



42nd

Sat. June 20th, 2020

Puerto Rican People's Day Parade

A Celebration of Our Rich Culture and Heritage

Paseo Boricua, Puerto Rico Town

On Division St. Between (Western Ave. and Sacramento Blvd)

CELEBRATING

- 25 Years of the Installation of our Steel Flags
- 20 Years of the National Museum of Puerto Rican Arts and Culture
 - 15 Years of Muévete Program
 - 15 Years of UrbanTheater Company





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

Dear Merchants and Friends:

The Puerto Rican Cultural Center will be celebrating the 42nd Annual Puerto Rican People's Day Parade on *Paseo Boricua*, starting at 2:00pm on Division & Western, on Saturday June 20th, 2020. It will highlight the following:

- **The Celebration of:**
 - The 25th Anniversary of the Puerto Rican Flag of Steel
 - The 20th Anniversary of the National Museum of Puerto Rican Art and Culture
 - The 15th Anniversary of Urban Theater Company
 - The 15th Anniversary of Muévete
- **The Inauguration of the Special State Designated Cultural Sanctuary District; Puerto Rico Town**

During the past four decades the Parade has grown into one of the largest cultural celebrations in this community, which proudly showcases our rich cultural heritage. It includes floats, marching bands, *vejigantes*, dancing/musical performances, and brings together area businesses, political figures, religious institutions, cultural centers, schools, and community groups.

In recognition of our rich diversity, as a community, our *Cacica*/Queen is always a transgender person.

Following the parade thousands of participants join the Annual Fiestas Patronales Puertorriqueñas in Humboldt Park.

I am excited to invite you to be part of the above effort. Please join us as we celebrate our beautiful people, culture and our collective successes. You can be part of this community tradition in any of the following ways:

- **Join** the Puerto Rican People's Day Parade as a participant, Saturday, June 20, 2020
- **Purchase** an ad in *La Voz del Paseo Boricua's* Parade Special Edition Insert
- **Purchase** a Parade Entry Fee and join the celebration
- **Become** a Parade Sponsor

See attached Parade Packet 2020 for full details of the above options.

I am looking forward to your participation in the 42nd Annual Puerto Rican People's Day Parade to make of this event a community success.

Gratefully Yours,

Leony Calderón
PRCC People's Day Parade Coordinator

INSIDE THIS PACKET

SECTION I	INSERT ADVERTISEMENT RATE SHEET & CONTRACT
SECTION II	PARADE SPONSORSHIP LEVEL & CONTRACT
SECTION III	PARADE APPLICATION ENTRY FEE & CONTRACT
SECTION IV	RULES & REGULATIONS

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	(9.5 x 10)	\$675
	B - Half Page Horizontal	(4.75 x 10)	\$450
	C - Quarter Page	(4.75 x 5)	\$275
	D - Eighth Page	(4.75 x 2.5)	\$190
B	E - Centerfold	(9.5 x 20.5)	\$1350
	F - Back Page	(9.5 x 10)	\$900
C	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 or Leonyc@prcc-chgo.org



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Section II SPONSORSHIP LEVELS – PARADE PACKET WITH FLOAT	
<u>LEVEL 1-PUERTO RICAN FLAG OF STEEL</u> 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 al publicity including: posters, pluggers and all printed advertisement H. Honorary Guest Designation for Selected Company Representative	\$10,000
<u>LEVEL 2- NATIONAL MUSEUM OF PUERTO RICAN ART & CULTURE</u> 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 al publicity including: posters, pluggers and all printed advertisement	\$7,500
<u>LEVEL 3-URBAN THEATER COMPANY MUÉVETE</u> 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	\$5,000

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: _____

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Section III PARADE ENTRY APPLICATION

Parade Entry Fees (100% of your payment is required when submitting this application)
42stnd. Puerto Rican People's Day Parade Application Saturday, June 20, 2020 | 2:00 p.m.

Entry Type <small>Please Check One</small>	Fee BEFORE May 22, 2020	Fee AFTER May 22, 2020
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 <small>(include 501(c)3 status)</small>	\$2,000.00 <small>(Sliding scale available for NfP less than 1M gross net income)</small>	\$2,100.00
Political	\$1,600.00	\$1,700.00
Small Business	\$550.00	\$650.00
Cars	\$300.00 for 10	\$400.00 for 10
Motorcycles	\$300.00 for 10	\$400.00 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 773342-0855.

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 <small>Please Check One</small>	Description <small>Be specific: flatbed, pickup, trailer, car, number of group members, etc.</small>	Dimensions <small>Required</small>
Float		
Dance Group		
Elected Official		
Marching Band		
Not-For-Profit		
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:



Puerto Rican People's Day Parade (Established

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 swerving 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 Puerto Rican People's Parade occurring on Saturday, June 20, 2020 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 20, 2020. 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 signing 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