

# 45<sup>th</sup> Puerto Rican People's Day Parade

A Celebration of Our Rich Culture and Heritage  
On  
Paseo Boricua



THE *Juan Antonio Corretjer*  
PUERTO RICAN  
CULTURAL CENTER

**Celebrating:**

**The 50th Anniversary of  
The Puerto Rican Cultural Center (PRCC)  
Juan Antonio Corretjer  
(1973-2023)**

**Saturday, June 10th. 2023 at 2:00pm**  
(Stepping off on Division St. corner of Campbell Ave.)

## INSIDE THIS PACKET

SECTION I	INSERT ADVERTISEMENT RATE SHEET & CONTRACT
SECTION II	PARADE SPONSORSHIP LEVEL & CONTRACT
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**SECTION I INSERT ADVERTISEMENT RATE SHEET & CONTRACT**

**SIZES AND RATE SHEET**

		Ad Sizes	(H x W)	Parade Issue Color Only
		<b>A</b>		<b>A - Full Page</b>
	<b>B - Half Page Horiz.</b>		(4.75 x 10)	\$525
	<b>C - Quarter Page</b>		(4.75 x 5)	\$325
	<b>D - Eighth Page</b>		(4.75 x 2.5X)	\$215
<b>B</b>		<b>E - Centerfold</b>	(9.5 x 20.5)	\$1,500
		<b>F - Back Page</b>	(9.5 x 10)	\$1,025
		<b>G - Sponsorship Listing Only (Name only)</b>		\$100
<b>C</b>	<b>D</b>	<b>H - Unable to purchase ad. I would like to make a donation (tax deductible)</b>		\$
	<b>D</b>	<b>I - REPEAT Ad: Check here to re-use last year's ad <input type="checkbox"/> Make sure year and contact info UTD</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:** Checks payable to **Puerto Rican Cultural Center-Parade**

Mail to: The Puerto Rican Cultural Center

Attn: Leony Calderón (Parade)

2556 W. Division St.

Chicago Il 60622

**Deadline:** Contract, Artwork, Video and Payment are due **May 19, 2023, by 5:00pm.**

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

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

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

**Section II SPONSORSHIP LEVELS – PARADE PACKET WITH FLOAT**

<p align="center"><b><u>LEVEL I- Dr. Pedro Albizu Campos HS</u></b></p> <p>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 “Special Parade Edition”          F. 3 Months Advertisement in La Voz Website          G. Corporate Logo on all publicity includes posters, pluggers and all printed advertisement          H. Honorary Guest Designation for Selected Company Representative</p>	<p><b>\$15,000</b></p>
<p align="center"><b><u>LEVEL II- Juan Antonio Corretjer PRCC</u></b></p> <p>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 “Special Parade Edition”          E. 2 Months Advertisement in La Voz Website          F. Corporate Logo on all publicity includes posters, pluggers and all printed advertisement</p>	<p><b>\$10,000</b></p>
<p align="center"><b><u>LEVEL III-Centro Infantil Consuelo Lee Corretjer</u></b></p> <p>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 “Special Parade Edition”          E. 1 Month Advertisement in La Voz Website</p>	<p><b>\$5,000</b></p>

**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:** Check payable to **The Puerto Rican Cultural Center-(Parade)**

Mail to: The Puerto Rican Cultural Center  
 Attn: Leony Calderón (Parade)  
 2556 W. Division St.  
 Chicago Il 60622

**Deadline:** Contract, Artwork and Payment are due **May 19<sup>th</sup> 2023 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)**



**Section III PARADE ENTRY APPLICATION**

**Parade Entry Fees (100% of your payment is required when submitting this application)**  
**45<sup>th</sup> Puerto Rican People's Day Parade: Saturday, June 10, 2023 | 2:00 p.m.**

Entry Type	<i>Please Check One</i>	Fee BEFORE May 19, 2023	Fee AFTER May 19, 2023
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 (include 501(c)3 doc.)		\$1,500.00	\$1,700.00
Political		\$1,500.00	\$1,700.00
Small Business		\$550.00	\$650.00
Cars		\$500.00 up to 6 cars (Per City ordinance 50 cars total)	\$600.00
Motorcycles		\$300.00 up to 10 bikes(Per city ordinance 50 motorbike total)	\$400.00
Bicycle Clubs		\$200 up 50 bikes pers club	\$300.00

**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 mailed to 2556 W. Division St. Chicago, IL 60622. ATTN; Leony Calderon. Any payment made less than 30 days before the parade must be made by certified check, money order or cash payment only. Contact info is 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	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:

## 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 10:00 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 on both side of the street Campbell Ave. facing North (1200 North-1000 North)

### **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 Day People's Parade reserves the right to deny approval of any units which violates these regulations as deemed necessary for the safety of the participants and the spectators.**

### **PARADE PACE PROCESSION:**

1. Official Start – Division St.at Campbell Avenue (2500 W. Division)
2. Parade Route – On Division Street, stepping off from Campbell Ave. (2500 west) traveling westbound to Sacramento Ave – Disbanding on Humboldt Dr. 1000 North to 1200 North.
3. The pace is established by Parade management. All registrants should be at their entry position and ready to step off no later than 1:45PM p.m. Failure to do so may cost you your original spot. Parade management reserves the right to change line-up at its 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 alcoholic beverages or glass containers allowed in the staging area or on the Parade route  
**(NO DRINKING DURING THE PARADE, violators will be banned from next year's Parade)**
- \_\_\_\_\_ 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 ~~qualification~~ **disqualification.**
- \_\_\_\_\_ If you are applying as a Not for Profit Organization (NFP) please include a copy of the IRS letter verifying your 501(c) (3) status.

### **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 2023 Puerto Rican People's Day Parade taking place on Saturday, June 10, 2023, 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 am 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, staff, 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 agreements. I declare under penalty of perjury that the foregoing is true and correct of the 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 10, 2023. 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:** \_\_\_\_\_