

*THE Puerto Rican People's*  
**PUERTO RICAN  
CULTURAL CENTER**  
[www.pcco-chgo.org](http://www.pcco-chgo.org)



# 2019

## Puerto Rican People's Parade Packet

# 41<sup>st</sup> Puerto Rican People's Parade

A Celebration of Our Rich Culture and Heritage

On

Paseo Boricua

**Honoring:**

Lolita Lebrón's Centennial

(1919-2019)

**Celebrating:**

10<sup>th</sup> Anniversary Ciclo Urbano

&

15<sup>th</sup> Anniversary of West Town Bikes

**Inaugurating:**

Puerto Rico Town

(Division St. Western to Grand)

Saturday, June 15<sup>th</sup>, 2019 2:00pm

(Stepping off corner Division and Western)





# Puerto Rican People's Parade (Established in 1978)



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**Thank You for your Support!**

## SECTION I INSERT ADVERTISEMENT RATE SHEET & CONTRACT

### SIZES AND RATE SHEET

		Ad Sizes	(H x W)	Parade Issue Color Only
A	A - Full Page		(8.33X10.25)	\$675
	B - Half Page Horizontal		(4.15X10.25)	\$450
	C - Quarter Page		(4.15X5.125)	\$275
	D - Eighth Page		(2.5 X4.15X)	\$190
B	E - Centerfold		(8.33x20.5)	\$1350
	F - Back Page		(8.33X10.25)	\$900
C	D	G - Sponsorship Listing, Name only		\$50
	D	H - Unable to purchase ad, would like to make a donation (tax deductible). \$ _____		
		I - REPEAT ad: Check here to re-use last year's ad.		

### CONTRACT

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Org./Business: \_\_\_\_\_

Phone \_\_\_\_\_ Email: \_\_\_\_\_

Address \_\_\_\_\_ City: \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Contact \_\_\_\_\_ : Phone: \_\_\_\_\_

Size Ad: \_\_\_\_\_ Total Price: \_\_\_\_\_

Authorized Signature (Advertiser): \_\_\_\_\_ Date: \_\_\_\_\_

PRCC Authorized Signature: \_\_\_\_\_ Date: \_\_\_\_\_

#### Terms and Conditions:

Payment: Make checks payable to **Puerto Rican Cultural Center-Parade**

Attn: Leony Calderón • 2739 W. Division St. • Chicago, IL 60622

Deadline: Contract, Artwork and Payment are due **June 1st. by 5:00pm.**

Artwork Specifications: All ads should be submitted camera ready in PDF format to exact size, completely finished on art paper, laser paper or positive print. (Please no art boards).

NOTE: ALL ADS NOT MEETING SPECIFICATIONS WILL INCUR IN EXTRA CHARGES AND/OR MAY HAVE TO BE ALTERED OR CHANGED TO FIT BOOKLET DIMENSIONS.

**Email ready artwork to: [prpeoplesparade@prcc-chgo.org](mailto:prpeoplesparade@prcc-chgo.org) or [Leonyc@prcc-chgo.org](mailto:Leonyc@prcc-chgo.org)**

# Puerto Rican People's Parade (Established in 1978)

<b>Section II SPONSORSHIP LEVELS – PARADE PACKET WITH FLOAT</b>	
<b><u>LEVEL 1- LOLITA</u></b> A. Parade Entry Fee B. Float with Company Name C. Float Position: 1 to 10 on Parade line-up D. Sound System E. Full Page ad in La Voz del Paseo Boricua "Parade Special Edition" F. 3 Months Advertisement in La Voz Website G. Corporate Logo on all publicity including: posters, pluggers and all printed advertisement H. Honorary Guest Designation for Selected Company Representative	<b>\$10,000</b>
<b><u>LEVEL 2- CICLO URBANO</u></b> A. Parade Entry Fee B. Float with Company Name C. Float Position: 11 to 20 on Parade line-up D. Half Page ad in La Voz del Paseo Boricua "Parade Special Edition" E. 2 Months Advertisement in La Voz Website F. Corporate Logo on all publicity including: posters, pluggers and all printed advertisement	<b>\$7,500</b>
<b><u>LEVEL 3- PUERTO RICO TOWN</u></b> A. Parade Entry Fee B. Float with Company Name C. Float Position: 21 to 30 on Parade line-up D. Quarter Page ad in La Voz del Paseo Boricua "Parade Special Edition" E. 1 Months Advertisement in La Voz Website	<b>\$5,000</b>

## CONTRACT

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Org./Business: \_\_\_\_\_

Phone \_\_\_\_\_ Email: \_\_\_\_\_

Address \_\_\_\_\_ City: \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Contact \_\_\_\_\_ : Phone: \_\_\_\_\_

Size Ad: \_\_\_\_\_ Total Price: \_\_\_\_\_

Authorized Signature (Advertiser): \_\_\_\_\_ Date: \_\_\_\_\_

PRCC Authorized Signature: \_\_\_\_\_ Date: \_\_\_\_\_

### Terms and Conditions:

Payment: Make checks payable to **Puerto Rican Cultural Center-Parade**

Attn: Leony Calderón • 2739 W. Division St. • Chicago, IL 60622

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**Email ready artwork to: [prpeoplesparade@prcc-chgo.org](mailto:prpeoplesparade@prcc-chgo.org) or [Leonyc@prcc-chgo.org](mailto:Leonyc@prcc-chgo.org)**



# Puerto Rican People's Parade (Established in 1978)

## Section III PARADE ENTRY APPLICATION

**Parade Entry Fees (100% of your payment is required when submitting this application)**

**41st. Puerto Rican People's Parade Application Saturday, June 15, 2019 | 2:00 p.m.**

Entry Type <i>Please Check One</i>	Fee BEFORE May 24, 201	Fee AFTER May 24, 2019
Parade Position #1-10	\$7,500.00	\$8,000.00
Parade Position #11-18	\$3,500.00	\$4,000.00
Corporate*	\$3,500.00	\$4,000.00
Org./Not-for-Profit <i>(include 501(c)3 status)</i>	\$1,500.00	\$1,600.00
Political	\$1,500.00	\$1,600.00
Small Business	\$550.00	\$650.00
Cars	\$200.00 for 10	\$300.00 for 10
Motorcycles	\$200.00 for 10	\$300.00 for 10
Bicycle Clubs	\$150.00 unlimited	\$250.00 unlimited

**NOTE: PRICES ABOVE DO NOT INCLUDE A FLOAT.**

**Please contact the Puerto Rican Cultural Center – Leony Calderon** [prpeoplesparade@prcc-chgo.org](mailto:prpeoplesparade@prcc-chgo.org) 773-342-0855.

Full Payment is required with application and Checks should be made out to: Puerto Rican Cultural Center/Parade and sent to 2739

-41 W. Division St. Chicago, IL 60622. ATTN: Leony Calderon. Any payment made with less than 30 days before the parade must be made by certified check, money order or cash payment only. Contact Info located on last page of form.

Participant Information		
Participating Organization Name:		
Mailing address:		
City:	State:	ZIP Code:
Phone: (Day)	(Evening)	Mobile:
Email:		
If not a not-for-profit, name of corporate sponsor/sponsoring organization:		

Parade Entry Information		
Entry Type <i>Please Check One</i>	Description <i>Be specific: flatbed, pickup, trailer, car, number of group members, etc.</i>	Dimensions <i>Required</i>
<input type="checkbox"/> Float		
<input type="checkbox"/> Dance Group		
<input type="checkbox"/> Elected Official		
<input type="checkbox"/> Marching Band		
<input type="checkbox"/> Not-For-Profit		
<input type="checkbox"/> Other (specify):		

### Emergency On-Site Contact (REQUIRED) – PARTICIPATION VOID WITHOUT THIS INFORMATION!

Name of the person in charge on Parade Day and Mobile Phone on Site:

**Parade Messaging - Please Keep in mind, only the first 60 floats have the most prominence**

Please describe your organization, or include a brief statement for us to use when announcing your group at the parade:

**Entry Details:** Will your entry have music? Will your entry have live entertainment? If yes, please describe below:

*Continued on next page ...*



## Section IV

## RULES & REGULATIONS

**CHECK-IN:** with the Parade staff at the tent on the northwest corner of Division and Western Ave. You may check in anytime between 11:00 a.m. and 1:00 p.m. to receive your float placement number and wristbands. All floats are required to check-in prior to line-up.

**LINE-UP:** will take place in the westbound lanes of Division St. between Western and Artesian Ave. (2430 West Division).

### **RULES:**

1. All parade units must clearly display a banner and their position number prominently.
2. Participants/Units must stay in their assigned order, unless specifically directed otherwise by a parade official.
3. Car clubs are limited to 10 vehicles per group. Motorcycle clubs are limited to 10 motorcycles per group. Political Candidates vehicles are restricted to one vehicle per entry.
4. Vehicles must follow a straight course in a cautious and safe manner. There shall be no quick starts, stops or peeling of rubber. No swerv- ing back and forth and no reckless driving of any kind.
5. Persons who are walking should hand items that have been approved for distribution, to spectators. Persons distributing such materials must walk alongside the barricades (curbside) adjacent to their own unit and not intrude upon other unit's activities or presentation space.
6. No jumping on or off vehicles or any moving unit.
7. All elected officials with a political affiliation (Democrat, Republican) will be considered one unit.
8. All units should leave appropriate space between themselves. Parades are forward moving; please do not stop your unit for any type of performance unless directed by Parade Officials.
9. Parade units must proceed past the end of the parade route before stopping and unloading.
10. Any unit, whose participants, argue with, use foul language or refuse to do what a parade official asks, will be removed from the lineup immediately. The Chicago Police Department will issue violations for violated municipal ordinances and/or State vehicle codes relevant to traffic citations if not in accordance with all the proper licenses required by the city and state.

**The Puerto Rican Cultural Center People's People's Parade, reserves the right to deny approval of specific units, which violated these regulations or makes any modifications to any rules or regulations, or as deemed necessary for the safety of the participants and the spectators.**

### **PARADE PACE PROCESSION:**

1. Official Start – Division at Artesian Street (2430 W. Division)
2. Parade Route – On Division starting west of Western Avenue heading west to Sacramento Ave – Disbanding and heading south on Sacramento Avenue.
3. The pace is established by Parade management. All registrants should be at their entry position and ready to step off no later than 2:00 p.m. Failure to do so may cost you your original spot. Parade management reserves the right to change line-up to our own discretion. MONITORS: all parade registrants will follow the lead of the parade monitors. Their job will be to ensure that your entry follows the rules, moves steadily down the route and when necessary, politely urge spectators to stay on the curbs.

### **PLEASE INITIAL NEXT TO THE FOLLOWING RULES INDICATING YOUR COMPLIANCE:**

- \_\_\_\_\_ No glass containers or alcoholic beverages allowed in the staging area or on the Parade route.
- \_\_\_\_\_ No items may be thrown from floats, vehicles or entries. Your participants may walk along & hand out items.
- \_\_\_\_\_ No nudity or sexually explicit behavior will be allowed.
- \_\_\_\_\_ Float themes, logos, or slogans competing or conflicting with Parade sponsorship is prohibited.
- \_\_\_\_\_ Outside sponsorship of floats/entries is prohibited. Signage, banners and giveaways not provided by Parade entry are not allowed.
- \_\_\_\_\_ Noncompliance with any of the above rules may result in your entry being removed from the Parade and subsequent disqualification.
- \_\_\_\_\_ If you are applying as a Not for Profit Organization (NFP) please include a copy of your 501(c) (3) status document.

### **VEHICLES: NO UNIT WILL BE PERMITTED TO PARTICIPATE WITHOUT COMPLETING THE FOLLOWING:**

I, \_\_\_\_\_ (Name of Driver) declare that I will be a participant in the 2019.

Puerto Rican People's Parade occurring on Saturday, June 15, 2019 in Chicago, IL. I will be driving: \_\_\_\_\_

**(Year, Plate Number and Make of Vehicle/Description of Float. Multiple vehicle Entries must each fill out completely this form.)**

I further declare that I'm fully insured to operate said vehicle/float and specifically, that I carry liability insurance to cover property damage and physical injuries to others. **A copy of my driver's license and proof of insurance is attached.** I agree to indemnify and hold harmless the City of Chicago, Puerto Rican Cultural Center, servants, employees, subcontractors, volunteers from any injuries and/or damages to others that may result from my operation of said vehicle/float, or participation in the Parade and to defend all parties against any claims arising out of my operation of said vehicle/float or participation in the event. In the event of litigation cost or attorney's fees, I/We agree to defend and hold harmless City of Chicago, Puerto Rican Cultural Center, and its agents, servants, employees, subcontractors and volunteers from any such cost. This agreement is the final writing and supersedes any prior negotiations. I declare under penalty of perjury that the foregoing is true and correct of Puerto Rican Cultural Center, and the City of Chicago, held in Division Street between Western Avenue and Sacramento Avenue in Chicago, IL, on Saturday, June 15, 2019. If my minor child is a participant, I also certify that I have counseled him/her in safety related to such activities. We request that you read and understand fully the Parade Rules & Regulations attached to this application. By sign- ing your Parade Application and Rules & Regulations packets, you acknowledge that you, and everyone involved with your entry, will uphold to all the Parade Rules & Regulations.

**Participant Signature:** \_\_\_\_\_ **Print Name:** \_\_\_\_\_ **Date:** \_\_\_\_\_

**PRCC Signature:** \_\_\_\_\_ **Print Name:** \_\_\_\_\_ **Date:** \_\_\_\_\_

**Parade Contact Info.: the Puerto Rican Cultural Center, Attn: Leony Calderon, 2739-41 W. Division St. , Chicago, IL 60622**