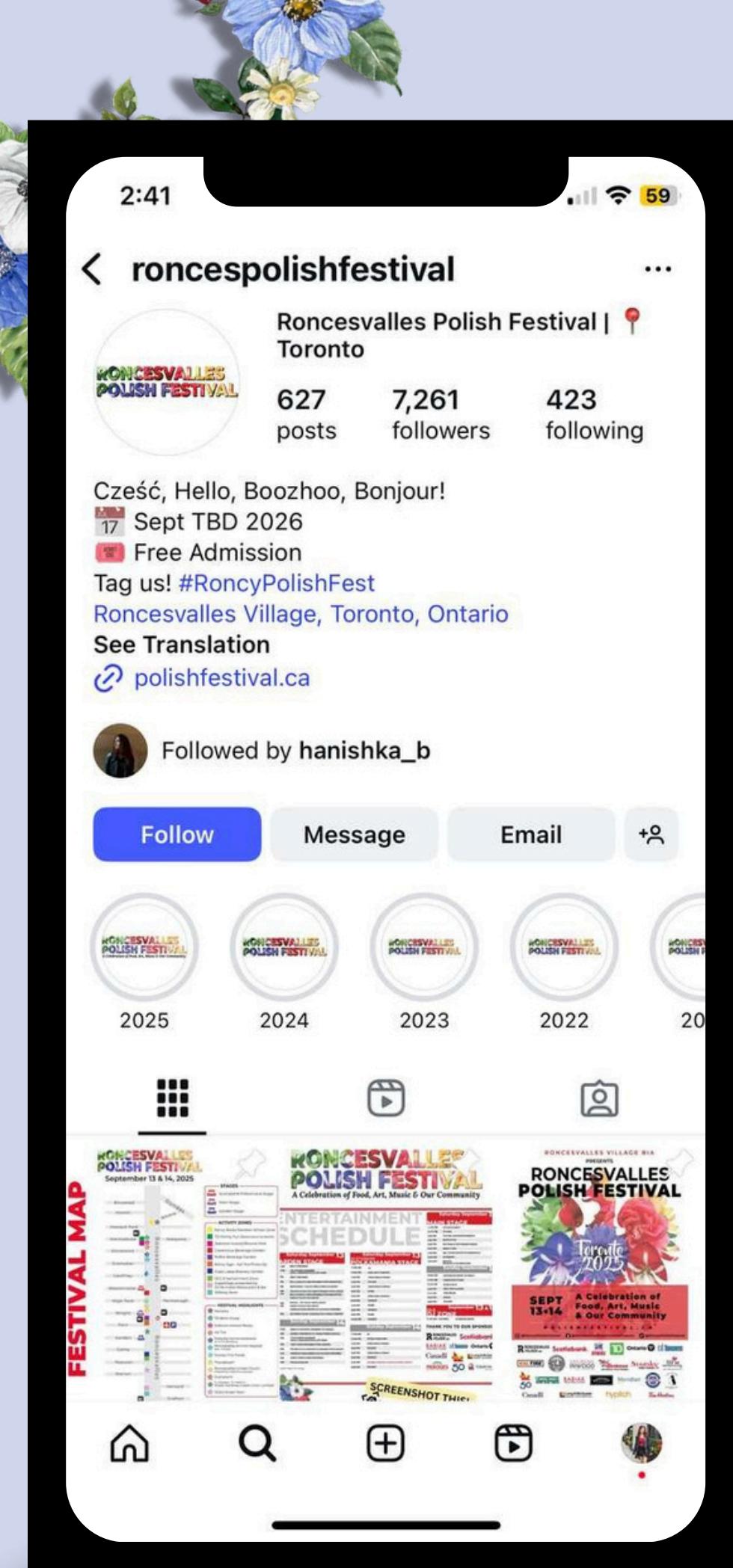
Further Location Insights

Facebook Top Cities:

- Toronto, ON, Canada **57.9%**
- Mississauga, ON, Canada **20.6%**
- Hamilton, ON, Canada **5.5%**
- Brampton, ON, Canada **3.2%**
- Oakville, ON, Canada **2.5%**
- Burlington, ON, Canada **2.3%**

Instagram Top Cities:

- Toronto, ON, Canada **25.7%**
- Riga, Latvia **11.1%**
- Mississauga, ON, Canada **4.2%**
- Jerusalem, Israel **2.1%**
- London, UK **1.5%**
- Hamilton, Ontario **1.3%**
- Orlando, Florida **1%**



Festival MEMBER HIGHLIGHTS

2025 PARTICIPATING MEMBERS

- 80 participating members = **2.5% increase from 2024!**

NEW / NO 2024 PARTICIPATION = **19**

RETURNING = **61**

- Barricade sales = **\$ 2,536.50 + HST**

- Festival spaces = **\$ 675.00 + HST**



2025 MEMBER SURVEY RESULTS

- 11.7%** of members identified significant increase in traffic flow!
- 17.6%** of members identified significant increase in sales compared to an average weekend!
- 78.9%** of members were open both days of the festival!
- 29.4%** of members expressed positive feedback for the RVBIA provided signage!

(19 submissions total)



Member & Sponsorship TESTIMONIALS



“The Roncesvalles Polish Festival is such a special celebration of culture and community. As long-time supporters, we’re proud of the strong connection between Polish Credit Union and this beloved event, which reflects the spirit, traditions, and values we share with the community. We look forward to continuing this partnership for many years to come.”

Polish Credit Union, Member & Sponsor



“As a small, independently owned veterinary clinic, it’s becoming more challenging to stay visible in a busy and ever-evolving city. Joining the Roncesvalles Polish Festival each year gives us a wonderful chance to connect with our neighbours, meet fellow pet lovers, and share why regular veterinary care is so important for keeping pets happy and healthy. We’ve proudly been part of this incredible festival for four years now, and we absolutely love it! Each year, we sponsor the Bark N Splash — a fun, interactive way for pets to cool off and for owners to see that, after all, we’re human too! Events like this remind us how much joy our community brings and how important it is to stay connected. We truly love what we do and who we are — caring for animals and the people who love them. Thank you to the Roncesvalles BIA for creating space for small businesses like ours to shine.”

Roncesvalles Animal Hospital, Member & Sponsor



“We are so grateful that the RVBIA gave us a chance to sponsor the Roncesvalles Polish Festival. We will definitely sponsor next year as well!”

Dil Se Restaurant, Member & Sponsor



“Laneway Distillers was so happy to be a part of the Roncesvalles Polish Festival. We had a fantastic experience and we’re looking forward to next year!”

Laneway Distillers, Sponsor & Local Business near the RVBIA



The Dizzy, Participating Member; MC of Pierogi-eating contest & live host for CP24 broadcast segment



Sponsors & Participating Members 2025



Vip Reception & Festival Acknowledgements **2025**





Thank you
SEE YOU IN 2026!

hypitch



WHITE EAGLES
Motorcycle Club

118 Roncesvalles Ave

Akelius

NO. 16-1001

118roncesvalles.ca

416-332-4222









A vibrant outdoor festival scene, likely a Polish cultural event, is depicted. In the center, a large white tent is the focal point, featuring a red banner that reads "POLISH FOOD & BEVERAGE GARDEN" in bold, capital letters. Below the banner, the "Copernicus" logo is visible, along with the text "ALL PROCEEDS TO CHARITY". The tent is surrounded by a dense crowd of people. To the left, a stall displays Polish-themed merchandise, including red and white shirts and hats. To the right, a red flag with the word "CHURROS" is visible. The background is filled with more festival structures, trees, and utility poles with yellow "X" crossing signs. The overall atmosphere is festive and crowded.

**POLISH FOOD &
BEVERAGE GARDEN**

Copernicus

ALL PROCEEDS TO CHARITY







FOOD MENU

TAX INCLUDED

4 Pierogi with onions \$ 5.00
6 Pierogi with onions \$ 7.00
8 Pierogi with onions \$ 9.00
Bigos with rye bread \$ 7.00
Polish Sausage on a European bun \$ 7.00
Sour Cream \$ 1.00
Pierogi stick \$ 1.00

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Sour Cream \$ 1.00
Pierogi stick \$ 1.00

AL COMBO

11:00 AM TO 03:00 PM

NAAN OR GARLIC NAAN, SALAO,
ITA AND 1 POP

NON-VEG \$

- CHICKEN LABA
- CHICKEN TI









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GLB Great Lakes Beer www.GreatLakesBeer.com



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WANTS TO FIGHT IPA
LACE ALE
LAKE SAWI LEMON \$10
- SIC PEROGIES
- FROZEN RUM TARTARIO



OLG ENTERTAINMENT ZONE



50

Proud supporter of The Roncesvalles Polish Festival

50





KAL TIRE

KAL TIRE

KAL TIRE

MONESVALLS
POLISH FESTIVAL

MONESVALLS
POLISH FESTIVAL

MONESVALLS
POLISH FESTIVAL



T
S

RONCESVALLES POLISH FESTIVAL

Enter
to Win **\$500
CASH!**

*COMPLETE OUR
VISITOR SURVEY
FOR A CHANCE TO WIN
\$500 CASH



SCAN ME

R RONCESVALLES
VILLAGE BIA

ONE ON ONE
10 \$25
30 75
60 150
WITH HUMANS

65R





petvalu

your pet • your

Proudly Canadian
Proudly Local

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LOWER PRICE.
LOCKED IN.

Over 100 products,
now even better value.

Prime
up to 20%
than other comparable brands.

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Treat of
the Month

Locally
Owned & Operated

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your pet • your store

petvalu® your pet • your store



petvalu

SAVE
\$1









ASDEN
CLEANERS

CLEAN
COIN LAUN

Benjamin
Moore
High Park
Wallpaper &
Decor

GUIN

Live
Music
this weekend
SATURDAY
2PM-5PM
PADDYMAN
SUNDAY
2PM-5PM
BRIGITTE O'GRADY

THE

RONCESVALLES
POLISH FESTIVAL
SIDE WALK SALE!
X = \$50
O = \$40
MYSTERY BAGS
\$30
*VALUE OVER \$100!

VISIT US ON RONCESVALLES YEAR ROUND!

RONCESVALLES
VILLAGE BIA

TORONTO











2023 POLSKA FESTIVAL

Polish Festival
of Food, Art, Music & Our Community

POLKAMANIA STAGE











Storage & More

uhaul.com

UHAUL

LARGE BOX
10' x 8' x 4'
45 cu ft

MEDIUM BOX
8' x 8' x 4'
32 cu ft

AJ32013









Home hardware







R/C



40 RONCESVALLES AVE.





Thank you
SEE YOU IN 2026!

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