51st Annual 26th Street Mexican Independence Day Parade
After a long two-year hiatus, the parade is back with an emphasis on unity and strength. The 2022 Little Village Chamber of Commerce Mexican Independence Day will take place on Sunday, September 11, 2022, and this year’s parade theme is, “Nuestra Unidad es Nuestra Fortaleza,” or “Our Unity is Our Strength,” which serves as a reminder that our culture and unity as a community holds strong.

The 26th Street Mexican Independence Day Parade is considered one of the largest parades in the midwest and brings together over 500,000 participants, residents, and visitors along the two-and-half-mile business corridor. The parade features brightly colored floats, mariachi bands, and folkloric dancing starting at the iconic Little Village, located on 26th Street and Albany Avenue, and proceeds down 26th Street to Kostner Avenue down 26th Street. The parade is attended and enjoyed by residents, elected officials, community leaders, local businesses, entertainers, artisans, and artists.

For sponsorship opportunities please contact Sarai Guerrero at sarai@littlevillagechamber.org or at (773) 521-5387
The Mexican Independence parade helps promote our local businesses and brings attention to the driving force behind the continued growth and success of the Latino business community and the consumer market.

### SPONSORSHIP LEVELS

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<th>Deliverables</th>
<th>Presenting Sponsor $50K</th>
<th>Platinum Sponsor $20K</th>
<th>Gold Sponsor $10K</th>
<th>Silver Sponsor $5K</th>
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<td>VIP Breakfast: Registrations</td>
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<td>VIP Breakfast: Master of Ceremony</td>
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<td>Parade: Premier location</td>
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<td>Parade: Signage on Broadcasted Barricades</td>
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<td>Recognition on Social Media</td>
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Small businesses, nonprofits, and government agencies looking to participate in the Mexican Independence Day Parade can contact us directly for pricing and the parade entry application. Please reach out to Sarai Guerrero at sarai@littlevillagechamber.org for a copy of the application and any other additional questions.
The Little Village Chamber of Commerce 26th Street Mexican Independence Day Parade is the largest Mexican Independence Day parade in the Midwest with close to 500k in attendance.

83% of Little Village residents are Mexican or Mexican-American.

The Mexican Independence Parade will be broadcasted and it is estimated that about 1 million viewers will tune in.

The Mexican Independence Parade has more than 100 floats and over 3,000 participants and volunteers.

The parade route is home to more than 1,500 businesses and over 100 restaurants.

Over 300 small businesses, corporate and government leaders will attend the Mexican Independence VIP Breakfast.

Social Media Highlights

Followers: 14,304
Likes: 13,044

Followers: 13,504
Parade Participation FAQ

- All parade entry fees must be paid in full by August 1, 2022, to participate.
- All fees are not refundable after August 1, 2022. A 10% Admin Fee for cancellations/ refunds before August 1, 2022.
- One float, group (limited to 50 people), or vehicle per parade position.
- One Company/Organization per parade position (Any additional entries will be charged to your business/organization).
- If the parade is canceled due to weather conditions, or any unforeseen events, the parade registration fees are not refundable, and there will not be a parade makeup date.
- The LVCC is not responsible for the purchasing or renting of any floats. Your company has complete responsibility.
- Any additional questions can be addressed by emailing Sarai Guerrero at sarai@littlevillagechamber.org or via telephone at (773) 521-5387
Parade Guidelines

The Little Village Chamber of Commerce is working closely with the Chicago Police Department. The Chicago Police Department reserves the right to remove any and all floats violating such rule. The LVCC will not provide any refunds to any floats violating this rule. Please note, that any violation constitutes a $500 fine for each item thrown.

- Any product, promotional materials, or any other items thrown at the viewing public during the parade are strictly prohibited by City Ordinance.
- Parade drivers must be licensed and insured. Attach proof of both driver’s license and insurance with the application.
- Company contact must arrive at the registration area no later than 8:00 AM on Sunday, September 11, 2022.
- Staging of the entries will be on 26th Street in the area east of Albany Avenue (at Little Village arch) and on California Boulevard from 26th Street to 31st Street.
- Entries have been assigned a staging area corresponding to their parade position in the following order:
  - Parade positions 1-40 on 26th Street from Albany Avenue going eastbound to California Street (odds on Northside, evens on Southside)
  - Parade positions 41-100 on California Boulevard (odds on Eastside, evens on West side)
- After arriving at their staging area, entries must check-in at the Chamber’s registration table/tent that will be located on the southeast corner of 26th and California Boulevard.
- The parade initiates promptly at 12:00 noon at 26th & Albany Avenue by the Little Village Arch and ends on 26th & Kostner. Please note that this is a 1.6-mile walk.
- A sign with the parade position number will be provided at registration time. The parade number must be visibly displayed on the front side of the driver’s glass of the vehicle pulling the float. If official number documentation is not displayed, you will be excluded from the procession.
- Parade marshals will coordinate all activities from that point on, directing each entry to enter the parade at the appropriate spot and providing assistance as needed.
- All horse carriages must park on the Southside of the street between Pulaski and Keeler on 31st St. Reserved parking will be available for horse carriages only.
- Upon arrival at Kostner, proceed to 31st Street to disband.
- Delivery trucks, semi-truck, and flatbeds are not permitted in the parade.
- Those who are walking in a group in the parade are encouraged to wear culturally appropriate costumes (if applicable) or be dressed in a way that identifies members as part of a group.
- No alcohol permitted.
- No candy throwing, all goody items must be handed out.
- No Nudity (this is a family-friendly event)
ENTRY DETAILS

Please indicate the quantity next to the type of vehicle(s) and/or group(s) that will represent your company. Each entry counts as one parade position.

Float(s): ____________________ Car(s)*: ____________________ Van(s)*: ____________________

Group(s): ____________________ (limit 50 people per group)

Marching Unit(s): ____________________ Horse(s)**: ____________________

Other (please specify):
___________________________________________________________________________________

Will your entry have music or live entertainment? If yes, please describe below:
___________________________________________________________________________________
___________________________________________________________________________________

*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 2022 LVC 26th St. Mexican Independence Day Parade occurring on September 11, 2022 in Chicago, IL. I will be driving: _________________________: (Year, Plate Number and Make of Vehicle/Description of Float). 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.

**Horses: No animals will be permitted to participate without the following:

If you have a horse or any other animal, someone must be there before, during, and after to clean up after the horse. This is mandatory or you may be subject to a fine of up to $500.00 and/or not participate in the parade. If you are having a group of two or more horses, you will need to have a veterinarian available on site. A certificate of good health is to be provided to LVCC 10 days prior to the parade.

Waiver
I agree to indemnify and hold harmless the LVCC and its agents, servants, employees, subcontractors, volunteers, and the City of Chicago from any injuries and/or damages to others that may result from my operation of said vehicle/float, and to defend all parties against any claims arising out of my operation of said vehicle/float. In the event of litigation cost or attorney's fees, I/We agree to defend and hold harmless LVCC and its agents, servants, employees, subcontractors, volunteers, and the City of Chicago 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.

I have read and understand the parade guidelines.
__________________________________________________________________________________

Name of Organization
PARTICIPANT INFORMATION

Organization: __________________________________________________________

Primary Contact: __________________________ Email Address: __________________________

Phone Number: __________________________ Fax Number: __________________________

On-Site Contact: __________________________ On-Site Email Address: __________________________

PARADE PARTICIPATION FEES MUST BE PAID IN FULL BY:
August 1, 2022 TO ALLOW PARADE ENTRY

Billing Information:

Parade Fee Total $________

Payment Method: Money Order  Check: Check #__________________

Credit Card: Visa  Master  Card Amex  Discover

Name: _________________________________________________________________

Email: _________________________________________________________________

Billing Address: __________________________ Billing City/State/Zip Code: _________________

Card #: __________________________ Expiration date: __________________________

Card holder name: __________________________

Card holder signature: __________________________
MEDIA INFORMATION

As many as a million people may be watching the parade in person or through various media outlets; in order for your unit to be announced in the manner that you wish the following form must be completed and submitted by August 1, 2022.

Name of Company: ________________________________________________________________

Type of Organization-Business: ______________________________________________________

How many years has your business/organization participated in the parade:______________

What is the theme of your entry: _____________________________________________________

What year did the business originate: ___________ How many years in business:_________

Required Information:
This information will be the basis of our announcers’ script for the television broadcast of the parade. Note: the description has to be provided below and sent via email to ensure accuracy.

Please provide two descriptions one in English and the other in Spanish with a maximum of 50 words describing your organization and parade unit (description of your organization, mission or a message to the community). What will make your unit unique and stand out from the rest (Please be specific).

English Description:
________________________________________________________________________________
________________________________________________________________________________
________________________________________________________________________________

Spanish Description:
________________________________________________________________________________
________________________________________________________________________________
________________________________________________________________________________

Are there any celebrities, politicians or someone special in your entry that you would like announce? Please provide their name and title.
________________________________________________________________________________
________________________________________________________________________________
PARADE FLOAT RENTAL INFORMATION:

ABC Parade Floats (Float Rentals)
3375 W. Columbus Ave.
Chicago, IL. 60652
(773)436-4499
www.abcparadefloats.com

Associated Attractions (Float Rentals & Materials)
1919 W. 74th St.
Chicago, IL. 60609
(773) 376-1900
www.paradefloat.com

PARADE FLOAT DECORATIONS:

Gillette Parade Products
1425 Boyce Memorial Dr.
Ottawa IL. 61350
815-433-5305
www.gilleteparade.com

Antique Coach & Carriages
820 N. Michigan Ave.
Chicago, IL. 60611
312-957-4770
www.antiquecoachcarriage.com

KC Party Creations,
Balloon Decorations
Karina Casanova
773-216-8711
kcpartycreations@gmail.com

La Orquidea
Jose Gutierrez
3738 W. 26th Street
Chicago, IL 60623
773-277-1606
orquideacreations@gmail.com

Decoraciones
Globo-Arte Victor Soria
773-573-6838
Thank you!

We look forward to working with you.
Any additional questions please contact
Sarai Guerrero
sarai@littlevillagechamber.org