

48th Puerto Rican People's Day Parade

Saturday, June 13, 2026

12:00pm

(Stepping off on Division St. corner of Campbell Ave.)

**A Celebration of Our Rich Culture and Heritage
On
Paseo Boricua**



THE *Justo Betancourt*
PUERTO RICAN
CULTURAL CENTER

BARRIO
BORICUA
HUMBOLDT PARK, CHICAGO



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SECTION I INSERT ADVERTISEMENT RATE SHEET & CONTRACT

SIZES AND RATE SHEET

Ad Sizes		(height x width)	Parade Issue Color Only
A	A - Full Page	(9.5 x 10)	\$775
	B - Half Page (Horizontal)	(4.75 x 10)	\$525
	C - Quarter Page	(4.75 x 5)	\$325
B	D - Eighth Page	(4.75 x 2.5X)	\$215
	E - Centerfold	(9.5 x 20.5)	\$1,500
	F - Back Page	(9.5 x 10)	\$1,025
C	D	G - Sponsorship Listing Only (Name only)	\$100
		H - Unable to purchase ad. I would like to donate (tax-deductible)	\$
I - REPEAT Ad: (Check here to re-use last year's ad) <input type="checkbox"/>			



ALL ADS NOT MEETING SPECIFICATIONS WILL INCUR A CHARGE OF \$50 AND/OR MAY HAVE TO BE ALTERED OR CHANGED TO FIT DIMENSIONS.

Terms and Conditions:

Make checks payable to: Puerto Rican Cultural Center

Mail to: The Puerto Rican Cultural Center

ATTN: Leony Calderón

2531W. Division St., Chicago, IL 60622

Deadline: Contract, Artwork, and Payment due Friday, May 15, 2026, by 5:00pm.

MATERIALS: Email your artwork to lavoz@prcc-chgo.org with CC to prpeoplesparade@prcc-chgo.org.

All ads should be submitted camera-ready in PDF, PNG, or JPG format to the exact size. PRESS RUN 10,000 EXCEPT IN JUNE AND AUGUST WHEN THE PRINT RUN IS 15,000.

CONTRACT

Name: _____ Title: _____

Org/Business: _____

Phone: _____ Email: _____

Address: _____ City: _____

State: _____ Zip: _____ Size (Circle one): **A B C D E G H I**

Authorized Signature (Advertiser): _____ Payment Due: \$ _____

SECTION II SPONSORSHIP LEVELS – PARADE PACKET WITH FLOAT

<u>LEVEL I- PACHS</u>	\$16,000
<ul style="list-style-type: none"> A. Parade Entry Fee B. Float with the Company's 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 includes posters, pluggers, and all printed advertisements. H. Honorary Guest Designation for Selected Company Representative 	
<u>LEVEL II- PRCC</u>	\$11,000
<ul style="list-style-type: none"> A. Parade Entry Fee B. Float with the Company's Name C. Float Position: 11 to 15 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 includes posters, pluggers, and all printed advertisements 	
<u>LEVEL III- CIC</u>	\$6,000
<ul style="list-style-type: none"> A. Parade Entry Fee B. Float with Company's Name C. Float Position: 16 to 20 on Parade line-up D. 1 full page ad in La Voz del Paseo Boricua "Parade Special Edition" E. 1 Month Advertisement in La Voz Website 	

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

Mail to: The Puerto Rican Cultural Center
 Attn: Parade, Leony Calderón
 2531 W. Division St.
 Chicago Il 60622

Deadline: Contract, Artwork, and Payment are due **Friday, May 15, 2026 by 5:00pm.** **Artwork Specifications:** All ads should be submitted camera-ready in PDF format to the 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



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

SECTION III PARADE ENTRY APPLICATION

**Parade Entry Fees (100% of your payment is required when submitting this application)
48th Puerto Rican People's Day Parade Application Saturday, June 13, 2026.**

Entry Type <i>Please Check One</i>	Fee BEFORE May 15, 2026	Fee AFTER May 15, 2026
Parade Position #1-10	\$7,500.00	\$8,000.00
Parade Position #11-20	\$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	\$1,700.00
Political	\$1,500.00	\$1,700.00
Small Business	\$550.00	\$650.00
Cars	\$500.00 up to 6 cars per group. <i>(Per City ordinance only 50 cars total)</i>	\$600.00
Motorcycles	\$300.00 up to 10 bikes. <i>(Per city ordinance 50 motorbike total)</i>	\$400.00
Bicycle Clubs	\$200 up 50 bikes pers club	\$300.00

NOTE: PRICES ABOVE DO NOT INCLUDE A FLOAT.

Contact the Puerto Rican Cultural Center – Leony Calderon, prpeoplesparade@prcc-chgo.org 773-342-0855
Full Payment is required with the application. Checks made out to: Puerto Rican Cultural Center/Parade, sent to 2531 W. Division St., Chicago, IL 60622. ATTN; Leony Calderon. Payments made after May 15, 2026, require a certified check, money order, cash, or an electronically processed payment.

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>
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:

SECTION IV

RULES & REGULATIONS

CHECK-IN: at the corner of Augusta and Campbell. Check in any time after 10:00 am. All floats are required to check in prior to line-up.

LINE-UP: will take place on both sides of the street, Campbell Ave. facing North (1200 North-1000 North)

RULES:

1. All parade units must display 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 6 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 cautiously and safely. There shall be no quick starts, stops, or screeching of rubber. No swerving back and forth and no reckless driving of any kind.
5. People who are walking should hand items that have been approved for distribution to spectators. People distributing such materials must walk alongside the barricades (curbside) adjacent to their unit and not intrude upon other units' 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 violations of 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 specific units that violate these regulations or make 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 St. at Campbell Avenue (2500 W. Division)
2. Parade Route – On Division Street, stepping off from Campbell Ave. (2500 west) and traveling westbound to Sacramento Ave – Disbanding on Humboldt Dr. (1000 North to 1200 North), Augusta.
3. The pace is established by Parade management. All registrants should be at their entry position and ready to step off no later than 15 minutes before stepping off. Failure to do so may cost you your original spot. Parade management reserves the right to change the line-up to our 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 urges spectators to stay on the curbs.

PLEASE INITIAL NEXT TO THE FOLLOWING RULES INDICATING YOUR COMPLIANCE:

- _____ **No alcoholic beverages or glass containers are 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 are prohibited.
- _____ Outside sponsorship of floats/entries is prohibited. Signage, banners, and giveaways not provided by the 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 2026.

Puerto Rican People's Day Parade occurring on Saturday, June 13, 2026, in Chicago, IL. I will be driving: _____

(Year, Plate Number, and Make of Vehicle/Description of Float. Multiple vehicle Entries must each fill out 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, and 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 costs 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 13, 2026. 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:** _____